

State of Texas *

*

County of Comal *

Proclamation

RECOGNIZING THE NEW BRAUNFELS HERALD-ZEITUNG WITH THE TEXAS HISTORICAL COMMISSION TEXAS TREASURE BUSINESS AWARD

WHEREAS, the Texas Treasure Business Award program is an initiative of the Community Heritage Division of the Texas Historical Commission and created to pay tribute to the state’s well-established businesses who have been in continual operation for at least 50 years; and

WHEREAS, the Texas Treasure Business Award was created in 2005 by Senate Bill 920, and since then over 500 Texas businesses have been recognized as a Texas Treasure Business; and

WHEREAS, the newspaper business in New Braunfels began in 1852 with publication of the *Neu Braunfelser-Zeitung* a mere seven years after New Braunfels was founded and the first editor was Ferdinand J. Lindheimer who published the newspaper for 20 years from his home which still stands today at 491 Comal Avenue, New Braunfels; and

WHEREAS, the *Neu Braunfelser-Zeitung* was printed in the German language and in 1952 celebrated 100 years in the newspaper business and was the oldest business in New Braunfels at that time; and

WHEREAS, in 1892 the *New Braunfels Herald* began publishing in the English language with S. R. Whitley as the editor, and in 1957 the *New Braunfels Herald* joined with the *Neu Braunfelser-Zeitung*, alternating weekly publications, merging completely in 1967 and printed as the *New Braunfels Herald-Zeitung*; and

WHEREAS, during a devastating flood in 1998, water severely damaged the *New Braunfels Herald-Zeitung* offices, equipment, and archives, but the newspaper publication was uninterrupted with the help of the neighboring Seguin newspaper office; and

WHEREAS, the *New Braunfels Herald-Zeitung* is one of the oldest newspapers in Texas and has received the Texas Historical Commission’s prestigious Texas Treasure Business Award for its historical contributions and continuous operations in Texas.

NOW, THEREFORE, BE IT PROCLAIMED that the Comal County Commissioners Court, duly convened and acting in its capacity as the governing body of Comal County, does hereby gratefully honor and congratulate the *New Braunfels Herald-Zeitung* for being honored as a Texas Treasure Business by the Texas Historical Commission, and does invite all residents of Comal County to recognize the *New Braunfels Herald-Zeitung* for their exceptional historic significance and their longevity in Comal County.

PASSED AND APPROVED on this the 24th day of August 2023.


Sherman Krause, County Judge


Donna Eccleston, Commissioner Pct. 1


Scott Haag, Commissioner Pct. 2


Kevin Webb, Commissioner Pct. 3


Jen Crownover, Commissioner Pct. 4

Attest:


Bobbie Koepp, County Clerk

