
“Dallas County was enriched by foreign born immigrants.”

– Gottlieb Schoellkopf

Summary

In the middle of the 19th century the city of Dallas became known for commerce and an opportunity to build new lives. Not only did settlers arrive from other states but new families from Europe began to look to Dallas.

Gottlieb Schoellkopf was born in Germany and immigrated to Dallas in 1869 hoping to start a tanning business. The business grew into a saddle company where he created the Famous Jumbo brand. Mr. Schoellkopf and his family continued to create new products relating to saddle making and grow their business. Jacob Schoellkopf, Gottlieb’s son invented new products for the business. They later included other leather and metal products for early automobiles when transportation technology advanced. The Schoellkopfs eventually built a beautiful nine story building in downtown Dallas on Jackson Street at the corner of Lamar. They used their ingenuity and ability to enrich the culture of Dallas County.

The advertisements below are an example of how the Schoellkopfs promoted their business.



Schoellkopf Saddlery Advertisements

Grades 6-8

The attached advertisements are part of the collection of Legacy Dallas. Use either document as a guide to understand 19th century business and how they informed their customers about their products.

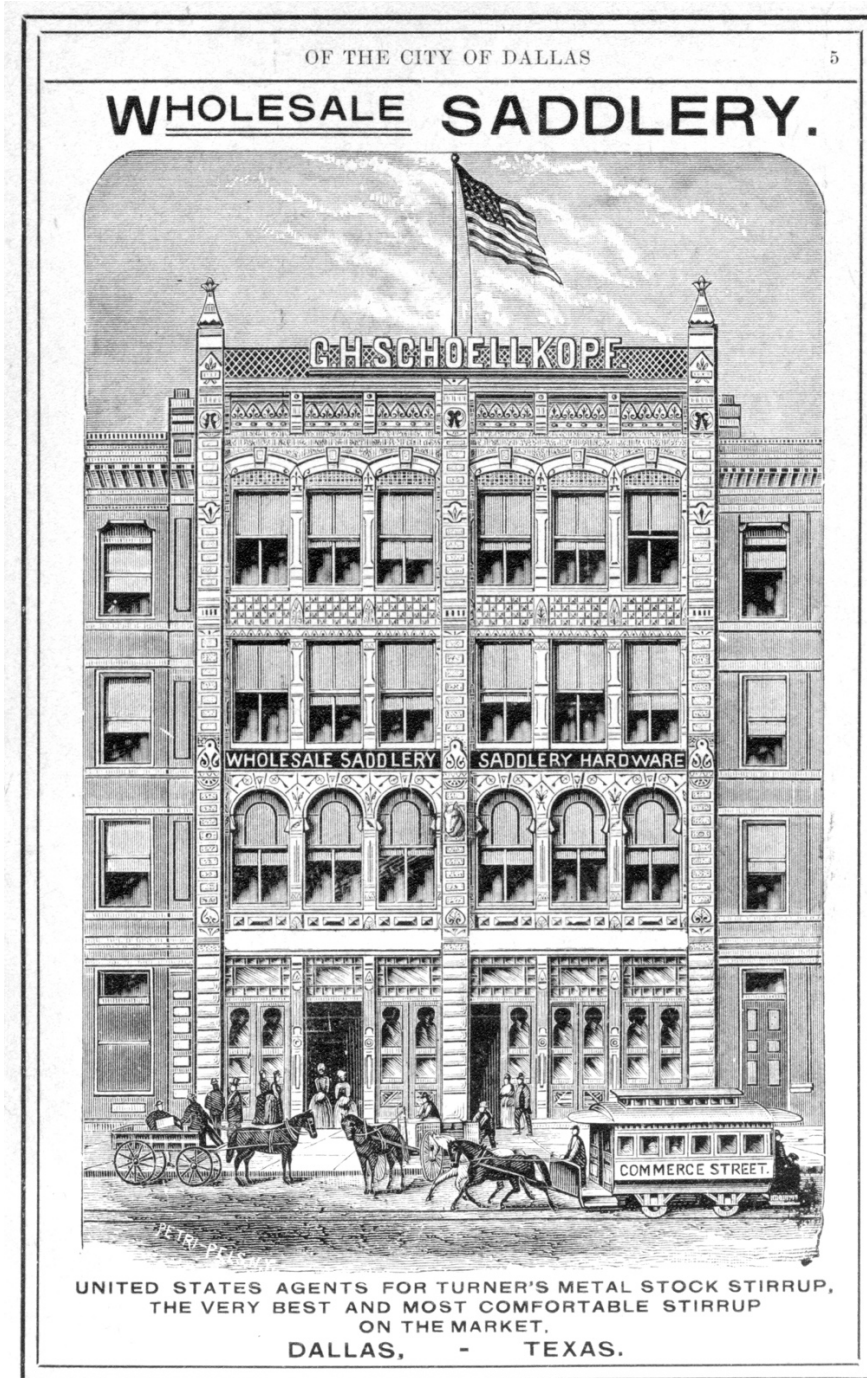
- G.H. Schoellkopf Wholesale Saddlery Poster
- Schoellkopf Saddlery - Dallas

1. What did the advertisement want you to know about the business?

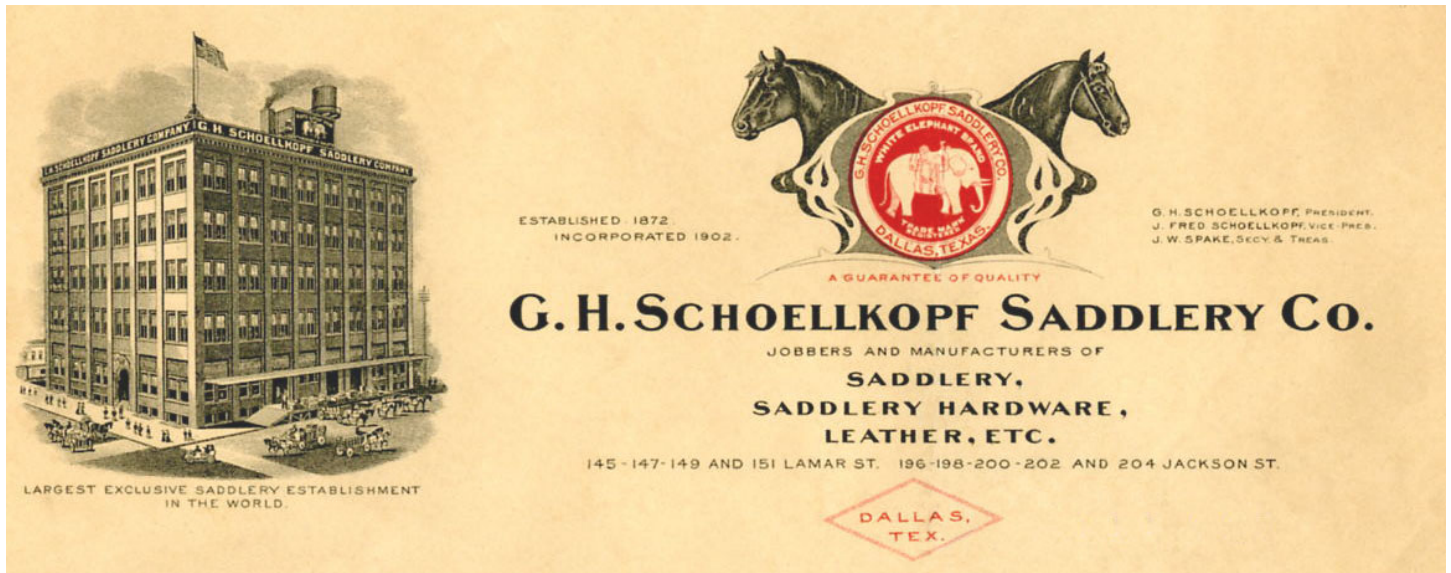
2. List two things the document tells you about life at the time it was written. For example, describe things that are on the street in front of the building.

3. The Schoellkopf Saddle Company began designing new products such as leather seats and metal parts for automobiles. Why was this important?

G.H. Schoellkopf Wholesale Saddlery Poster



Schoellkopf Saddlery – Dallas



G. H. SCHOELLKOPF SADDLERY CO.
JOBBER AND MANUFACTURERS OF
**SADDLERY,
SADDLERY HARDWARE,
LEATHER, ETC.**

ESTABLISHED 1872
INCORPORATED 1902.

G. H. SCHOELLKOPF, PRESIDENT.
J. FRED SCHOELLKOPF, VICE-PRES.
J. W. SPAKE, SECY. & TREAS.

LARGEST EXCLUSIVE SADDLERY ESTABLISHMENT
IN THE WORLD.

145-147-149 AND 151 LAMAR ST. 196-198-200-202 AND 204 JACKSON ST.

**DALLAS,
TEX.**

TEKS

SOCIAL STUDIES

Sixth Grade – 113.18 (c)

- (6) (A) Economics, entrepreneurs
- (7) (A,C) Economics, production, ethics
- (13) (B) Culture, Multi-cultural society
- (18) (A-C) Science, Technology and Society
- (19) (A) Social Studies skills–primary Sources

Eighth Grade – 113.20 (c)

- (14) (A) Economics
- (23) (D) Culture, contributions
- (27) (B,C) Science, Technology and Society
- (28) (A) Science, Technology and Society
- (29) (A) Social Studies skills–primary sources

ELAR

Sixth Grade – 110.22 (b)

- (5) (A-I) Comprehension skills
- (6) (A- I) Response skills
- (12) (A,C,E) Inquiry and Research, primary source

Seventh Grade – 110.23 (b)

- (1) (A,D) Developing Language skills-
- (5) (A-I) Comprehension Skills
- (6) (A-I) Response skills
- (12) (E,H) Inquiry and research

Eighth Grade – 110.24 (b)

- (1) (A,D) Developing Language skills
- (5) (A-I) Comprehension skills
- (6) (B-J) Response skills
- (11) (A,E) Inquiry and research