

LOCAL HISTORIC LANDMARK PROGRAM

Forsyth County Historic Resources Commission

Winkler Bakery

Local Historic Landmark #9

529 S. Main St., Winston-Salem

(Original Salem Lot 31)

Construction Date: 1799

Restoration Date: 1968

Landmark Designation Date: 10/04/1976

The building today known as Winkler Bakery was originally constructed in 1799 for the baker, Thomas Butner. Before a separate building housed the bakery enterprise for Salem, it was located in the Single Brothers' House. This location was not favored by the Moravian Church because both men and women would go into the house to purchase bakery goods. Therefore, the Church believed a new location would be more appropriate, and should be operated by a married Brother. However, the bakery was not a financial success under Butner's management. The Moravian records reflect that the Church was critical of Butner's management. In fact, Butner was accused of providing cider to drunken and disorderly people. In 1807, a new baker, Christian Winkler, arrived in Salem from Pennsylvania and purchased the bakery. Winkler was permitted to bake and sell baked goods and to brew and sell beer (a customary practice due to the fermentation process used in baking). Christian Winkler died in 1839 and his son, William, took over the bakery's operation. During the late 19th century, the well-known Fogle Brothers Company constructed a new counter and refrigerator for the bakery. It was during this time that the business expanded to sell ice cream and oysters. The bakery building and business remained in the Winkler family into the 20th century.

The Winkler Bakery was constructed by Salem's master builder and mason, Johann Gottlob Krause. This 1½-story



Winkler Bakery in Salem from the northwest, Date Unknown
Courtesy of Old Salem Museums and Gardens



building features an exposed cellar, with three bays and a steeply pitched tile side-gable roof and interior end chimneys. The structure is set on a steeply sloping lot. The full-story stone cellar is stuccoed, painted, and scored to resemble cut stone. Above the cellar, the building is finished in red Flemish bond brick with dark headers. The front entry is protected by a gabled rounded hood. There is an attached brick bake oven with a front-gable roof, tiled to match the main roof, on the south elevation. Both the cellar and main level are laid out in a two-room deep central hall plan, with the shop/bakery located in the cellar and the living quarters above. This is in contrast to most house/shop situations in Salem where the business occupied a room in the primary residence or was located in an adjacent, and sometimes, separate building. Due to the steep topography, the residential entrance was located to the rear of the house. By 1818, a full-length back porch was added to the rear elevation.

The Winkler Bakery property was acquired by Old Salem, Inc. in 1963; in 1968, the building was restored to its original appearance and use.

Today Winkler Bakery is an interpretative element of Old Salem Museums and Gardens, where visitors can view demonstrations of early baking methods using Winkler family recipes. As was its original purpose, Winkler Bakery remains a retail establishment, where the public can purchase bakery and related items.



This information is also available
at the Forsyth County
Historic Resources Commission's web site:
<http://www.ForsythCountyHRC.org>