

GOVERNMENT OF THE DISTRICT OF COLUMBIA
HISTORIC PRESERVATION OFFICE



HISTORIC PRESERVATION REVIEW BOARD
APPLICATION FOR HISTORIC LANDMARK OR HISTORIC DISTRICT DESIGNATION

New Designation X

Amendment of a previous designation

Please summarize any amendment(s) _____

Property name Holzbeierlein Bakery

If any part of the interior is being nominated, it must be specifically identified and described in the narrative statements.

Address 1815-1817 Wiltberger Street, NW

Square and lot number(s) Square 0441/ Lot 0853

Affected Advisory Neighborhood Commission 6E

Date of construction 1891 Date of major alteration(s) 1894, 1913, 1930

Architect(s) Julius Wenig

Architectural style(s) LATE 19TH AND EARLY 20TH CENTURY MOVEMENTS/Commercial Style

Original use COMMERCE/TRADE/Bakery

Property owner 1827 Wiltberger LLC


Legal address of property owner 1815 Wiltberger Street, NW

NAME OF APPLICANT(S) DC Preservation League

If the applicant is an organization, it must submit evidence that among its purposes is the promotion of historic preservation in the District of Columbia. A copy of its charter, articles of incorporation, or by-laws, setting forth such purpose, will satisfy this requirement.

Address/Telephone of applicant(s) 1221 Connecticut Avenue, NW, Washington, DC 20036

Name and title of authorized representative Rebecca Miller, Executive Director

Signature of representative  Date 10-14-2015

Name and telephone of author of application _____

Date received 10/20/15
H.P.O. staff 760

#16-03

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: Holzbeierlein Bakery

Other names/site number: _____

Name of related multiple property listing: _____

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 1815-1817 Wiltberger Street NW

City or town: Washington State: DC County: _____

Not For Publication: Vicinity: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 ___ 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 ___ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ national ___ statewide ___ local

Applicable National Register Criteria:

___ A ___ B ___ C ___ D

<p>_____ Signature of certifying official/Title:</p>	<p>_____ Date</p>
<p>_____ State or Federal agency/bureau or Tribal Government</p>	

<p>In my opinion, the property ___ meets ___ does not meet the National Register criteria.</p>	
<p>_____ Signature of commenting official:</p>	<p>_____ Date</p>
<p>_____ Title : State or Federal agency/bureau or Tribal Government</p>	

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4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	_____	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
<u>1</u>	_____	Total

Number of contributing resources previously listed in the National Register _____

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE/Bakery

Current Functions

(Enter categories from instructions.)

Garage and Warehouse

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7. Description

Architectural Classification

(Enter categories from instructions.)

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Brick and concrete

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Holzbeierlein Bakery is located at 1815-17 Wiltberger Street NW in Square 441, which is bounded by T Street NW to the north, Sixth Street NW to the east, S Street NW to the south, and Seventh Street NW to the west. Wiltberger Street, which is one block long, bisects Square 441 on a north-south axis. The bakery is built to the lot lines on a site bounded by unnamed alleys on the north and south, by Wiltberger Alley East on the east, and by Wiltberger Street to the west.

Narrative Description

The bakery consists of multiple structures which, as the chart below shows, were combined to form a single plant over several decades.

YEAR	LOT	PURPOSE	SIZE	DESCRIPTION
1891	Lot 853 (rear 1819 Wiltberger)	Bakery	49' by 32'	Brick; one story bakery at rear of dwelling. Called "an addition" in news article.
1893	62 and 63	Stable	36' by 48'	Brick; rear of lots facing Wiltberger Alley East
1894	64 and 65	Bakery addition	20' by 30'	Brick; one story, rear of lots

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1908	Lot 64 1821½ Wiltberger)	Modifications and construction		Incorporate bread- making machinery and building of wagon shed entrance fronting on Wiltberger Street with reconstruction of dwellings
1913	Lots 52, 64, 65 (1815 Wiltberger)	Main baking building		Brick; two story building
1914	Lots 61-63	Garage	58' x 57'	Brick; two-story building
1930	Lots 52, 60-65 (1823 Wiltberger)	Center section linking 1913 baking building and 1914 garage		Brick; two-story building, constructed under addition permit
Post-1960	Lots 60-61	Garage Addition		Cinder block; blank- walled two story garage addition, recent vintage

The Holzbeierlein Bakery's original component, the Reuth bakery, a single-story building constructed at the rear of a long-demolished house at 1819 Wiltberger Street in 1891, may well be encased in the current plant. Other early alley buildings compose discernable elements of the Holzbeierlein Bakery's rear façade, which faces Wiltberger Alley East. All of these early structures' first story door and window apertures have been filled in with either brick or concrete block and virtually all their second story apertures, while more or less intact, are blocked off by brick or block interior barriers. However, the outlines of the filled-in apertures can still plainly be read in the bakery's walls.

The 1893 stable abuts a modern cinder block addition at the north end of the bakery and the 1894 bakery building to its south. This two-story, flat-roofed, brick building is of utilitarian appearance, decorated only by a cornice of parallel rows of extruded bricks separated by a course of soldier bricks with every other brick extruded. Its façade is symmetrically arranged around a central bay that included a first-floor pedestrian doorway and a tall second-story aperture probably used to load bales of hay into a loft. Today both apertures have been filled, the lower doorway with brick and the upper with concrete block. A protruding steel beam above the second-story aperture evidences its use as a hoist way in relatively recent times. Iron stars mark beam-ends on either side of the central bay between the first and second stories.

The stable's north and south bays each have two single second story apertures, with the aperture on the outer side of each bay taller than that on the inner. The south bay's apertures retain their original arched lintels, which consist of a single course of soldier bricks. The inner aperture has a wooden plank sill, while the outer is missing its sill entirely. The north bay's apertures appear to have been modified to have square lintel corners. The stub of a wooden beam that probably aided in hoisting is visible above the outer aperture, whose sill is a row of bricks. The bays' first stories

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are similarly symmetrical. On the outer side of each was a wagon door, separated from the central pedestrian doorway by a half-height window beneath a lintel arch formed by a double course of soldier bricks.

The building to the south of the stable also was built at the rear of two lots, behind frame dwellings that faced Wiltberger Street. It incorporates the one-story 1894 bakery addition, which by 1913 had been expanded from lot-line to lot-line and built up to two stories. This building is very similar to the stable, with an identical flat roof and façade that repeats its cornice. It stands a few inches taller and is built of darker brick, with much cruder brickwork and pointing on its upper story. Its upper story has four apertures, the northernmost of which is taller, rectangular, and has the stub of a hoist beam mounted in the cornice above it. Two upper story windows retain lintel arches composed of a single course of soldier bricks, all are missing their sills. The south end of its first story façade had a pair of wagon doors and a row of three half-height windows beneath lintel arches of two courses of soldier bricks that extend to its north side. Although the half-windows have been bricked in, their outlines remain plainly visible, as do the support beams above the wagon doors.

The southernmost structure that fronts on Wiltberger Alley East is the rear façade of the main Holzbeierlein Bakery building (1913). While it is also two stories in height, this section considerably taller than both the earlier structures and the front section of the main bakery building. It has a flat unadorned roofline cornice and a smokestack at its southeast corner. The first story of its Wiltberger Alley East façade contained a pedestrian door, which has been filled in with brick. Its second story has a pair of single windows, partially blocked by an interior brick wall.

The 1913 main bakery building, which fronts on Wiltberger Street, was built in front of the earlier structures at the rear of lots 64-65 and also runs the full depth of lot 52 to Wiltberger Alley East. It is a seven-bay, two-story red brick building whose sole architectural decoration is a simple cornice of wood or sheet metal that spans the Wiltberger Street façade beneath its protruding eave. A gutter runs across the façade a few feet below it. The first story of its front façade has five jack-arched windows beneath triple courses of soldier bricks. At the south end of the façade are two half-windows beneath similar arches, with a door near the building's corner. All the first floor apertures are boarded up. The second story of the front façade has seven windows under similar jack-arches. The majority of the upper story windows appear to include original six-over-six frame arches. All windows retain their wooden plank sills. A pedestrian door is located near the south corner of the façade.

The section of the bakery building on lot 52 appears to be divided into two sub-sections, with the higher section facing Wiltberger Alley East and lower facing Wiltberger Street. Near its west corner, the first story of the south façade has a pair of half windows, and a pair of small rectangular windows. A smokestack rises from the roof above these windows, which apparently are located where the actual ovens once operated. A second smokestack rises from the southeast corner.

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Between the bakery building and the garage erected a year later is a section constructed in 1930 as an addition, whose first story may incorporate the front facade of the 1908 wagon shed.ⁱ It includes a square central entrance for vehicles, flanked by a pair of windows beneath jack-arches. The window to the immediate north of the wagon door is bricked-up, and its lower section has been incorporated into a pedestrian door. The three remaining windows are boarded up, but retain their wooden plank sills. The second story of this section is of different brick and bond than either the lower story or the adjoining garage and bakery. It incorporates a central double window aperture flanked by single windows. The second story apertures are rectangular, and filed by early twentieth century steel sash, multi-pane industrial windows whose sections pivot outwards. The façade of this central section rises to the height of the 1914 garage, which stands slightly taller than the 1913 bakery.

The garage, which was built in front of the stable on lots 62-63, abutted the north end of the wagon shed. It is a two-story, eight-bay-long brick structure with two large openings for vehicles, separated by a pair of jack-arched window openings, which appear to be filled by original 6/6 wooden sashes on the first floor. A third window near the north end of the façade has been bricked in and its lower section incorporated into a pedestrian door. On the second story is a row of eight single window openings with jack-arched brick lintels, wood sills and original 6/6 wood sashes. The garage, which abuts a modern two-story cinder block addition to the north, has the same simple cornice and gutter system as the bakery.

Although the Holzbeierlein Bakery suffers from some deterioration and neglect, it maintains historic integrity. The building incorporates adaptations typical of an industrial building designed to be easily modified to accommodate changes in production functions.

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. 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.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

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Criteria Considerations

(Mark "x" in all the boxes that apply.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

COMMUNITY PLANNING AND DEVELOPMENT

COMMERCE

INDUSTRY

Period of Significance

1891-1930

Significant Dates

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

Julius Wenig

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Holzbeierlein Bakery contains Washington's earliest existent industrial baking facilities. Its walls present an outstanding illustration of the process by which, like many industrial buildings, it was constructed through the integration of existing structures with new buildings over several decades.

It is significant under DC Criterion A as it was the site of events significant to the heritage of the District and to the nation and DC Criterion B for its "association with historical periods, social movements and patterns of growth that contributed to the heritage and development of the District," as well as that of the nation. For these reasons, it is also significant under similar National Register Criterion A.

It is also significant under District of Columbia Criteria D through F and similar National Register Criterion C because it embodies the distinctive characteristics of a type, period, style, and method of construction, as well as representing the work of Julius Wenig, a master architect.

The period of significance begins with the construction of the bakery's earliest section in 1891 and concludes with its last recorded addition in 1930.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

The area surrounding the intersection of Georgia and Florida Avenues NW has long been associated with the development of Washington, DC's wholesale baking industry. In addition to the Corby Bakery at 2301 Georgia Avenue, the neighborhood is home to Dorsch's White Cross Bakery at 641 S Street, NW, and the Bond Bread Factory at 2146 Georgia Avenue NW, both of which have been listed on the DC Inventory of Historic Sites and National Register of Historic Places. However, the neighborhood's earliest surviving purpose-built commercial baking establishment is the Holzbeierlein Bakery, located adjacent to the White Cross Bakery at 1817 Wiltberger Street NW, whose vernacular industrial brick buildings are associated with the street's mid-20th-century bakery complex.

Wiltberger Street is a narrow 30-foot-wide north-south street that bisects Square 441. The 15-foot-wide Wiltberger Alleys (East and West) run parallel to the street and to either side of it, with smaller cross alleys running east and west at the southern and northern ends of the block. The street and its alleys were laid out in 1857 when C.W. Wiltberger subdivided the square for development. During the third quarter of the 19th century, Wiltberger Street developed as a residential street with several rows of alley-type row houses flanking the 30-foot-wide road. The alleys themselves were primarily service lanes, with private stables, woodsheds, and other outbuildings, though a number of modest dwellings, including two longish rows, also stood on Wiltberger Alley West. Beginning in the late 19th century, an industrial character emerged in both alleys and grew to include several bake ovens, grain storage facilities, stables and other

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resources associated with a growing bakery industry. Eventually, the competing bakeries, Holzbeierlein's Bakery and Dorsch's White Cross Bakery, expanded into Wiltberger Street, prompting the demolition of most of the residential row houses on the street and transforming it from a residential to a commercial/industrial street.

Wiltberger Street lies just to the east of 7th Street, one of the most important commercial corridors in Washington in the late 19th and early 20th centuries. Seventh Street extended, which ran north to the Brightwood community on the District's border with Maryland, was one of only a handful of arterial roads connecting early Washington with neighboring towns. In 1862, one of Washington's first two north-south streetcar routes was established on 7th Street, running as far north as Boundary Street (Florida Avenue) just a few blocks from the Wiltberger Street site. After 7th Street was paved in the early 1870s, this stretch became highly desirable for commercial development. As the late 19th century progressed, stores and small commercial buildings, many run by members of the German merchant community, lined the Seventh Street corridor as far north as U Street, while rows of dwellings occupied by rising and solidly middle-class residents filled in the public streets to either side. In the alleyways around 7th at its then-northern end (namely Wiltberger Street and its adjacent alleys), poorer, working-class residents lived in more modest dwellings next door to stables, blacksmith shops and other undesirable light industrial buildings.

Perhaps the earliest baker to open for business in this area was Bavarian-born Charles Specht (1848-1917), who obtained a permit to build a brick bakery on the east side of 7th Street between S and T Streets in September 1876.ⁱⁱ Specht had immigrated to the U.S. in 1865, settling immediately in Washington, D.C., and taking part in the economic boom of the post-war years. He established his successful bakery at 1811 7th Street NW, at the southern end of the block immediately to the west of Wiltberger Street and expanded it with a bake oven and stable in the rear in 1893. In the early 1900s, Specht sold his business to Peter M. Dorsch (1878-1959), the son of a fellow Bavarian-born immigrant. Dorsch, owner and founder of the White Cross Bakery, expanded the business from 1811 7th Street east into Wiltberger Alley during the first decade of the 20th century.

Historically, Wiltberger Alley West was filled with a combination of small, one- and two-story alley dwellings and stables, but several competing bakeries would supplant the earlier residential building stock by the early twentieth century. The first-known bake oven to be constructed in the alleyway was built in 1891 at the rear of 1817-1819 Wiltberger Street, but actually had frontage on an alley.ⁱⁱⁱ Baker John M. Reuth (1837-1899), another Bavarian native, used German architect Julius Germueller to design the one-story brick building that is now believed encapsulated by later bakery buildings of the Holzbeierlein Bakery. Reuth built a larger adjoining two-story structure, 37 by 48 feet wide, in 1893 and an addition to the bakery in 1894. The expanded buildings included rooms for his bakery, flour storage, and a stable for fourteen horses.^{iv} Reuth's retail store was located a block to the south, at 1712 7th Street.

In 1895, Michael Holzbeierlein (1860-1939), also a Bavarian-born immigrant, opened a third bakery on this square where Specht and Reuth were already established. Holzbeierlein had arrived in the U.S. in 1887 and originally worked for Charles Schneider (1841-1911), another

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German immigrant who ran a highly successful bakery at 5th and I Streets NW, the Charles Schneider Baking Company. Holzbeierlein had worked as a foreman for Schneider for seven years before striking out on his own. He established his new retail bakery in the store attached to his dwelling at 1849 7th Street, a contributing resource within the U Street Historic District. During the 1890s, a bake house and bake oven joined the two-story brick stable at the rear of this lot. When John M. Reuth's bakery buildings were sold at auction following his death in 1899, Holzbeierlein evidently was the one who purchased them to add to his growing business.

The Bakery Business in the Early 1900s

At the beginning of the twentieth century, food sanitation had become a nationwide obsession, culminating in the publication of Upton Sinclair's famous *The Jungle*, about the horrors of the meatpacking industry. Unsanitary bread making was also a topic of concern. An article in *The New York Times* in 1896 excoriated small traditional bakeries in that city ("The walls and floors are covered with vermin, spiders hang from the rafters, and cats, dogs, and chickens are running around in the refuse...") and asserted that "the cause of this trouble is that small bakeries are owned by ignorant persons. The large bakeries are conducted in an exemplary manner."^v

Newer commercial bakeries relied more and more on automated equipment to efficiently produce a uniform product at a consistent quality. Taking advantage of public worries about the cleanliness of their food, these larger bakeries linked their factory-made bread ("untouched by human hands") with cleanliness, suggested that small neighborhood bakeries that made bread by hand were obsolete, if not downright unhealthy. An 1893 article in *The Evening Star* observed that "Home-made bread is a back number. Machine-made bread takes the cake. The twentieth century bakery is a thing of beauty and the up-to-date baker is a joy forever."^{vi} At the popular Pure Food Show at the Washington Convention Hall in 1909, nine leading D.C. bakeries, including Holzbeierlein's, put on a massive exhibit that filled the K Street end of the hall. Visitors could observe machines making bread in a modern factory setting and see for themselves that dirty human hands never touched the bread. In that same vein, a year earlier Holzbeierlein's had proudly invited its customers to visit its factory and observe the bakery's observations for themselves "because it is the result of years of unremitting care in the matter of Cleanliness, Goodness and Order."^{vii}

Commercial bakeries were located throughout Washington in the early twentieth century, but an important concentration of them developed along 7th Street/Georgia Avenue NW near Florida Avenue. In addition to Holzbeierlein's and Dorsch's White Cross Bakery, were the Corby Baking Company and, later, the General Baking Company, located on each side of Georgia Avenue just a few blocks north of Florida. The Corby Baking Company, at 2301 Georgia Avenue NW, was founded by Charles I. Corby (1871-1926) and his brother William (1867-1935). Their factory was constructed in 1902 with subsequent additions in 1912 and later that filled the block. Corby's was at one point Washington's largest bakery; it was sold in 1925 to the Continental Baking Company, which used the facility to produce Wonder Bread.

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The General Baking Company was formed in 1911 by merging 21 baking companies from many of the large cities in the Northeast and Midwest, including the Boston Baking Company in Washington, D.C., which originally was located at the edge of the National Mall, where the U.S. Botanic Garden now stands. In 1930, the company moved to a large new plant it constructed on Georgia Avenue opposite Griffith Stadium. There for three decades it produced Bond Bread, one of the strongest competitors to Wonder Bread, which was made just a block north on the other side of the street. The company gradually moved away from the bread making business, and the Bond Bread factory was shut down by 1971.

Development of the Holzbeierlein Bakery

As the second generation of Bavarian bakers operating on this square, Holzbeierlein and his nearby rival, Peter Dorsch, were at the forefront of commercial baking in the city and both began expanding their bakery operations in the early twentieth century. By 1908, according to Washington City General Assessments, Michael Holzbeierlein had purchased several lots within the system of Wiltberger Street and alleys behind his 7th Street home and bakery. During that year, he undertook a two-stage expansion and modernization of his plant, installing bread making machinery in the former stable and gutting the first floors of the frame row houses at 1821 ½ and 1819 Wiltberger Street to create a wagon shed with additional storage capabilities

In 1912, Holzbeierlein erected a stable at 1838 Wiltberger Street^{viii} and in 1913 a two-story bakery building at 1815 Wiltberger Street. In 1914, he embraced the automotive age by building a garage to house his fleet of delivery trucks that adjoined the bakery buildings.^{ix} All these structures were designed by the prolific Washington architect Julius Wenig.^x In the process of expanding his bakery business, Holzbeierlein demolished a number of the Wiltberger Street dwellings, contributing to the transformation of the street from a residential alleyway to a mix of dwellings and bustling light industry. Meanwhile Dorsch built the White Cross Bakery complex at S and Wiltberger Streets between 1913 and 1922. Its most prominent sections, which identify themselves as the White Cross Bakery by white terra cotta crosses in their central pediments, were constructed in 1915 and 1922.

The Holzbeierlein Bakery sold bread and cakes under the "Famous" label and, like its rivals, worked hard to continually enhance the quality and appeal of its brands. A newspaper advertisement from 1908 included this charmingly vapid jingle:

*Famous Bread and famous Cake,
Famous everything they make;
That's the motto and the sign
Of the famous HOLZBEIERLEIN.*

After surviving war-related cost increases in 1918 and the threatening bakers' strike of 1920 that plagued all city bakeries and its residents, Holzbeierlein's was poised for renewed growth.^{xi} In 1921, the company introduced a "wonderful new bread—FA-MUS—a great big, NEW loaf of

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bread that's different from any you've ever tasted before." Calling the introduction "the biggest news you've heard since war was declared," it noted that Fa-Mus bread was "made by Holzbeierlein, whose delicious cakes have been delighting *your* palate—and your *grandfather's* palate—for more than 24 years."^{xii} Another advertisement asserted that a "big, sunny-brown loaf" of Fa-Mus bread was "*made* different and *baked* different! An appetizing flavor and wholesome goodness that you never tasted before."^{xiii} No technical explanation as to how Fa-Mus bread was so different was provided, however.

With business booming, Holzbeierlein continued to expand his bakery, obtaining a permit for a two-story section linking the garage and bakery building along Wiltberger Street in January 1930. In 1928, Holzbeierlein built a two-story buff brick building at 614 T Street with stores on the first floor and flats above designed by Julius Wenig. These "flats" (as well as another building at 1806 6th Street erected in 1929^{xiv}) housed ten families and workers of his Wiltberger Street bakery. They constitute a rare example of purpose-built "company housing" in Washington.^{xv}

The size and prominence of the Holzbeierlein operation in the 1920s and 1930s is revealed in the details of a lawsuit that Michael Holzbeierlein's second wife filed against him in 1934. Holzbeierlein had three children by his first wife, Dora, who died in 1919. He then remarried in 1923. By the early 1930s, his second wife, Emma, learned that Holzbeierlein had made arrangements with his children to transfer the bakery business and all its assets to them, leaving nothing for her. According to her petition, Holzbeierlein had "accumulated considerable real and personal property," including the bakery that employed approximately 60 workers and operated 20 to 25 delivery wagons. When the company was incorporated as Holzbeierlein Sons, Inc., in 1923 it had been capitalized at \$200,000, a considerable sum.^{xvi}

A fire in 1932 provides another glimpse at the size of the Holzbeierlein operation on Wiltberger Street. According to a newspaper account of the blaze, which swept through the southern end of the three-story bakery complex in May and may have been caused by an overheated oven, "more than 15,000 pounds of wax paper, stored in the basement of the building, was ignited," worrying fire fighters. In addition, a "number of dough mixers and other equipment" were destroyed, while "a score of delivery wagons" that had been parked in the building were removed and saved.^{xvii}

The 1930s was a period of transition for the baking industry in general as well as for Holzbeierlein's in particular. Michael Holzbeierlein, who suffered from diabetes, was an invalid by mid decade and died in 1939. When he became ill, he turned over business operations to his two sons, Henry H. Holzbeierlein (1895-1968) and William H. Holzbeierlein (1896-1973). Bread marketing in those years began to shift away from sanitation fears and focus more on nutritional benefits. Holzbeierlein's rival, the General Baking Company, upped the ante in 1931 when it licensed patents for fortifying its Bond Bread with vitamin D, the sunshine vitamin. Its biggest competitor, the Continental Baking Company, responded by adding even more nutrients to Wonder Bread, eventually culminating in the famous "Builds Strong Bodies 12 Ways" slogan. Holzbeierlein adapted to the new trend as well. When the D.C Federation of Women's Clubs surveyed local bakeries as to whether they used enriched flour in their bread, Holzbeierlein's

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responded more positively than most. All the company's bread and cakes were reportedly made with Kansas Mills enriched flour and Fleischmann's "vitaminized" yeast.^{xviii}

By the late 1930s the bakery was selling Bamby bread, a national brand that was franchised to local bakers in major U.S. cities. Bamby "Velvet Slice" bread was advertised as being made with extra butter and unbleached flour, supposedly yielding a richer, smoother taste.

After weathering the shortages and production constraints of World War II and the years immediately following, the Holzbeierlein bakery tried again to assert itself against increasingly strong competition from better-known, low-cost national brands. In 1952, faced with increased costs for labor and supplies, Holzbeierlein decided to raise the price of its Bamby bread from 15 to 16 cents a loaf. To justify the increase, it planned to increase the size of a standard loaf from 16 ounces to 17½ ounces. But D.C. law mandated that loaves be 16 ounces (or some multiple thereof), and Holzbeierlein had to give up the idea.

Less than a year later, in August 1953, *The Washington Times-Herald* reported that the bakery business in Washington had hit a high-water mark, with area families consuming some 300,000 pounds of bread every day. The city's 17 major commercial bakeries employed upwards of 3,000 people at the time, making it the city's largest processing industry.^{xix} But the sales volume had not been enough to prevent the long-term trend of industry consolidation. Later that same year, the Holzbeierlein bakery declared bankruptcy. Henry Holzbeierlein blamed increased costs and the company's inability to raise prices due to the strict D.C. weight law. In fact, a deeper problem was the family-owned company's inability to compete with larger corporations. Holzbeierlein's had 70 employees and 30 delivery trucks at the time it folded.

The Architect: Julius Wenig

Born in Frankfort, Germany in 1872, Julius Wenig designed his first Washington building in 1897 and remained a prolific architect for more than 40 years.^{xx} Although building permits record his first building as a private stable near Twelfth and M Streets NW, he quickly graduated to designing row house developments in such neighborhoods as Shaw and Capitol Hill, where his clients included B.F. Saul. Another early client was baker Charles Specht, for whom he designed a house at 1813 7th Street in 1898.^{xxi} Wenig would design hundreds of such row houses for speculative builders, which were situated in every neighborhood in the city from Foggy Bottom to Anacostia.

During the early 20th century, Wenig began to receive commissions for warehouses, workshops, commercial buildings, and apartment houses. Among the later are the individually designated New York (1902) at 115 New York Avenue NW in the Mount Vernon Square Historic District and the Askeaton and the Shannon (1907) at 1507 and 1503 30th Street NW in the Georgetown Historic District. Among his most impressive commercial buildings is the historically designated Mercantile Savings Bank at 719-21 10th Street NW (1912). He also designed a half-dozen of the city's early movie theaters, including the Fairyland at 838 L Street NW (1910).

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Active in Catholic organizations, Wenig designed numerous buildings for the Archdiocese of Baltimore,^{xxii} including an orphanage for St. Mary's Church on Fifth Street NW (1902),^{xxiii} schools for St. Mary's (1906), St. Cyprian's (1907), and St. Theresa's (1909) parishes, and rectories for the former St. Francis DeSales Church on Evarts Street NE (1912) and St. Vincent's Church (1920). However, his only known house of worship is the Kesher Israel Congregation synagogue at 2801 N Street NW (1930).

At the time Wenig was designing the Holzbeierlein Bakery, he was well in the way to becoming the city's premier designer of storefront retail buildings. His works would eventually include prominent retail rows along the Connecticut Avenue corridor, as well as on M Street in Georgetown, 18th Street in Adams-Morgan, and Mount Pleasant Street. When Holzbeierlein commissioned his truck garage in 1914, Wenig, who had received his first permit for a commercial garage project in 1908, was among the city's leading designers of these structures.^{xxiv} Like the more famous Arthur Heaton, automobile-oriented buildings became an increasingly an important component of Wenig's practice in the 1920s and 1930s, when he designed dozens of gas stations and automobile service stores. However, he continued to design a mix of dwellings, stores, flats, warehouses, and workshops for the remainder of his life. The permit for his final project, an office building at the Washington Hebrew Home, was issued a few weeks after his death at age 68 in May 1940.

Wenig's stature as a master architect rests on several bases. In one sense, his career is similar to that of a more famous Washington architect, Albert Beers, whose career overlapped Wenig's for a dozen years. Like Beers, Wenig's individual listings in the DC Inventory are mainly apartment houses, although both architects' hundreds of middle-class row houses represent a contribution of perhaps greater importance to the cityscape. Both Wenig and Beers were fluent in a variety of styles and designed graceful dwellings that avoided the seemingly inherent monotony of row construction by subtle manipulation of detail. That Beers has received more attention than Wenig may be a result of his association with Harry Wardman, Washington's most prominent residential developer, while Wenig served a large roster of small-scale developers. Another factor is that Wenig, who practiced architecture for thirty years after Beers' early death, in his later career designed many buildings in Anacostia and other outlying sections of the city which were not on prominent display.

Unlike Beers, who was almost exclusively a residential architect, Wenig's architectural legacy, which covers more than 40 pages of listings from the DC Building permits database, is astounding in for its variety as well as its volume. Many of his storefront buildings, which are as varied as the Romanesque Revival market at 2160-62 California Street NW (1917) and the art deco retail block at 100-104 Kennedy Street NW (1936) (both now altered), exhibited the stylishness and attention to detail seen in his row houses. Even his small-scale commissions incorporated imaginative and dramatic touches. Wenig's Penn Oil Company gas station at Connecticut Avenue and Chapel Road NW (1924) had a colorful tile roof that incorporated hipped sections set at right angles above the canopy and retail areas, as well as a rounded section topped by a finial, which visually identified the entrance bay.

The volume of Wenig's commercial commissions won in a competitive market testifies to the efficiency of his warehouses, commercial garages, and workshop buildings. Indeed, the DC

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Historic Preservation Office's 1992 *DC Warehouse Survey Phase II Final Report* includes Wenig on a short list of "architects of note" associated with these buildings that includes such prominent figures as Arthur B. Heaton.^{xxv} However, changing patterns of land use, including the massive redevelopment of many formerly industrial and transportation-oriented districts, has resulted in the demolition of the vast majority of these buildings. Among these losses have been some of Wenig's signature works, including the warehouse at 33 New York Avenue NE (1903, demolished 2007 for the Hyatt Place Hotel) and the four-story Auth Packing Plant at 623 D Street SW (1932; one of numerous Wenig buildings destroyed during the waves of redevelopment in Southwest during the 1950s and 1960s.)

The Architectural Significance of the Holzbeierlein Bakery

The Holzbeierlein Bakery is significant as the earliest surviving baking plant in Washington. It combines alley buildings with an early commercial fleet garage and bakery building by Julius Wenig, a master architect who was one of the city's leading designers of industrial buildings. It is significant, however, not simply as an early industrial building in a city where any such structures are rare, but because it is an especially strong representative of how the structures of its type were erected in the late 19th and early 20th centuries.

In his 1929 classic *The Gold Coast and the Slum*, Harvey Zorbaugh noted that, "the city's streets can be read as can the geological record in the rock."^{xxvi} It is thus with the Holzbeierlein Bakery, a palimpsest aggregated from earlier structures. Such component structures as the 1893 stable and 1894-1908 baking buildings were modified as they were incorporated into what was becoming an increasingly large plant, but their facades, and with them the evolution and expansion of the baking business, can be "read" in the walls of the bakery as it exists today.

Writing only about five years after the construction of the Wenig-designed garage and baking building, Moritz Kahn, partner with his brother Albert in the most influential twentieth century industrial architecture firm, would describe the ideal modern factory as:

Like an expanding library made up of sectional bookcases...it is always complete, but always allows for the addition of further sections, which eventually form one pre-conceived coherent scheme.^{xxvii}

This concept of the factory as essentially a pre-planned aggregation of modular sections is in fact the next evolutionary step from the pattern of adaptation and reuse represented by earlier industrial establishments like the Holzbeierlein Bakery.

Although the Holzbeierlein Bakery lacks the architectural detailing of the White Cross Bakery and the Art Moderne styling of the Bond Bread Factory, its utilitarian style is more representative of the typical factory of the era as well as an adaptation to its function and location. The craftsmen-accented White Cross Bakery and art moderne Bond Bread Factory are decoratively embellished buildings that occupy prominent locations on city streets. The Holzbeierlein Bakery, which fronts on a dead-end side street, is much more simplified and functionally styled because it was not designed with an eye toward establishing a public

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presence. This older conception of the functions of an industrial building as a workshop rather than an advertisement for a firm makes the bakery more representative of the utilitarian structures commonly built by local firms in the late 19th and early 20th centuries in areas like Southwest, East Eckington, Foggy Bottom, and the Georgetown waterfront.

The Holzbeierlein Bakery has, of course, experienced additional modifications since the end of the period of significance, the most substantial of which involve the filling in of window and door apertures on the Wiltberger East Alley façade. However, the placement and forms of these original door and window openings can be plainly identified by their outlines. In addition, there are intact examples of these features in other sections of the building's facades. On the whole, the building retains sufficient integrity of massing, form, and detailing to convey its identity as a bakery as well as the individual identities of its component structures.

Likewise, although the 1912 stable, which stood across the street from the main bakery building, was demolished in 2007, it was by far the least significant component of the complex. Built at the close of the horse-drawn delivery era, it was apparently supplanted by the bakery's motor truck garage within two years. By 1931, it had been converted to an apartment house.

Industrial buildings have always been relatively uncommon in Washington, and are now much rarer with the redevelopment of areas like Southwest, the South Capitol Street and New York Avenue corridors, Foggy Bottom, and the Georgetown waterfront. The Holzbeierlein Bakery's red brick utilitarian structures stand as a rare and excellent collection of the city's industrial heritage.

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9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Newspaper Articles

District of Columbia Historic Preservation Office Permit Database

DC Federation of Women's Clubs Nutrition Committee, *Survey of Black Letter Bakeries (Phone Book) in D.C.*, Apr. 2, 1942.

Baist Real Estate Atlas Maps 1903-1919

Sanborn Fire Insurance Maps, 1888-1927

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 # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreege of Property 0.03 acres

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Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|--------------|------------|
| 1. Latitude: | Longitude: |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

- | | | |
|----------|-----------|-----------|
| 1. Zone: | Easting: | Northing: |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

Verbal Boundary Description (Describe the boundaries of the property.)

The boundary of the Holzbeierlein Bakery coincides with the boundaries of lots 853 and 849 of Square 441. This parcel is bounded by an unnamed alleys on the north and south, by Wiltberger Alley East on the east, and by Wiltberger Street to the west.

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Boundary Justification (Explain why the boundaries were selected.)

The nominated property includes the lots historically associated with the Holzbeierlein Bakery known today as lots 853 and 849. Lot 849 contains a cinder block garage addition constructed in 1960 that is considered non-contributing to the Holzbeierlein Bakery.

11. Form Prepared By

name/title: Tisha Allen, John DeFerrari, and D.P. Sefton
organization: DC Preservation League
street & number: 1221 Connecticut Avenue NW, Suite 5
city or town: Washington state: DC zip code: 20036
e-mail info@dcpreservation.org
telephone: 202-783-5144
date: September 23, 2015

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

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Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property:

City or Vicinity:

County:

State:

Photographer:

Date Photographed:

Description of Photograph(s) and number, include description of view indicating direction of camera:

1 of ____.

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.).

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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.

- i D.C. Permit to Build #130313 (1/14/1930)
- ii "Building Permits," *Washington Evening Star*, Sep. 19, 1876.
- iii D.C. Permit to Build #2392 (5/25/1891).
- iv "A Business Building," *Washington Evening Star*, May 13, 1893.
- v "A War on Filthy Bakeries," *The New York Times*, Apr. 8, 1896.
- vi "The Staff Of Life," *Star*, Jul. 15, 1893.
- vii Advertisement in *The Washington Times*, Jul. 26, 1908.
- viii DC D.C. Permit to Build #5088, May 4, 1912
- ix D.C. Permit to Build #5390 (6/16/1914)
- x D.C. Permit to Build #947 (8/30/1913).
- xi "D.C. May Face Bread Famine," *Washington Post*, April 29, 1920.
- xii Advertisement, *Washington Evening Star*, Oct. 17, 1921.
- xiii Advertisement, *Washington Evening Star*, Oct. 25, 1921.
- xiv D.C. Permit to Build #120693 (2/7/1929)
- xv DC Permit to Build #117059, 9/7/1928 Permit #
- xvi Holzbeierlein v. Holzbeierlein, 91 F.2d 250 (D.C. Cir. 1937).
- xvii "Bakery is Swept by \$30,000 Fire," *Washington Evening Star*, May 29, 1932.
- xviii D.C. Federation of Women's Clubs Nutrition Committee, *Survey of Black Letter Bakeries (Phone Book) in D.C.*, Apr. 2, 1942.
- xix "Bakery Output in Washington Hits High Mark," *Washington Times-Herald*, Aug. 9, 1953.
- xx *Washington Post*, May 11, 1940
- xxi DC Permit to Build #1709 (6/4/1898)
- xxii Buildings by Julius Wenig, Listing generated from the District of Columbia Historic Preservation Office Database. See Permit #0483 (10/4/1897) for Wenig's first credited building.
- xxiii DC Permit to Build #1243 (3/1/1902)
- xxiv DC Permit to Build #2091 (11/30/1908) was issued for a 60 x 170 square foot 2 story brick garage designed by Wenig at 14 13th Street NW
- xxv Warehouse Survey, 27.
- xxvi Harvey W. Zorbaugh, *The Gold Coast and the Slum* (Chicago: University of Chicago Press, 1929), 4.
- xxvii *Ibid.*, 3.

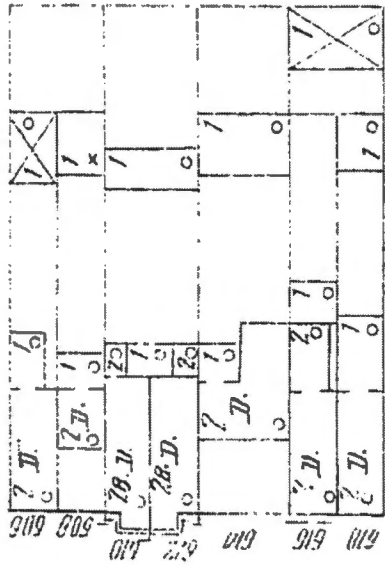


Map showing location of Holzbeierlein Bakery, yellow highlight, 1815-1817 Wiltberger Street, NW, Courtesy of propertyquest.dc.gov, 2015

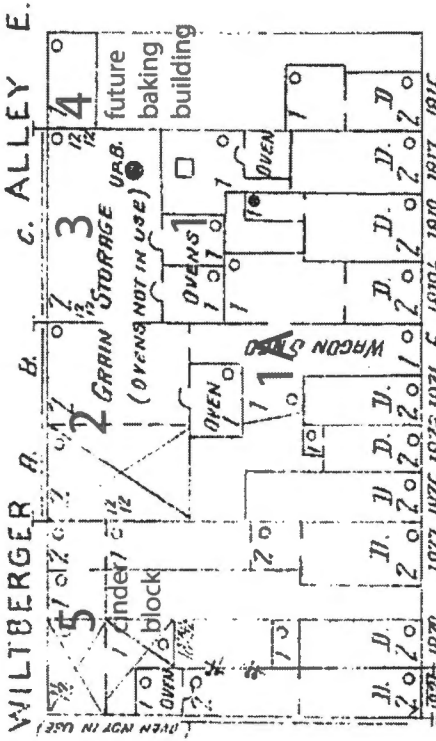
Holzbeirelein bakery – List of Illustrations

No.	Subject	Looking	Date	Source
1	Map and permit drawings of bakery site, 1908-1913			Sanborn Fire Insurance Map and DC Building Permits
1A	Site Plan, showing old and new construction, 1930			DC Building Permit
2	Wiltberger Alley East façade, showing 1893 stable	South	8/4/15	D. P. Sefton
3	Stable cornice detail	West	8/4/15	"
4	Wiltberger Alley East façade, showing 1894 baking structure with subsequent enlargement	South	8/4/15	"
5	Wiltberger Alley East facade	North	8/4/15	"
6	Bakery, south alley facade	East	6/20/15	"
7	Wiltberger Street façade	South	6/20/15	"
8	Wiltberger Street, garage facade	West	6/20/15	"
9	Wiltberger Street, garage façade detail	West	6/20/15	"
10	Wiltberger Street, center section	Southeast	6/20/15	"
11	Wiltberger Street, main baking building	Northeast	6/20/15	"

Sanborn, 1908-1913 period



PIPE
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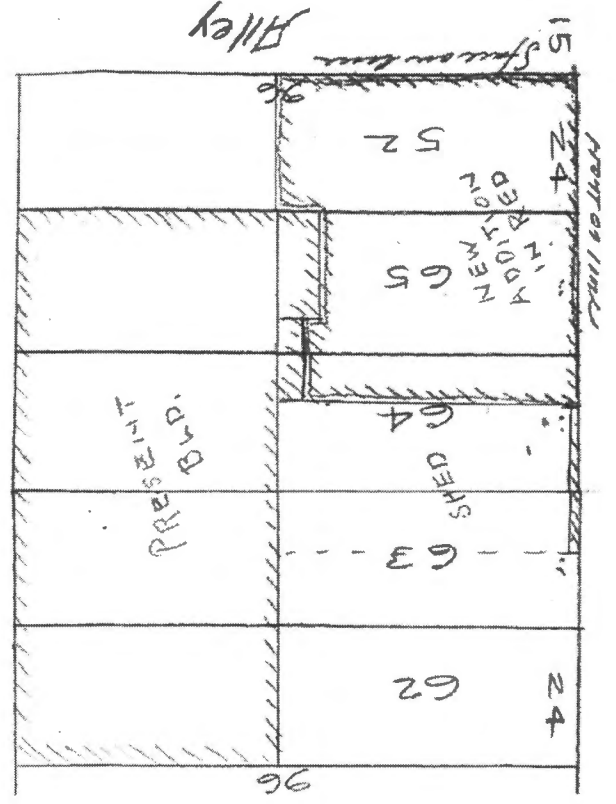
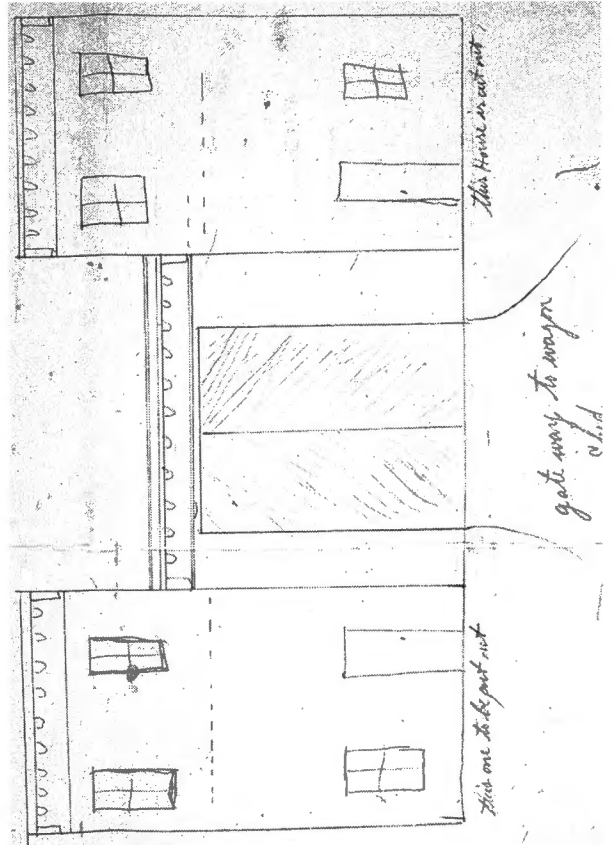


WILTBERGER A. B. C. ALLEY E.

WILTBERGER 441 ST.

Image 1: (Above) Wiltberger Alley East sections of the Holzbeirelein Bakery (excerpt from Sanborn Fire Insurance Map, 1903-1916 series, Volume 2, Sheet 128) between 1908 expansion and construction of 1913 baking building. Area 1 is thought to be the location of the 1891 baking building, 1A is the area described in the 1908 expansion permits, 2 is the 1893 stable, 3 is the the 1894 baking building, expanded to two stories, 4 is the rear section of the baking building to be constructed in 1913, 5 is the modern cinder block addition.

Below: (Left, wagon shed and houses in 1908 (Permit 1040) and lot coverage in 1913 (Permit 947).



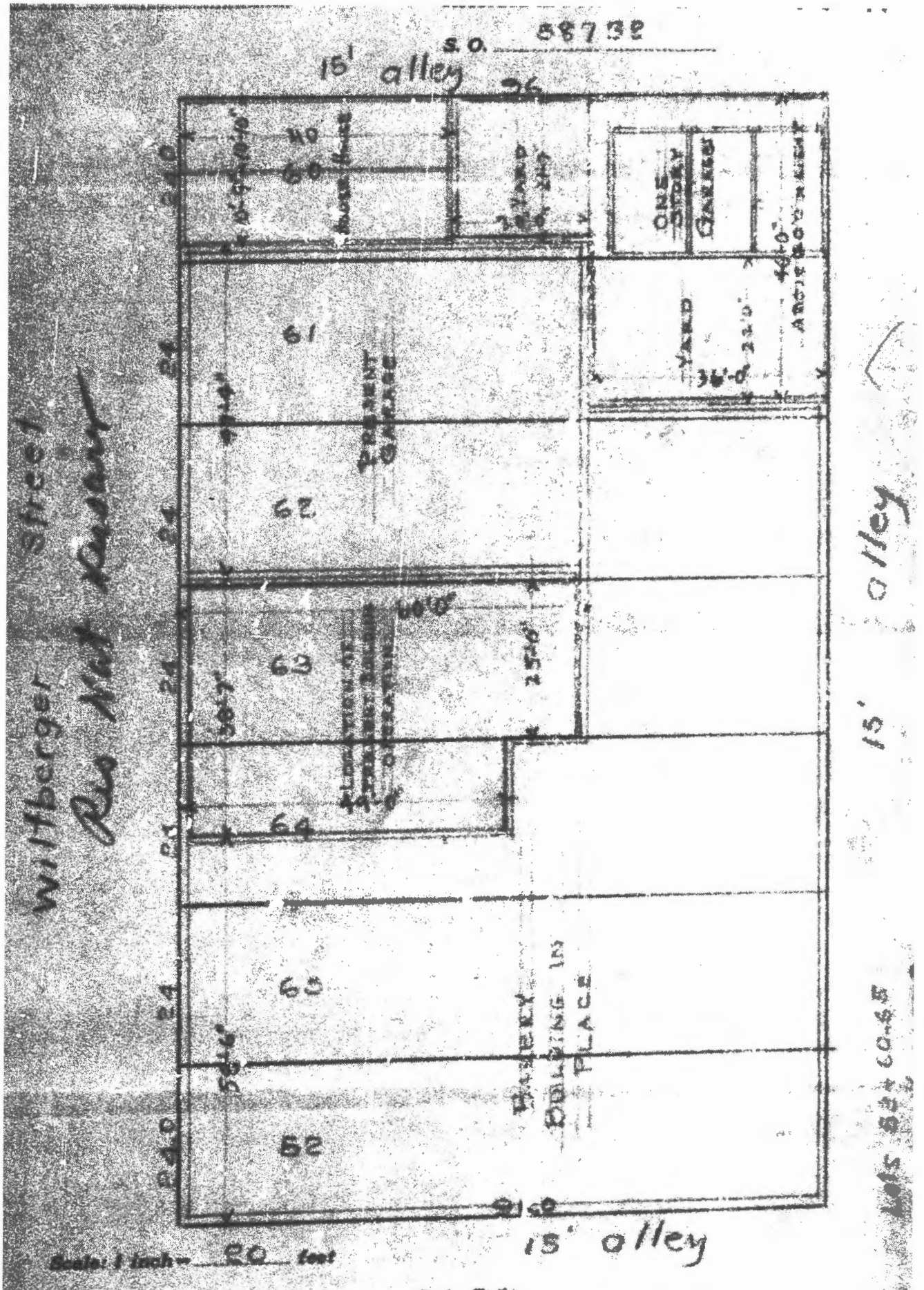


Image 1A: Detail from DC Permit #130313 (1/14/1930) showing center addition and existing bakery

IMAGE 2:
Wiltberger Alley
East, looking
south, with
1893 stable in
foreground





Image 3: Stable facade, showing cornice detail and brickwork division from baking building to its south

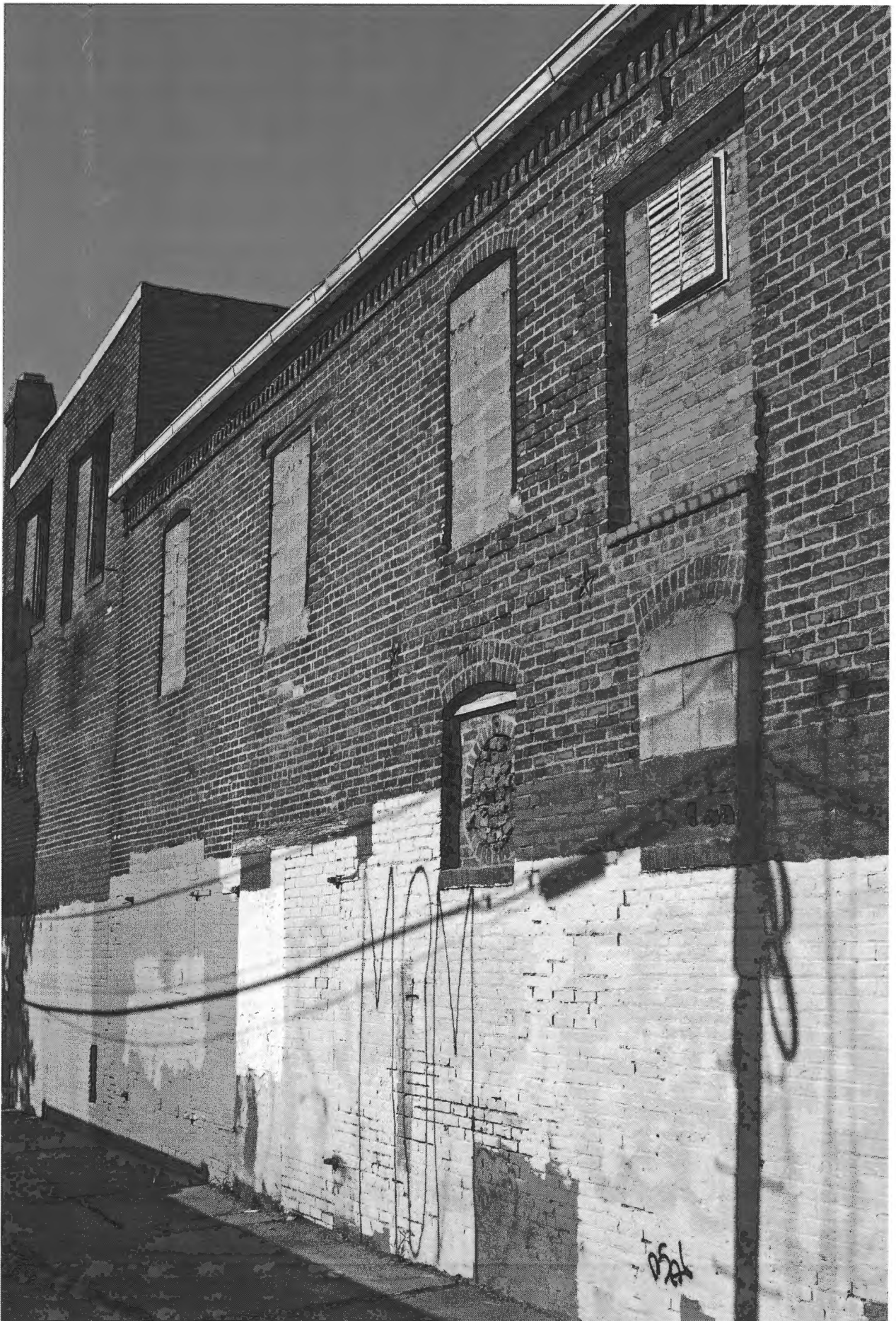


Image 4: 1894 baking building, facing Wilberger Alley East

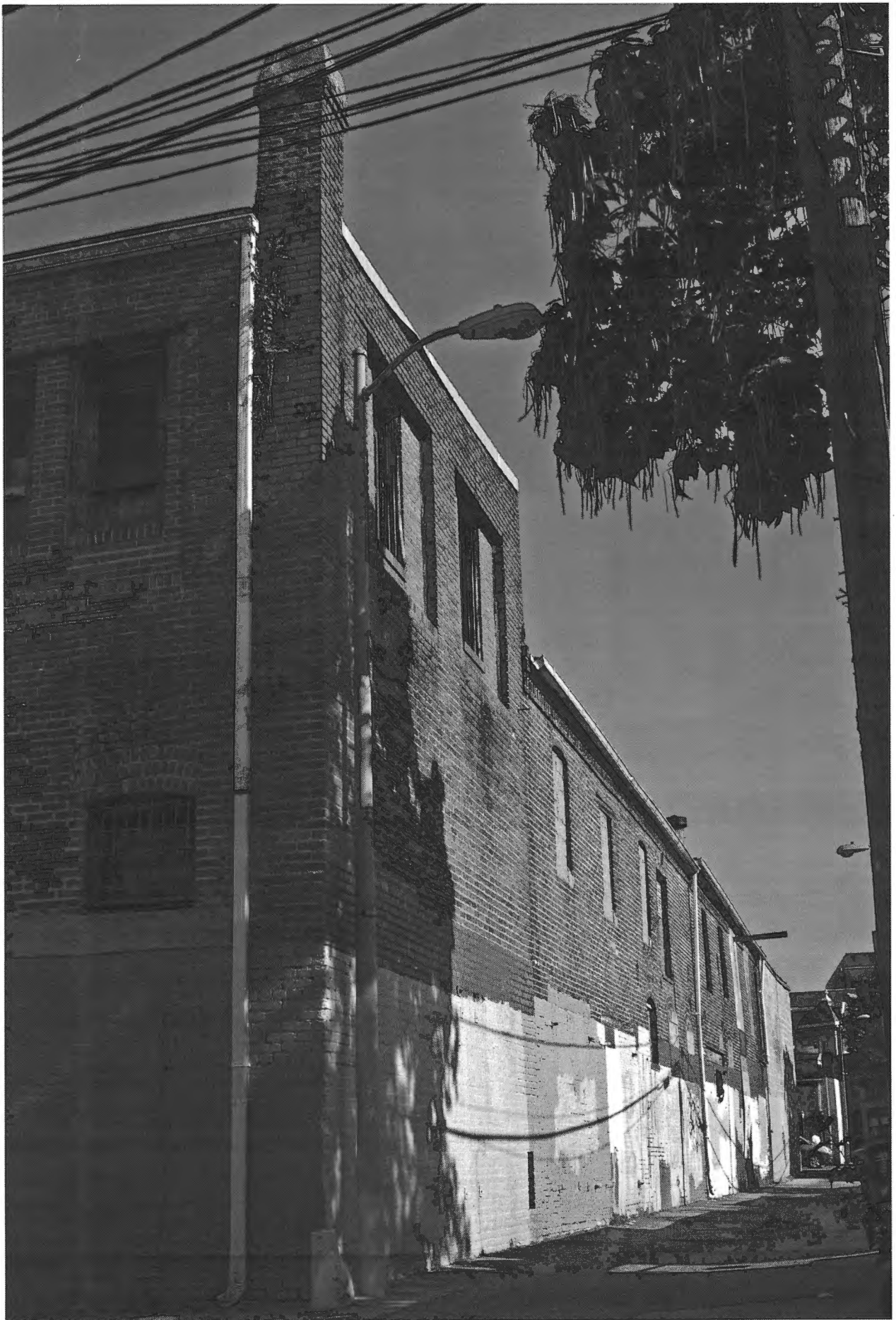


Image 5: Wiltberger Alley East facade, looking north

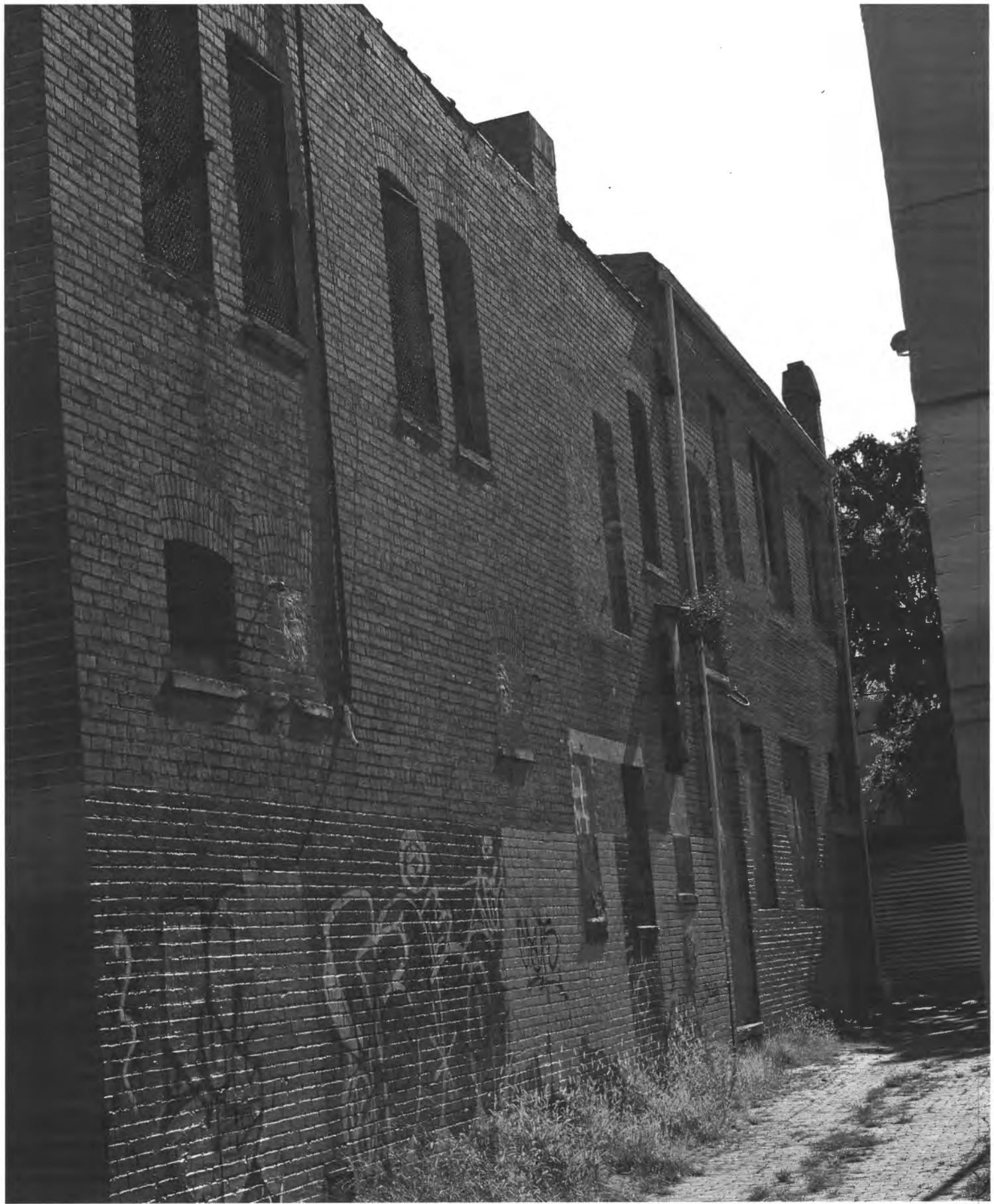


Image 6: South facade, showing 1913 baking building



Image 7: Holzbeirelein Bakery, Wiltberger Street facade

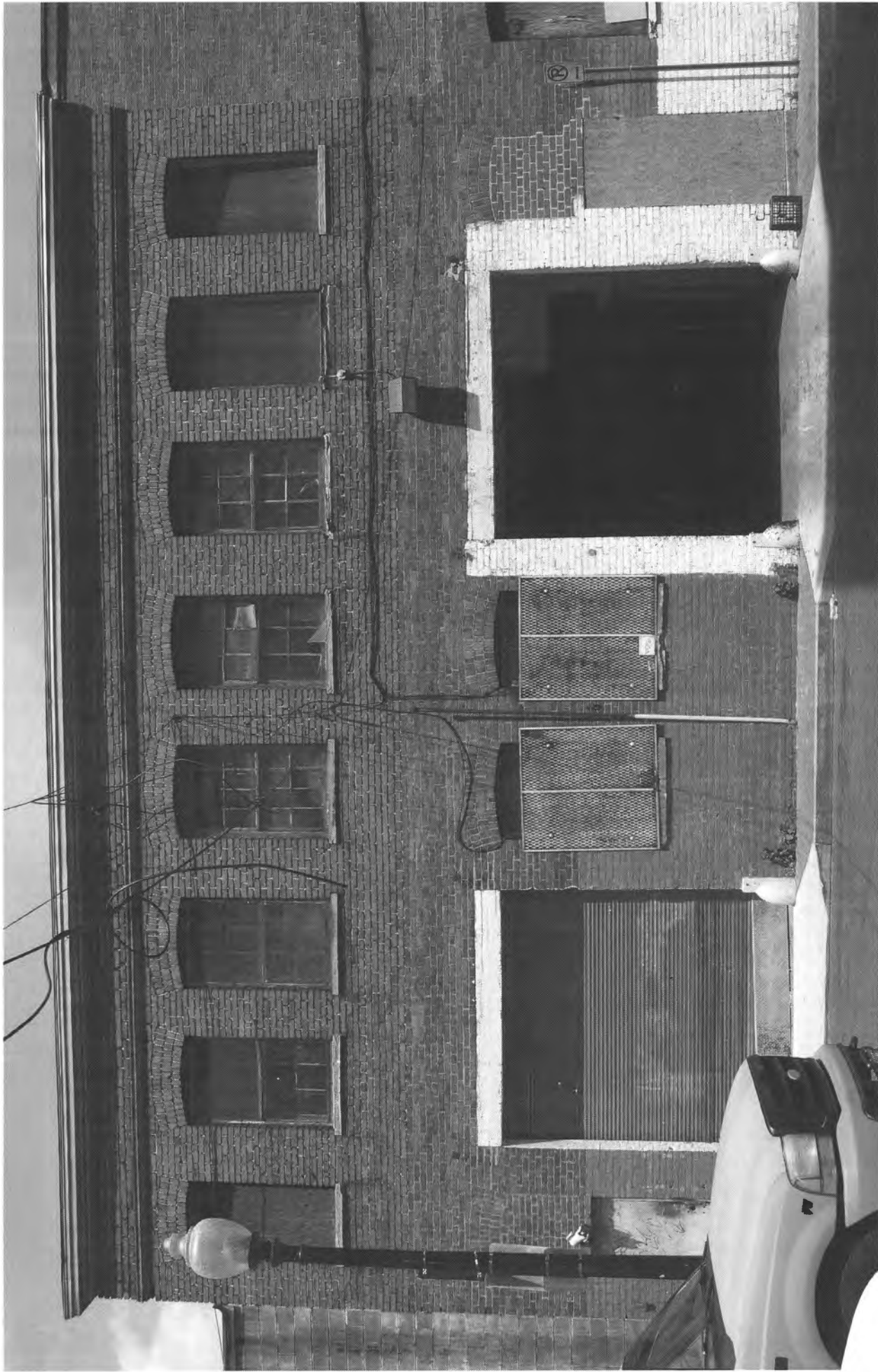


Image 8: Holzbeirelein Bakery Garage, Wiltberger Street facade



Image 9: Holzbeirelein Bakery Garage, upper story detail



Image 10: Holzbeirelein Bakery, Center Section, Wiltberger Street facade

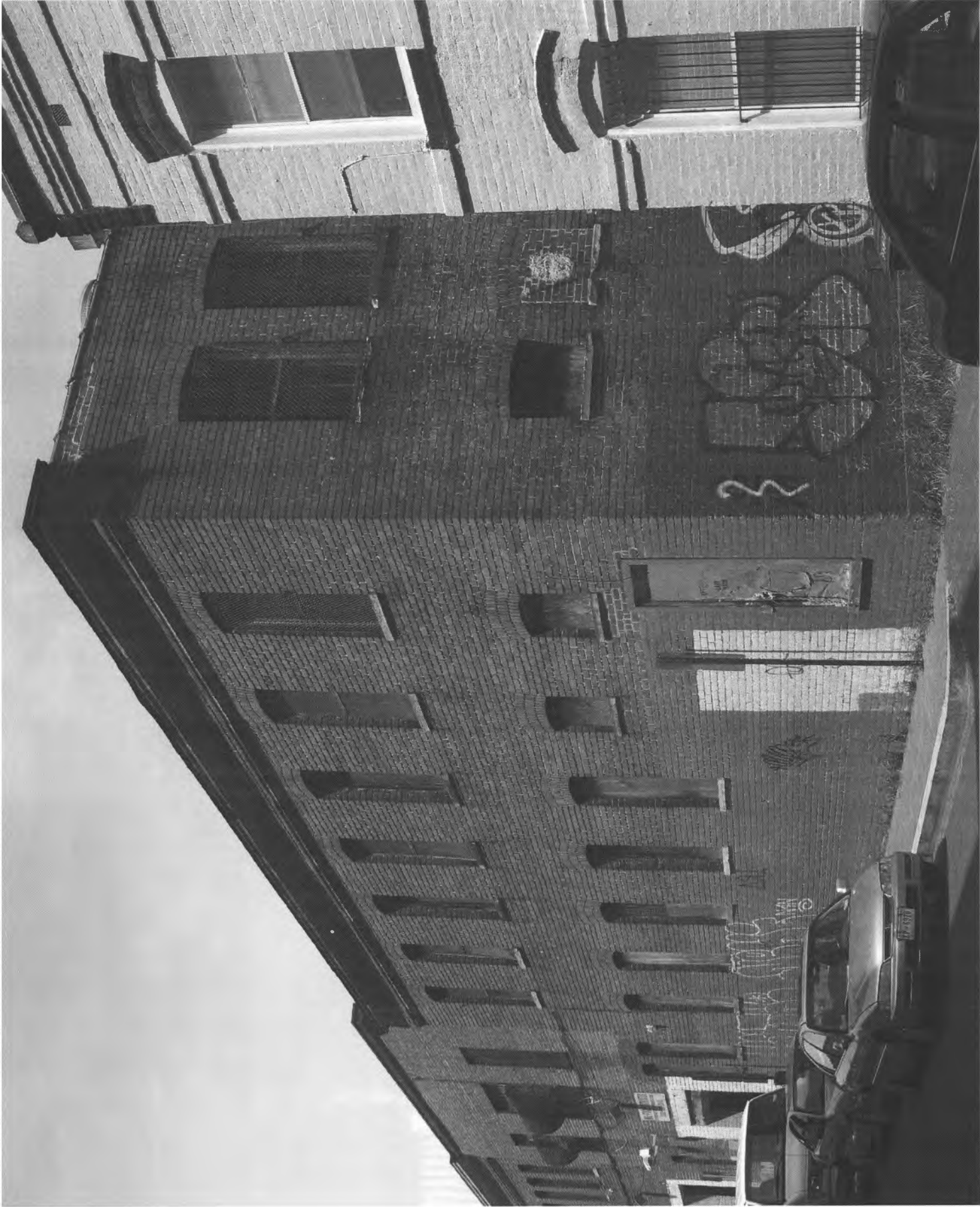


Image 11: Holzbeirelein Bakery, Baking Building, Wiltberger Street facade