PROPOSAL

Demolish a ca. 1903 commercial building.

ARCHITECTURE

One-story, three-bay brick commercial building. Each bay has two segmental arched openings containing paired doors with a transom. The parapet has corbelled brickwork.

While the brickwork resembles the ca. 1883 building at 1700 Lavaca St., this is not the building’s historic appearance. Historic photographs show the building originally had storefront windows flanking entrances in each of the three bays. Above an awning, the wall appears to have been smooth stucco with a simple metal coping. A 1975 photograph shows the façade was slipcovered at that time. Per the applicant, the building was largely reconstructed in 1983.

RESEARCH

The commercial building at 1704 Lavaca St. was historically addressed as 1702-1706 Lavaca St., with one address per each bay of the façade. It was constructed for Emil Haenel, Sr. around 1903 to expand his adjacent grocery store, established at 1700 Lavaca St. in 1883. With the additional space in this building, Haenel’s Cash Store began offering general merchandise, such as kitchen items, lawn and garden equipment, and toys, in addition to groceries. Sons Emil Haenel, Jr. and August W. Haenel continued to run the business after their father’s death in 1924. Around that time, the business vacated 1700 Lavaca and consolidated into this building. According to August Haenel, the store was “the first in Austin to adhere strictly to cash sales.” As compared with stores that extended credit to their customers, the cash-only business model created savings in accounting and overhead passed on to the customers. Haenel’s Cash Store remained in operation for approximately 70 years, until the early 1950s. During the 1950s, the building was occupied by Worth Beal Do It Yourself Store, which sold unfinished furniture.

Emil Haenel, Sr. was a German immigrant who arrived in Austin in 1873. His sons were avid bowlers in the Austin Saengerrunde and other leagues, and their wives were active in charitable work. Mrs. Emil Haenel was active in the Parent-Teacher Association and Capital Study Guild. Both she and Mrs. August Haenel were longstanding members of St. Martin Lutheran Church Ladies’ Aid.

PROPERTY EVALUATION

Designation Criteria—Historic Landmark

1) The building is more than 50 years old.
2) The building retains low integrity.
3) Properties must meet two criteria for landmark designation (LDC §25-2-352). Staff has evaluated the property and that it does not meet two criteria:
   a. Architecture. The building does not convey architectural significance due to modifications.
   b. Historical association. The property is associated with an early and longstanding central Austin grocery, Haenel’s Cash Store. While the store was associated with this building for a longer period, 1700 Lavaca St. is the building originally associated with the business, and it has greater architectural integrity.
   c. Archaeology. The property was not evaluated for its potential to yield significant data concerning the human history or prehistory of the region.
   d. Community value. The property does not possess a unique location, physical characteristic, or significant feature that contributes to the character, image, or cultural identity of the city, the neighborhood, or a particular demographic group.
   e. Landscape feature. The property is not a significant natural or designed landscape with artistic, aesthetic, cultural, or historical value to the city.

STAFF RECOMMENDATION

Encourage rehabilitation and adaptive reuse but release the permit upon completion of a City of Austin Documentation Package.
PROPERTY INFORMATION

Photos

Photographs by Historic Preservation Office staff, 2022
Occupancy History
City Directory Research, December 2021

1959  1704  Worth Beal Do It Yourself Store, hobby shops
        1702, 1706  Addresses not listed

1955-57  1704  Worth Beal Do It Yourself Store, hobby shops
               Worth M. Beal, proprietor; residence at 3108 West Ave.
               1702, 1706  Addresses not listed
               Note: Emil and W. August Haenel reside at the same addresses but no longer list occupations.

1939-52  1702-1706  Haenel’s Cash Store, grocery
                W. August Haenel, proprietor; residence at 601 W. 15th St.
                Emil Haenel, proprietor; residence at 805 E. 20 ½ St.

1927-37  1702-1706  Haenel’s Cash Store, grocery
                August Haenel, proprietor; residence at 601 W. 15th St.
                Emil Haenel, Jr., proprietor; residence at 301 E. 15th St.

1924  1702  Sandwich Shop
        1704-1706  Emil Haenel, grocer
                Residence, 302 W. 17th St.
                August Haenel and Emil Haenel, Jr., department managers for Emil Haenel

1922  1700-1706  Emil Haenel, grocer
                Residence, 302 W. 17th St.
                August Haenel and Emil Haenel, Jr., clerks for Emil Haenel
                1704  Estell P. Bowden, renter
                Widow of Elmer

1910-20  1700-1706  Haenel’s Cash department store, groceries, feed, china, glassware, toys, 5 and 10¢ counter
                Emil Haenel, Sr., proprietor; residence at 302 W. 17th St.
                August Haenel and Emil Haenel, Jr., clerks for Emil Haenel

1906  1700-1706  Haenel’s Cash Store, general merchandise
                Emil Haenel, proprietor; residence at 302 W. 17th St.
                Note: listing by address indicates H. W. Steinle & Sons, but this business was at 1612 Lavaca St.

1903  1700-1706  Emil Haenel, groceries and feed
                Residence, 302 W. 17th St.

1895  No listings by address
Historical Information

Historic photograph dated Dec. 22, 1903.
House Building File: Lavaca, 1700, C11202, Austin History Center, Austin Public Library.
Historic photograph, undated.

House Building File: Lavaca, 1700, PICH 03449, Austin History Center, Austin Public Library.


Some Reasons why you can buy better goods cheaper at Haenel's are, no bad accounts, no rent, no solicitor, no bookkeeper or other expenses for you to pay.

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>New pickles, per gal.</td>
<td>35c</td>
</tr>
<tr>
<td>New mincemeat, 3 lbs.</td>
<td>26c</td>
</tr>
<tr>
<td>New currants, 3 pkgs.</td>
<td>26c</td>
</tr>
<tr>
<td>New seeded raisins, 3 pkgs.</td>
<td>25c</td>
</tr>
<tr>
<td>New evaporated posches, lb.</td>
<td>10c</td>
</tr>
<tr>
<td>New evaporated apples, 3 lbs.</td>
<td>25c</td>
</tr>
<tr>
<td>Large raisins, 4 lbs.</td>
<td>25c</td>
</tr>
<tr>
<td>Sack of salt</td>
<td>10c</td>
</tr>
<tr>
<td>New pineapple chunks, 17c.</td>
<td>12c</td>
</tr>
<tr>
<td>New sorghum, per gal.</td>
<td>40c</td>
</tr>
<tr>
<td>Fresh cooking oil, per gal.</td>
<td>45c</td>
</tr>
<tr>
<td>Mexican beans, 8 lbs.</td>
<td>25c</td>
</tr>
<tr>
<td>Onions, 8 lbs.</td>
<td>25c</td>
</tr>
<tr>
<td>Fresh kraut, 8 lbs.</td>
<td>25c</td>
</tr>
<tr>
<td>Cranberries, per qt.</td>
<td>10c</td>
</tr>
<tr>
<td>Oranges, per doz.</td>
<td>25c</td>
</tr>
<tr>
<td>Galvanized wash tub.</td>
<td>40c</td>
</tr>
<tr>
<td>Fresh milk, 2 cans for...</td>
<td>15c</td>
</tr>
</tbody>
</table>

Haenel's Cash Store
1700-1706 Lavaca Street, Austin, Texas
Ads with the tag line “It takes money to buy at Haenel’s—but not as much as elsewhere” ran between 1915 and 1937. Beginning in December 1922, the business address is listed as 1704-1706 Lavaca St. By August 1927, the address is listed as 1702-1706 Lavaca St. Austin Statesman, Feb. 19, 1922, 14.
EMIL HAENEL, PIONEER BUSINESS MAN, DIES AFTER LONG ILLNESS

Emil Haenel, aged 68 years, one of Austin’s oldest and best known citizens, died at 8 o’clock this morning at the family home, 302 West Seventeenth Street following an illness of several months duration. Mr. Haenel was born in Germany and came to Austin in 1873, coming here as a poor man, and by hard work and thrift built up a thriving business. This business he established in 1883, and has been conducted from the same location since that time. Surviving the deceased are his wife, one daughter, Miss Eda Haenel, two sons, August and Emil Haenel Jr., one sister, Mrs. Ida Radam, and seven grandchildren— all of Austin.

Funeral services will be held Tuesday afternoon at 3 o’clock from the residence, 302 West Seventeenth Street, with Rev. F. G. Roessner officiating.

Pallbearers will be: Herman Boeker, Herman Bohn, Louis Bengener, Henry Steinle, Ed Taylor and A. G. Gerjes. Interment will be in Oakwood Cemetery.


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Austin’s Pioneer CASH STORE

Continuously since 1884, Haenel’s Cash Store has been serving the people of Austin—and, saving them actual cash on their grocery needs.

Any business that serves through two generations must render an unusual service to its customers. That’s the reason for HAENEL’S successful business of today.

Haenel’s Cash Store
Trade With Merchants Who Helped to Build YOUR Town.
1702-1706 Lavaca Street

---

PIONEER STORE

Haenel Sons Conduct Business Founded by Father.

Another pioneer establishment in which sons have succeeded their father, is the Haenel Cash Store, established in 1883 by Emil Haenel. August and Emil Haenel are at present operating the store, which is one of Austin’s landmarks.

“We were the first in Austin to adhere strictly to cash sales, and the first to give pennies in change,” August Haenel said.

The store is located at 17th and Lavaca.

Entry in 1932 City Directory describes the wide variety of wares at Haenel’s Cash Store. Austin City Directory (Houston: Morrison & Fourmy Directory Co., 1932-33), 233.

Class Started

The Parent-Teacher association of the John B. Winn school has organized a class in "Home Care of the Sick," the group meeting for the first lesson Thursday morning under the direction of Miss Harriet Maxwell, city health nurse.

Mrs. Emil Haenel has been selected as chairman of the class, and Mrs. Lee Caldwell as secretary. The meetings of the class are to be held once a week, on Thursday mornings at 9:45 o'clock. Lectures are to be given by Miss Maxwell on "Home Nursing" as well as "Health Hygiene," these to be followed by open discussions on the topics.

Members and friends of the Parent-Teacher association who wish to register for the class are requested to do so before the fourth lecture, as the class will be closed after that. The lesson for the week will be a demonstration on "Bed Making in the Sick Room," the group to meet at the home of Mrs. William Treneckmann Jr.

Those who have signed for the course include Madam, A. C. Black, Leroy Carpenter, Emil Haenel, Lee H. Caldwell, R. L. Brooks, A. Scharf, E. S. Jackson, Leo Ehlherr, S. E. Damon, Will Cook, E. Rhodes, A. Geue, E. E. McDonald, W. T. Patton, F. W. Stamas, William Treneckmann Jr., and Joe Wukasch.

114 Bowlers Open Meet at Saengerrunde

Four Leagues Begin Competing in Short Summer Tourney

By PAUL BRADEN

That usual roaring and thundering noise heard at the Saengerrunde lately has been the returning of play of all bowling leagues. There are four leagues and 114 pin mashers taking part in the short summer tourney, which will last ten weeks.

League Chatter—See where there were numerous changes in the Cat league teams... The Wampus Cats won all the games and are undisputed back-yard fence leaders. Same goes for the Freund Too Tall Boys in the Industrial league.

Three teams are all tied up for the Commercial league spot lead and we have two crews in the same boat on Thursday night in the Business league... This is the beginning and naturally there will be a drop—but it will not be long before some real fire-worlds will be poppin' in all leagues...

Someone has asked us a riddle. What team captured in the Commercial league spot lead and we have two crews in the same boat on Thursday night in the Business league... This is a record, we mean a boyo record. What do you say about a prize being given to some one and be given to this bowler at the annual banquet... By the end of the year the total was only $60.

CHATTER BOX: Welcome to our middy, Burleson Young and Raymond Todd... These two new members made their initial appearance in tournament play the past week. Todd, the member of the American National Braves and Young is on the Blackcals... Three teams from the San Antonio Turner club will be guests at the Saengerrunde drives today...

Glad to see buddy Robson, Johannes Bohn, FRED BECKER, Jr., Homer Griffiths and A. B. Goldman back on the lanes after a brief layoff... The matches slated for today will get underway at 2 p.m. Herbert Bohn ran wild to score a 515...

William Bohn set a new split record with just a mere seven in a row... The previous record was held by H. A. "Chief" Turner with six in a row... Fred Walker really shellacked the pins for a 450... Ted Alexander said that is going to hold an average of 180... Looks like he means business with that 450 and 400 he bowled the past week... Chief Turner got hot with a 265... Cecil Bird is now a "hot shot bowler," he is bowling in the Hot Shot league (the Commercial league).

If anyone still wishes to bowl in the present tournament contact Joe Jack, Tom Lastein, August Haenel, Larry Craddock or Pete Braden.

CONGRATULATIONS: To Alex Fischer's 220, high for the week... Emil Haenel and that 577 total also high for the week... Marvin Kuppa's 192 tops in the Business league... Ludwig Wendlandt and that 212 game of his in the Commercial league... Lamar Davis got off to a good start with 214 game.

C 11 League

Team: Wen Lost Pts.
--- --- ---
Burleson Cats 3 0 1,000
Atkins Wildcats 1 1 8
Schaeffer Tomcats 2 1 8
Mason Robins 0 1 4
Herman Alleycats 2 2 8
Lassiter Blackcats 0 0 0

Weekly High Records:
1 High game, Tom Lastein, 220.
2 High series, Herbert Bohn, 664.
3 High game, Wampus Cats, 660.
4 High team series, Mueller Robins, 1,152.

Industrial League

Team: Wen Lost Pts.
--- --- ---
Frend 2 4 0
Bohn 2 2 4
I. G. A. 1 1 4
Alf Fischer 1 0 4
Renter 3 1 10

Weekly Highs:
1 High game, Alex Fischer, 224.
3 High game, Louis Davis, 214.
4 High team series, Freund Inc., 1,285.

Commercial League

Team: Wen Lost Pts.
--- --- ---
Bohn 2 0 1
Maxwell 2 0 1
Amo Natl. Clubs 0 1 1
Wukasch 1 0 1
Pearl 3 0 8
Habers 3 1 8

Weekly Highs:
1 High game, Lasor Davis, 820.
2 High series, Emil Haenel, 827.
3 High team series, Bohn Bros., 8,586.

Business League

Team: Wen Lost Pts.
--- --- ---
Kuhl 2 0 1
Kash-Karri 3 0 1
Maxwell Natl. Clubs 1 1 2
Adams Natl. Clubs 3 1 8
Rother Bros. 3 0 8
Calhoun Honeys 3 0 8

Weekly Highs:
1 High game, Maxwell Natl. Clubs, 182.
3 High game, Turner Towns, 114.
4 High team series, Scholz Garden, 2,416.

Left, Mrs. Emil Haenel was active in the PTA and Capital Study Guild. Both she and Mrs. August Haenel were active in St. Martin Lutheran Church Ladies' Aid. See “Class Started,” Austin American, Oct. 21, 1928, A2.

Right, Both Emil and August Haenel were avid bowlers. See “114 Bowlers Open Meet at Saengerrunde; Four Leagues Begin Competing in Short Summer Tourney,” Austin American, May 25, 1941, 14.

Worth Beal initially opened his “Do It Yourself” store on Manor Rd.

### PERMIT FOR WATER SERVICE

**Address:** 1702 Lavaca St.

**Plumber:** [Signature]

**Size of Tap:** 1/2"

**Date:** 4-2-36

**Foreman's Report**

<table>
<thead>
<tr>
<th>Details</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of Connection</td>
<td>4/19/36</td>
</tr>
<tr>
<td>Size of Tap Made</td>
<td>1/2&quot;</td>
</tr>
<tr>
<td>Size Service Made</td>
<td>1/2&quot;</td>
</tr>
<tr>
<td>Size Main Tapped</td>
<td>1/2&quot;</td>
</tr>
<tr>
<td>From Front Prop. Line to Curb Cock</td>
<td>62.6&quot;</td>
</tr>
<tr>
<td>From E Prop. Line to Curb Cock</td>
<td>62.6&quot;</td>
</tr>
<tr>
<td>Location of Meter</td>
<td>1702</td>
</tr>
<tr>
<td>Type of Box</td>
<td>100</td>
</tr>
<tr>
<td>Depth of Main in St.</td>
<td>9'</td>
</tr>
<tr>
<td>Depth of Service Line</td>
<td>9'</td>
</tr>
<tr>
<td>From Curb Cock to Tap on Main</td>
<td>9'</td>
</tr>
</tbody>
</table>

**Checked by Engr. Dept.:** [Signature]

**Foreman's Signature:** [Signature]

**Indexed**

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**Water service permit, 1702 Lavaca St., 1936**
**Water Service Permit, 1702 Lavaca St., 1983**

---

**WATER SERVICE PERMIT**

**No. G 36350**

**Austin, Texas**

**145032**

---

**Lot:** 3

**Block:** 30

**Revised:** Yes

**Received of:** Dear Stark

**Service Address:** 1702 Lavaca St.

**Date:** 7-31-73

**Size of Meter:** 2

**Number:** 2683

**P.R.V. Yes No:** Yes

---

**Date of Connection:** 12-17-83

**Size of Tap Made:** Size 3

**Size Service Made:** 1986

**Size Main Tapped:**

**From Front Prop. Line to Curb Cock:**

**From Prop. Line to Curb Cock:**

**Location of Meter:** in Alley

**Type of Box:**

**Depth of Main in St.:**

**Depth of Service Line:**

**From Curb Cock to Tap on Main:**

**Zone:** East

---

**MAINTENANCE**

**No. Fittings**

<table>
<thead>
<tr>
<th>Pipe</th>
<th>Corp. Cock</th>
<th>Corp. to Iron ell</th>
<th>Corp. to Cop. ell</th>
<th>Corp. to Iron Coupling</th>
<th>Corp. to Cop. Coupling</th>
<th>Angle Stop</th>
<th>Bushing</th>
<th>Nipples &amp; Flanges</th>
<th>Service Clamp</th>
<th>Valve</th>
<th>Meter Box</th>
<th>Lock Lid</th>
<th>Drain Tile</th>
<th>Drain &amp; Drain</th>
<th>Job No. 22986</th>
<th>Foreman 1986</th>
</tr>
</thead>
</table>

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**Diagram:**

- **West 17th St.**
- **Lavaca St.**
- **ALLEY**
- **16" CI**
- **70', 22', 69', 46', 36', 23'**

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**Water Service Permit, 1702 Lavaca St., 1983**
Remodel permit, 1704 Lavaca St., 1966

Sanborn Fire Insurance maps

1961, Vol. 1, Sheet 17