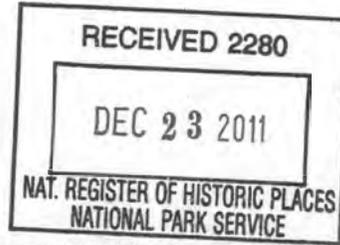


United States Department of the Interior
National Park Service



1076

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. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

historic name Dorsch's White Cross Bakery

other names/site number Continental Baking Company

2. Location

street & number 641 S Street, NW not for publication

city or town Washington, D.C. vicinity

state District of Columbia code DC county _____ code 001 zip code _____

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

David Maloney DAVID MALONEY, DC SHPO 20 Dec 2011
Signature of certifying official/Title Date

DC HISTORIC PRESERVATION OFFICE
State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

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:)

John Edson H. Beall 2-3-12
Signature of the Keeper Date of Action

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5. Classification

Ownership of Property
(Check as many boxes as apply.)

Category of Property
(Check only one box.)

Number of Resources within Property
(Do not include previously listed resources in the count.)

- private
- public - Local
- public - State
- public - Federal

- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1		Total

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

Number of contributing resources previously listed in the National Register

N/A

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

Current Functions
(Enter categories from instructions.)

COMMERCE/TRADE/Bakery

VACANT/Not In Use

7. Description

Architectural Classification
(Enter categories from instructions.)

Materials
(Enter categories from instructions.)

EARLY 20TH CENTURY AMERICAN/
Industrial Craftsman

foundation: Brick

walls: Brick

roof: Slag

other: _____

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Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

Dorsch's White Cross Bakery Building is located in the 600 block of S Street at the eastern edge of the U Street Historic District. The imposing industrial Craftsman-style brick building, constructed in five principal phases between 1913 and 1936, fills the lots between Wiltberger Street and Wiltberger Alley (west), while a group of row houses occupies the S Street lots east of Wiltberger Street. The original section of the bakery, built in 1913, is a vernacular industrial brick building located at the rear of the lot, but fronted by two principal sections facing S Street. Erected in 1915 and 1922, these two sections, designed by the architectural firm of Simmons and Cooper, and the A.B. Mullett Co., respectively, are similarly designed and abutting industrial, Craftsman-style brick structures with formal "temple-front" elevations. The two- and three-story tall structures both feature brick walls ornamented with glazed ceramic tile and limestone detailing. The façades are divided into three bays by Giant Order brick pilasters which visually support brick frieze boards adorned with decorative glazed tiles. Brick parapet walls with central, peaked pediments surmount the cornice, completing the temple-form allusion. The three large bay areas formed by the brick pilasters are filled with banks of original steel sash windows, with doors located in either end bay. Glazed white tiles are used decoratively on the surface, namely in the pediment and at the ends, with limestone blocks forming a white cross for the White Cross Bakery. Blue and red porcelain signage (not original) appends the frieze of the western, two-story section of the building. The side walls of the building extend along Wiltberger Street and its west alley, exposing more industrial elevations of common brickwork and irregularly arranged industrial windows.

The White Cross Bakery building is a high-style industrial building complex for Washington, D.C. The building's style, quality craftsmanship, decorative detailing and use of iconic imagery are rare for the city's industrial building stock. The White Cross Bakery, although vacant, remains in good condition and retains its integrity.

Narrative Description

Exterior:

The White Cross Bakery Building is actually a series of buildings and additions constructed over the course of 24 years from 1913 to 1936. The two most prominent sections of the building front S Street, and although built in different years (1915 and 1922) and designed by different architects, they share the same building materials, treatment and details, and the same industrial Craftsman aesthetic. The other sections of the complex are utilitarian industrial buildings located at the rear of these front buildings and visually subservient to them.

The south (front) elevation of Dorsch's Bakery complex thus consists of the front elevation of both the 1915 and 1922 buildings. The 1915 building is the western-most, two-story section. It is set upon a low brick foundation with a limestone waterable and is covered by a flat roof with a central, peaked parapet. The façade is divided into three bays separated by double-height brick pilasters spanning the first and second stories of the building and supporting a broad cornice above. The brickwork forming the pilasters is decoratively laid with header bricks used to create a gridded appearance that is indicative of Craftsman detailing. Each bay is filled with industrial steel sash many of which have been altered from their original light configuration, or filled in with plywood.¹ Galvanized iron spandrels with recessed panels separate the first and second stories between each bay. The central bay on the first story historically held the principal entry to the building, but it has since been filled in with windows.

A broad brick frieze board caps the pilasters and in turn supports a projecting metal cornice above. The frieze is brick, laid in a header bond pattern and featuring brick and limestone panel blocks set atop each of the four pilasters. White limestone crosses are located on-center of these blocks and set within a blue faience square with limestone blocks in each of the surrounding four corners. The white crosses are a direct reference to the name of the company, White Cross

¹ According to the original elevation drawings for the S Street façade, the 1915 building had 12-light steel windows capped by six-light windows on the first floor, and 15-light steel sash windows on the second floor.

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Bakery. Originally, a sign holding the building's name extended across the frieze; today this sign has been replaced by red and blue glass signage reading "Wonder Bread" and "Hostess Cake."

Above the frieze runs a narrow bed molding with dentils and, above this, a metal cornice. The cornice consists of large modillions at the soffit and four metal acroterion-like roundels projecting symmetrically above the pilasters at the cornice line. Atop the cornice, but recessed slightly from it, is the building's distinctive parapet. The parapet is constructed of brick and features a central pedimented section with lower walls to either side. The central parapet is decorated with a diamond-shaped blue faience tile embossed with a large white cross.

The south (front) elevation of the 1922 building abuts the 1915 building to the east. The 1922 building is identical in overall form, materials and style, but is taller and thus more imposing. This section is approximately the same width and is similarly divided into three bays, but it rises three stories, so the pilasters separating the bays span three floors. Like the 1915 building, this building is set upon a low brick foundation with a limestone water table, and is capped by a pedimented parapet. Like in the 1915 building, the brick frieze features brick and limestone blocks atop the Giant Order pilasters and a large white cross on-center of the pedimented parapet. Even the materials—blue faience and limestone—of the cross and its background remain the same as in the earlier building. Again historically this 1922 building similarly had a sign with the building's name Dorsch's White Cross Bakery, in galvanized iron letters extend across the brick frieze.

The west elevation of the building extends along Wiltberger Alley (west) and consists of the west side wall of the 1915 building, the earlier 1913 building, and its 1917 addition as well as the west wall of the even later 1936 addition. Together, these elevations appear to be a single, long red brick wall extending the length of the alley. The wall features common brick and has an uneven collection of window and door openings running its full extent. For the most part, the upper level windows are smaller and the lower level windows larger. The central section—forming the original 1913 building, has segmental arched openings on the first story, while the majority of the other windows are flat-headed.

The east side elevation of the building extends along Wiltberger Street and consists of the east side wall of the 1922 section and the east side wall of the 1919 addition, with the west side wall of a 1920 infill between. Again, the 1936 wing abuts the end of the complex and extends this side wall further down the street. All sections of the elevation are laid in red brick and present a utilitarian appearance with window openings on the upper levels and larger garage door type openings on the first story.

The east side wall of the 1922 building is the tallest of the three sections, with a fourth story set back from the front of the three-story building and rising above and behind the parapet wall. The 1922 section extends 12 bays deep, with each bay comprised of a single window opening on the upper levels. The first floor has three larger wagon-door openings, now filled with roll-up garage doors or filled in with brick. The second story has small, almost square windows with two-light, double-hung sash, while the third story has larger 12-light metal sash window openings, the rear two of which have been elongated and altered. The fourth floor projection has four squarish windows at the upper level.

The east side wall of the 1919 section of the building is at the center of the elevation, sandwiched between a 1920 infill section at the rear of the 1922 building, and the later 1936 addition. This 1919 section extends six bays long and rises three stories high. The first story has a single, large door opening filled in with brick and next to smaller irregular-sized window openings. The second and third stories historically had a symmetrical arrangement of six windows, grouped into pairs of three with six-light metal sash. The third floor windows are capped with segmental arches.

The 1936 addition is a plain, brick box with openings irregularly arranged across the side wall. The 1936 addition does not contribute to the building's architectural significance.

Interior:

Like the exterior, the interior of Dorsch's Bakery consists of several different parts with the 1915 west building and the 1922 east building, constituting the building's principal sections. Both sections are concrete and steel frame structures with brick walls, metal windows and concrete floors. The west building, as described upon its completion in 1915, contained "two continuous ovens of the latest type" on the first floor, and a "rotary" oven and an oven for baking cakes on the second floor.ⁱⁱ None of the bake ovens or any other equipment remains within the building. The interior of the west building is a large open space with steel support columns dividing the interior into two long bays and supporting steel

ⁱⁱ "New Home for Bakery Concern," *The Evening Star*, 8/21/1915, part 2, page 2.

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ceiling joists. The floor, historically a concrete slab, is currently covered with a plywood cladding. The steel supports and joists are in sound structural condition though there is significant rust throughout.

The 1922 east building, according to original plans, included two long bays running almost the full length of the building and divided on-center by a wooden partition wall. On the first floor, the eastern bay provided wagon space, while the west bay offered a wrapping and shipping room. The wagon room opened onto Wiltberger Street via double-wide carriage door openings. At the rear of the building was a cake room, a toilet room, an elevator, and a spiral stair leading to the upper floors. Today, the first floor of the east building is an open space with concrete columns dividing it into bays, with none of the original equipment.

The second floor plan mirrored the first floor below; however, in the area above the wagon room there was an oven space and the area above the wrapping room was a bake room. The third floor did not run the full depth of the building and was divided into three parts from front to back with a proof room in the front, a mixing room in the center, and a flour room at the rear. A locker room and toilet facility extended along the west side wall of these spaces.

A tower which rises above a portion of the building at the east elevation historically served as a flour bin for storing flour.

INTEGRITY

Dorsch's White Cross Bakery retains its integrity of setting, location, design, workmanship, association and feeling. The building is located on its original site immediately adjacent to Seventh Street, historically and currently, an active commercial corridor in the city. The building abuts the narrow Wiltberger Street on the east with a row of modest alley dwellings still serving residential purposes. The building has had few exterior alterations since it was enlarged in 1936 by a one-story rear wing. The building retains its original massing and materials, including many, though not all, of its industrial steel sash windows. In addition, it retains its original Craftsman-inspired decorative features, most notably the character-defining white crosses. The interior no longer retains any of its original equipment, yet retains its raw industrial character. Although vacant and lacking its historic bakery equipment, the building offers an industrial character and feeling that is directly associated with its original use as a bakery.

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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.

Criteria Considerations

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

Property is:

- 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

1913-1936 (not inclusive)

Significant Dates

1913; 1915; 1919; 1922; 1936

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

Simmons & Cooper
Alfred B. Mullett & Co.

Period of Significance (justification)

The Period of Significance for Dorsch's White Cross Bakery extends from 1913 when Peter M. Dorsch constructed the first White Cross Bakery building until 1936 when Peter M. Dorsch sold his White Cross Bakery business to the Continental Baking Corporation. That same year, the Continental Baking Corporation built a two-story brick addition to the building. This addition does not contribute to the building's architectural significance.

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Criteria Considerations (explanation, if necessary)

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

Dorsch's White Cross Bakery is eligible for listing in the National Register of Historic Places at the local level of significance under Criteria A and C with Architecture, Community Planning and Development, Commerce and Industry as the Areas of Significance. Dorsch's White Cross Bakery meets Criterion A for its association with events that have made a significant contribution to the broad patterns of our history. In particular, the property lends support to our understanding of the commercial evolution and development of the Seventh Street corridor in the District of Columbia and the socio-economic and architectural manifestations of that development. In addition, the history of Dorsch's bakery provides important information on other bakeries in the vicinity and of the bakery industry in the city in general.

Dorsch's Bakery meets Criterion C as it embodies the distinctive characteristics of a type of architecture. In particular, the White Cross Bakery provides an excellent example of a well-designed industrial bakery complex whose owner, Peter M. Dorsch, recognized the importance of branding and architecture. The building's distinctive white crosses incorporated into the building and its overall Craftsman detailing make it one of the most architecturally notable industrial/commercial buildings in the city, and one of a only a few surviving bakery buildings.

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

Dorsch's White Cross Bakery is significant in the Area of **Architecture** as an excellent example of the Craftsmen influence on industrial design. The building's principal façade with its double-height pilasters and pedimented parapet is rooted in the Classical tradition, yet its decorative brickwork and inlaid tile detailing is indicative of early 20th-century Craftsman aesthetic, giving the building a distinctive character. The property is significant in the Area of **Community Planning and Development** in providing important information on the commercial growth of the Seventh Street corridor. The bakery evolved from a small bake oven behind a Seventh Street store to a large complex that expanded into the neighboring alleyways. The property is significant in the Areas of **Commerce and Industry** by providing information on one of the city's largest industries—baking—and its manifestations in the city. Dorsch's Bakery is one of a just few surviving bakery building complexes in the city and one of the most architecturally distinctive.

Developmental history/additional historic context information (if appropriate)

The Seventh Street Corridor and the Bakeries of Wiltberger Street and Alleys:

Beginning at the turn of the 20th century, Dorsch's White Cross Bakery was constructed in several phases over the course of two decades, growing from a small neighborhood concern into one of the city's largest bakery complexes. The bakery was first established by Peter M. Dorsch in a now demolished building at 1811 7th near its intersection with S Street, NW and was one of several bakeries in the vicinity. Dorsch eventually expanded his business, building larger quarters just behind his 7th Street business, ultimately constructing an architecturally imposing building fronting the 600 block of S Street, NW. At the time Dorsch established his bakery along Seventh Street in ca. 1904, the route was a well-established transportation corridor with the streetcar line providing north-south access into and out of the city. During the late 19th century, 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. In 1891, at the rear of 1817-1819 Wiltberger Street and Wiltberger Alley (east), then owner John M. Ruth built the alleyway's first known bake ovens and bakery building. Soon,

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several competing bakeries would emerge along the alleys, supplanting the earlier residential building stock.ⁱⁱⁱ In 1893, German baker Michael Holzberlein established a bakery at 1849 7th Street and by 1908, had moved his business into Wiltberger Alley when he constructed a still extant and sizeable two-story brick bakery building along Wiltberger Alley (east). Peter M. Dorsch, owner and founder of the White Cross Bakery, followed the same trajectory when he expanded his business from 1811 7th Street east into Wiltberger Alley during the first decade of the 20th century.

Peter Michael Dorsch (1878-1959) was born in Washington, D.C. as the son of a Bavarian immigrant Michael Dorsch who had come to Washington in the 1870s. Dorsch was raised in the city, and at the age of 21 in 1899 was listed as a proprietor, with a brother, of the Dorsch Bros. Bakery. Around the turn of the 20th-century, Peter Dorsch lived at 3rd and I Streets, NW while working as a baker along with other members of his family, which included his mother, father, four brothers and a sister, several of whom also worked as bakers. Peter's father, Michael Dorsch sold imported German foods, ultimately opening a restaurant on 7th Street. By 1904, Peter Dorsch and several members of his family had moved to 1811 7th Street, a lot near the corner of 7th and S Street, NW that included a two-story, store/dwelling fronting 7th Street and a two-story bake house and oven at the rear of the lot. Here, Peter Dorsch began operating a small retail baking business.

Within a decade, Dorsch began to expand his bakery business by building, in 1913, the first of several buildings along Wiltberger Street and alley. In that same year, Dorsch complained in the press of being pressured by larger bakeries to increase the price of his bread, which he said he resisted, keeping his bread at 3 cents per loaf wholesale, whereas other bakeries were charging 4 cents.^{iv} Apparently his strategy was successful. As Dorsch's White Cross Bakery thrived over the years, Dorsch continued to expand, ultimately building a large complex of buildings in four principal phases that culminated in 1922. The two most architecturally prominent sections of the complex, constructed in 1915 and 1922, face S Street and clearly identify themselves as the White Cross Bakery through the decorative display of large, white terra cotta crosses in their central pediments.

Dorsch Bakery Buildings:

The first of the Dorsch Bakery buildings, constructed in 1913, was a substantial, but utilitarian, two-story brick building located directly across the alley from his 7th Street business and immediately adjacent to Holzbeierlein's Bakery on Wiltberger Street. In order to construct this building, Dorsch demolished three dwellings on the site, while maintaining an 1893 brick stable at the rear of the dwelling lots for use as a wagon shed for his bakery business. This first building was designed by architect Albert S. Atkinson, then an architect working in the Office of the Building Inspector.

Two years later, in 1915, Dorsch built a grander and more architecturally pretentious building in front of his 1913 building, establishing the White Cross company as a major presence in the neighborhood. This two-story brick building, designed by the firm of Simmons and Cooper is executed in an early 20th-century industrial Craftsman mode with notable architectural embellishments. The building's façade, fronting directly onto S Street, is characterized by its tall, double-height brick pilasters separating tall banks of metal sash windows spanning both the first and second stories. A bold metal cornice caps the building, and a central peaked parapet with its large and central white cross *bas-relief* sculpture, serves to advertise Dorsch's White Cross Bakery company.

Completion of the 1915 building attracted the attention of the local press. According to the *Evening Star*, the new bakery building contained "two continuous ovens of the latest type" on the first floor, and a "rotary" oven and an oven for baking cakes on the second floor.^v

In 1919, Dorsch again expanded his bakery complex at the rear of the future 1922 wing. This wing, likely designed in anticipation of the building to be constructed in front of it, is an unadorned utilitarian brick structure. The 1922 section, designed by the architectural firm of A.B. Mullett, however, is grander, and mimics the style and materials of the 1915 building which it abuts. Together, the 1915 and 1922 buildings have an imposing presence along S Street and the buildings survive as the city's most architecturally interesting historic bakery buildings.

ⁱⁱⁱ D.C. Permit to Build #2392 (5/25/1891).

^{iv} "Buyers to Profit from 'Bread War'," *The Washington Times*, Feb. 20, 1913, page 7.

^v "New Home for Bakery Concern," *The Evening Star*, 8/21/1915, part 2, page 2.

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When the plant first started, it produced 200-300 loaves of bread daily. The company survived cost increases in 1918 and the threatening bakers' strike of 1920 that plagued all city bakeries and its residents.^{vi} Heavy advertising during this period may have helped save the bakery,^{vii} for within a decade (following completion of the major 1922 building addition) the company was turning out 100,000 loaves each day, in addition to baking 40 different varieties of cakes.^{viii} The bakery delivered its products throughout the city and into the suburbs, using its own fleet of REO Speed Wagon trucks.^{ix} As noted in the local press hailing Dorsch's bread:

"Dorsch's well-known products are...sold by practically all grocers. The latest baking equipment is used, including the traveling type oven, in which the bread is baked and is then cooled and automatically wrapped in wax paper by machines. Every precaution is taken to produce the cleanest and finest loaf of bread possible...Therefore it is not hard to understand why this manufacturer has made such a widespread reputation, and consumers are thoroughly satisfied with this brand of "The Staff of Life."^x

The Bakery Business in the Early 1900s

Not surprisingly, the prominent white crosses in the central parapets of the White Cross Bakery buildings have the same apparent proportions as the American Red Cross's logo. It is safe to assume that the Dorsch brothers chose the name and symbol for their bakery deliberately to stress the cleanliness and healthfulness of their products. At the beginning of the twentieth century, food sanitation had become a nationwide obsession, culminating in 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."^{xi}

Newer bakeries were relying 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."^{xii} At the popular Pure Food Show at the Washington Convention Hall in 1909, D.C. bakeries put on a massive exhibit that filled the K Street end of the hall. Visitors could observe machines doing the work in a modern factory setting. They could see for themselves that dirty human hands never touched the bread. In that same vein, a 1919 advertisement for Dorsch's in *The Washington Times* urged consumers to give up their old-fashioned reliance on the corner store: "Why buy bread at the grocer's, fresh for each meal, when it is possible to get good, wholesome, and fresh bread that tastes as good at the last bite as it did when you first cut into the warm loaf?"

Bakeries were located throughout the city of 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 Dorsch's White Cross Bakery and Michael Holzbeirlein's, located just south of Florida Avenue, 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 was located at 2301 Georgia Avenue NW and had been 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.

^{vi} "D.C. May Face Bread Famine," *The Washington Post*, April 29, 1920.

^{vii} The Washington Post carried many quarter and half-page advertisements for Dorsch's White Cross Bakery, in particular its "Old Mammy's Rice Bread" during 1918 and 1919.

^{viii} "Dorsch's Bread on Market for Thirty Years," *The Washington Post*, January 8, 1928, p. R5.

^{ix} REO Speed Wagon, the Gold Standard of Value, *The Washington Post*, 9/26/1920.

^x "Dorsch's Bread on Market for Thirty Years."

^{xi} "A War on Filthy Bakeries," *The New York Times*, Apr. 8, 1896.

^{xii} "The Staff Of Life," *The Evening Star*, Jul. 15, 1893.

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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 was originally 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 in the former Corby Bakery complex. The company gradually moved away from the bread making business, and the Bond Bread factory was shut down by 1971.

Continental Baking Company:

The Continental Baking Company was a large national company that grew by acquiring important bakeries in major cities. It was an offshoot of the Ward Baking Company that had its origins in a small New York City bakery opened by James Ward in 1849. One of Ward's descendents founded the Continental Baking Company, originally called United Bakeries, in 1921. It entered the Washington market by buying the Corby Bakery in 1925, the same year that it bought the Taggart Baking Company in Indianapolis, Indiana, maker of Wonder Bread. The design of the Wonder Bread packaging is said to have been inspired by a balloon race at the Indianapolis Speedway in 1921, the year that Taggart launched the famous brand. Continental began making Wonder Bread at the former Corby location and was very successful. By the 1930s, the company had made the famous innovation of offering Wonder Bread pre-sliced, which revolutionized the market. Continental was also expanding its product lines with the introduction of new Hostess brand cake products, such as the Hostess Twinkie, which also became extremely popular. In 1936 Continental expanded its presence in the Washington market by acquiring the White Cross Bakery from Peter Dorsch.^{xiii} The Continental Baking Company also acquired, in stages, additional lots north of Dorsch's complex. On these lots, the Company constructed a substantial addition to Dorsch's Bakery, almost doubling the size of the already sizeable complex. While continuing to use the former Corby facility at 2100 Georgia Avenue as its principal Wonder Bread factory, the company apparently used the White Cross facility on S Street primarily for production of its Hostess cake products. In 1953, the former White Cross Bakery was one of 17 major bakeries in the city—considered at the time as the city's largest processing industry. The Continental Baking Company and its successors continued to use the White Cross Bakery building into the 1990s.

The success of the White Cross Bakery made Peter Dorsch wealthy enough that in 1928 he purchased an imposing Gothic Revival stone house at 7800 Orchid Street, NW, in the Rock Creek Park Estates development. The mansion, designed by the firm of Porter and Lockie, was reported in *The Washington Post* to cost \$85,000.^{xiv} Dorsch lived there for about 9 years. Upon selling his White Cross Bakery in Washington, Dorsch moved to Staunton, Virginia, where he became associated with the operation of the Spalding Baking Company until his retirement in 1953. Dorsch died at Georgetown University Hospital in 1959.

^{xiii} Upon selling his White Cross Bakery in Washington, Peter Dorsch then became associated with the Spalding Baking Company in Staunton, Virginia where he lived the rest of his life. See "P.M. Dorsch Dies; Baker for 50 Years," *The Washington Post*, December 23, 1959.

^{xiv} "P.M. Dorsch Buys Rock Creek Home," *The Washington Post*, Mar. 25, 1928.

Dorsch's White Cross Bakery
Name of Property

Washington, D.C.
County and State

9. Major Bibliographical References

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

Newspaper articles

"The Staff Of Life," *The Evening Star*, Jul. 15, 1893.

"A War on Filthy Bakeries," *The New York Times*, Apr. 8, 1896.

"His Sanity Questioned," *The Washington Times*, Sep. 1, 1901, p. 2.

"Clean Bread: These Are the Firms Who Make It," *The Washington Times*, Jul. 26, 1908, p. 10.

"To Search Bakeries," *The Washington Post*, Jan. 20, 1911, p. 2.

"Buyers to Profit from 'Bread War'," *The Washington Times*, Feb. 20, 1913, p. 7.

"New Home for Bakery Concern," *The Evening Star*, Aug. 21, 1915, part 2, p. 2.

"D.C. May Face Bread Famine," *The Washington Post*, Apr. 29, 1920.

"REO Speed Wagon, the Gold Standard of Value," *The Washington Post*, Sep. 26, 1920.

"Dorsch's Bread on Market for Thirty Years," *The Washington Post*, Jan. 8, 1928, p. R5.

"P.M. Dorsch Buys Rock Creek Home," *The Washington Post*, Mar. 25, 1928.

"P.M. Dorsch Dies; Baker for 50 Years," *The Washington Post*, Dec. 23, 1959.

Other sources

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

D.C. Permits to Building (Square 441).

EHT Traceries, Inc., *641 S Street, N.W. Bakery Complex*, Dec. 2007.

Traceries, The Northern Shaw-Strivers Cultural Resources Survey, Phase II Final Report, (D.C. Historic Preservation Office), August 1993.

White Cross Bakery, Architectural Drawings, Library of Congress (ADE Unite 2286-2290).

Wiltberger Street, Square 441, Record Plat Book B, Folio 110.

Williams, Kim. "U Street Historic District (Proposed Expansion)," National Register of Historic Places Registration Form (draft, 2007)

Dorsch's White Cross Bakery
Name of Property

Washington, D.C.
County and State

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: D.C. Historic Preservation Office

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property Less than one-half acre
(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

1	<u>18</u>	<u>324821</u>	<u>4309190</u>	3	_____	_____	_____
	Zone	Easting	Northing		Zone	Easting	Northing
2	_____	_____	_____	4	_____	_____	_____
	Zone	Easting	Northing		Zone	Easting	Northing

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

Dorsch's White Cross Bakery at 641 S Street, NW occupies Lot 848 in Square 441 in the District of Columbia.

Boundary Justification (Explain why the boundaries were selected.)

Lot 848 in Square 441 is a consolidation of historic lots which were progressively bought and built upon by Peter M. Dorsch and the Continental Baking Company for bakery buildings and their additions between 1913 and 1936.

11. Form Prepared By

name/title Kim Williams, Architectural Historian and John DeFerrari, Trustee DCPL
organization D.C. Historic Preservation Office and D.C. Preservation League date July 2011
street & number 401 F Street, N.W., Room 324 telephone (202) 783-5144
city or town Washington state D.C. zip code 20001
e-mail _____

Dorsch's White Cross Bakery
Name of Property

Washington, D.C.
County and State

Additional Documentation

Submit the following items with the completed form:

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

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Dorsch's White Cross Bakery
City or Vicinity: Washington, D.C.
Photographer: Carol Highsmith
Date Photographed: 2010

Description of Photograph(s) and number: South elevation looking northeast
1 of 8.

Name of Property: Dorsch's White Cross Bakery
City or Vicinity: Washington, D.C.
Photographer: Kim Williams
Date Photographed: November 2011

Description of Photograph(s) and number: East elevation looking north up Witeberger alley
2 of 8.

Name of Property: Dorsch's White Cross Bakery
City or Vicinity: Washington, D.C.
Photographer: Kim Williams
Date Photographed: November 2011

Description of Photograph(s) and number: East elevation looking south down Witeberger Street
3 of 8.

Name of Property: Dorsch's White Cross Bakery
City or Vicinity: Washington, D.C.
Photographer: Kim Williams
Date Photographed: November 2011

Description of Photograph(s) and number: Detail, West building showing white cross in pediment
4 of 8.

Dorsch's White Cross Bakery

Name of Property

Washington, D.C.

County and State

Name of Property: Dorsch's White Cross Bakery
City or Vicinity: Washington, D.C.
Photographer: Peter Sefton
Date Photographed: November 2011

Description of Photograph(s) and number: Interior of West building, first floor looking south
5 of 8.

Name of Property: Dorsch's White Cross Bakery
City or Vicinity: Washington, D.C.
Photographer: Peter Sefton
Date Photographed: November 2011

Description of Photograph(s) and number: Interior of West building, second floor looking south
6 of 8.

Name of Property: Dorsch's White Cross Bakery
City or Vicinity: Washington, D.C.
Photographer: Peter Sefton
Date Photographed: November 2011

Description of Photograph(s) and number: Interior showing Stair
7 of 8.

Name of Property: Dorsch's White Cross Bakery
City or Vicinity: Washington, D.C.
Photographer: Peter Sefton
Date Photographed: November 2011

Description of Photograph(s) and number: Interior east building looking north
8 of 8.

Dorsch's White Cross Bakery
Name of Property

Washington, D.C.
County and State

Property Owner:

(Complete this item at the request of the SHPO or FPO.)

name Jemal's Wonder LLC, Douglas Development Corporation
street & number 702 H Street, N.W. Suite 400 telephone _____
city or town Washington, D.C. state _____ zip code 20001

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 18 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.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dorsch's White Cross Bakery

Name of Property

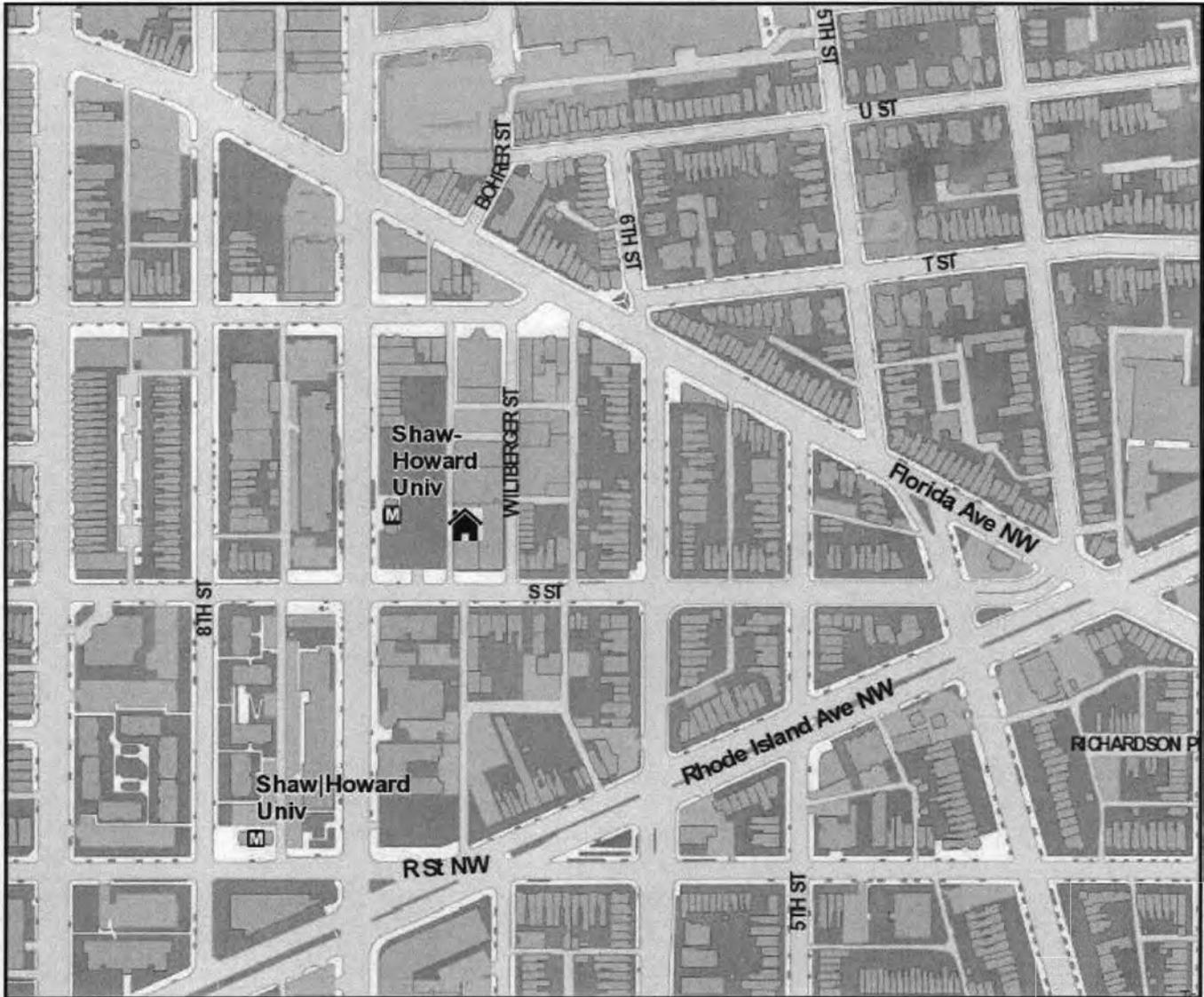
Washington, D.C.

County and State

Name of multiple listing (if applicable)

Section number MAPS/HISTORIC IMAGES

Page 1



United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dorsch's White Cross Bakery
Name of Property
Washington, D.C.
County and State
Name of multiple listing (if applicable)

Section number MAPS/HISTORIC IMAGES

Page 3



Dorsch's White Cross Bakery truck in front of bakery, West building, 1923
(National Photo Company Collection, Prints and Photographs Division, Library of Congress)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Dorsch's White Cross Bakery

Name of Property

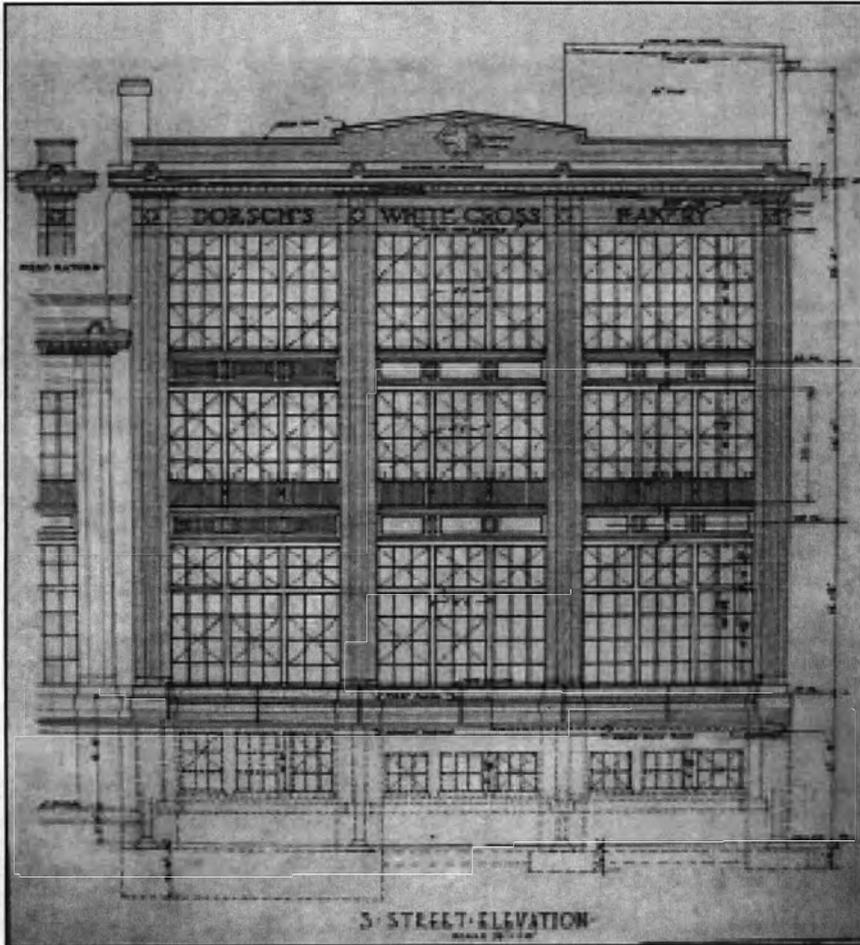
Washington, D.C.

County and State

Name of multiple listing (if applicable)

Section number MAPS/HISTORIC IMAGES

Page 4



South Elevation of Dorsch's White Cross Bakery, East Building, 1922
(Prints and Photographs Division, Library of Congress)

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Dorsch's White Cross Bakery
NAME:

MULTIPLE
NAME:

STATE & COUNTY: DISTRICT OF COLUMBIA, District of Columbia

DATE RECEIVED: 12/23/11 DATE OF PENDING LIST: 1/19/12
DATE OF 16TH DAY: 2/03/12 DATE OF 45TH DAY: 2/07/12
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 11001076

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 2-3-12 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.



WONDER BREAD

HOSTES CAKE

FOR LEASE
WANT TO BUY
JACKSON & CO.
INC.

0195465 1 Dorsch 2010 Highsmith_001

Dorsch's White Cross Bakery

Washington, DC

Carol Highsmith, photographer

November 2010

Fuji 12/15/11

View looking NE showing south facade and west side elevations

1 of 8



12.13.2011

05465 DSCN5268_006

Dorsch's White Cross Bakery

Washington, DC

Kim Williams, photographer

November 2011

East elevation, view looking north along Wilberger Street

2 of 8



12.13.2011

Dorsch's White Cross Bakery

Washington, DC

Kim Williams, photographer

November 2011

East elevation, view looking south

3 of 8

0195065 DSCN5270_007

Fujifilm 12/15/11



BREAD

HOSTES

12.13.2011

Dorsch's White Cross Bakery

Washington, DC

Kim Williams, photographer

November 2011

Fujif 12/15/11

Detail, white cross, pediment of west building

4 of 8



Dorsch's White Cross Bakery

Washington DC

Kim Williams, photographer

November 2011

Interior west Building, first floor looking south

5 of 8



Dorsch's White Cross Bakery, Washington, DC

Peter Setton

November 2011

Interior, west building, view looking south, 2nd floor

6 of 8

Fuji 12/15/11



Dorsch's White Cross Bakery

Washington, DC

Peter Sefton

November 2011

Interior stair, west building

7 of 8



Dorsch's White Cross Bakery

Washington, DC

Peter Sefton

November 2011

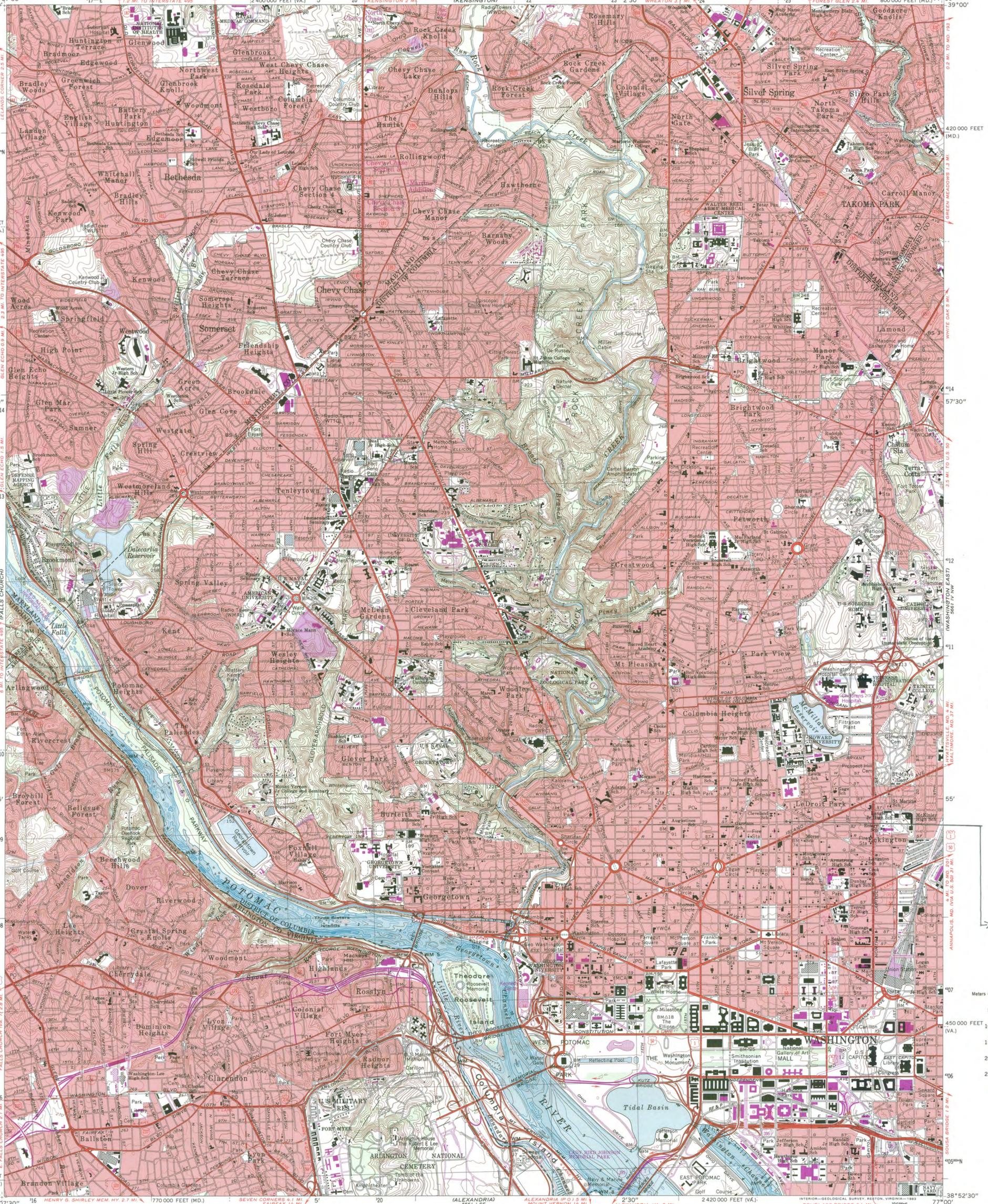
Interior East building looking north

8 of 8

Dorsch's White Cross Bakery
Washington, D.C.

UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY

WASHINGTON WEST QUADRANGLE
DISTRICT OF COLUMBIA-MARYLAND-VIRGINIA
7.5 MINUTE SERIES
(TOPOGRAPHIC-BATHYMETRIC)



Mapped, edited, and published by the Geological Survey and the National Ocean Service
Control by USGS, NOS/NOAA, NCPS, and WSSC
Compiled by photogrammetric methods from aerial photographs taken 1955. Field checked 1966. Revised 1965.
Bathymetry compiled by the National Ocean Service from tide-coordinated hydrographic surveys. This information is not intended for navigational purposes.
Mean low water (dotted) line and mean high water (heavy solid) line compiled by NOS from tide-coordinated aerial photographs. Apparent shoreline (outer edge of vegetation) shown by light solid line.
Polyconic projection, 10,000-foot grid ticks based on Maryland coordinate system, and Virginia coordinate system, north zone.
1000-meter Universal Transverse Mercator grid, zone 18 1927 North American Datum
To place on the predicted North American Datum 1983 move the projection lines 6 meters south and 26 meters west as shown by dashed corner ticks
Red tint indicates areas in which only landmark buildings are shown
There may be private inholdings within the boundaries of the National or State reservations shown on this map
Revisions shown in purple and woodcut compiled in cooperation with Commonwealth of Virginia agencies from aerial photographs taken 1981 and other sources. This information not field checked
Map edited 1983
Purple tint indicates extension of urban areas

NATIONAL OCEAN SERVICE
HYDROGRAPHIC SURVEY INDEX

Survey Number	Survey Date	Survey Scale	Survey Line Spacing (Naut. Miles)
H-9478	1977	1:5,000	0.1-0.8
H-9488	1976	1:5,000	0.1-0.5

SCALE 1:24 000

CONTOUR INTERVAL 10 FEET
NATIONAL GEODETIC VERTICAL DATUM OF 1929
BATHYMETRIC CONTOUR INTERVAL 1 METER WITH SUPPLEMENTARY 0.5 METER CONTOURS-DATUM IS MEAN LOW WATER
THE RELATIONSHIP BETWEEN THE TWO DATUMS IS VARIABLE
THE MEAN RANGE OF TIDE IS APPROXIMATELY 0.4 METER

BASE MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
BATHYMETRIC SURVEY DATA COMPLIES WITH INTERNATIONAL HYDROGRAPHIC ORGANIZATION (IHO) SPECIAL PUBLICATION 44 ACCURACY STANDARDS
AND/OR STANDARDS USED AT THE DATE OF THE SURVEY
FOR SALE BY U.S. GEOLOGICAL SURVEY
DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
NATIONAL OCEAN SERVICE, ROCKVILLE, MARYLAND 20852
AND VIRGINIA DIVISION OF MINERAL RESOURCES, CHARLOTTESVILLE, VIRGINIA 22903
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

ROAD CLASSIFICATION

- Heavy-duty
- Medium-duty
- Light-duty
- Unimproved dirt
- Interstate Route
- U.S. Route
- State Route

QUADRANGLE LOCATION

WASHINGTON WEST, D.C.-MD.-VA.
38077-H1-TB-024

1965
PHOTOREVISED 1983
BATHYMETRY ADDED 1982
DMA 5561 1 NE-SERIES V833

UTM GRID AND 1983 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET

ISBN 0-107-14545-2
9 780607 145454

