



Alexandria Times

Established in 1797 as *The Alexandria Times and Advertiser*

Out of the Attic

Shuman's Bakery

Alexandria Times, April 2, 2009

Image: The old Shuman's at 516 King Street. Photo, Library of Congress, HABS/HAER.

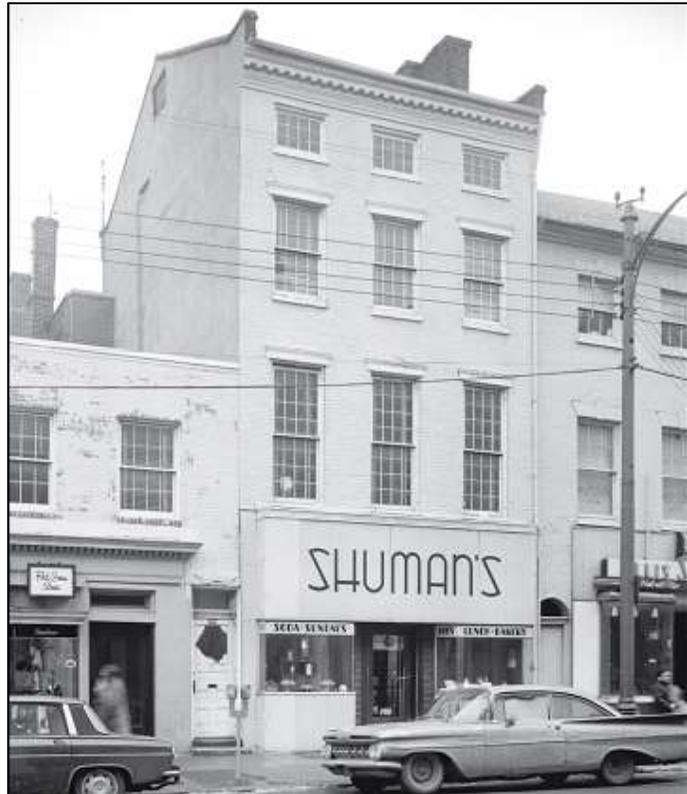
In its 125-year history, Shuman's Bakery occupied more than one location but called 516 King Street home for nearly seven decades. From 1903 to 1970, Shuman's operated in a four-story brick building constructed in 1855.

In its first years there, L. Shuman & Son, as the family business was known, operated a bakery and an ice cream factory, proudly advertising both. One ad for wedding cakes encouraged brides to act quickly: "We can't make the wedding cakes fast enough... If you are to be married this month, you had better see us right away, as we are very busy." Another read: "Ice cream to be healthful must be pure. Pure ice cream must be made from pure cream, pure flavor and the best grade of sugar... that's exactly what is used in all cream that goes out from Shuman's Parlors." By 1909, Shuman's was producing 100 gallons of ice cream daily.

Shuman's most famous treat was its three-layer jelly cake, which it described in 1950 as "Rich yellow sponge cake, filled with tangy currant jelly, covered with a sprinkling of powdered sugar... a delightful concoction." Customers agreed, and those far away could order it for home delivery.

Shuman's also had restaurant space, but for most of its time on King Street would not serve African-American customers. This segregation policy was similar to other nearby establishments, including the Feed Bag at 429 King and Hollywood Grill at 705 King. In the early 1960s, protestors with the Congress of Racial Equality picketed these businesses, and in 1961, held a brief sit-in at Shuman's.

Shuman's later moved to 430 South Washington Street and the building at 516 King, seen in this 1968 photo, was demolished as part of urban renewal efforts. In 2004, Firehook acquired the longtime family bakery.





**Office of Historic Alexandria
City of Alexandria, Virginia**

“Out of the Attic” is published each week in the Alexandria Times newspaper. The column began in September 2007 as “Marking Time” and explored Alexandria’s history through collection items, historical images and architectural representations. Within the first year, it evolved into “Out of the Attic” and featured historical photographs of Alexandria.

These articles appear with the permission of the Alexandria Times and were authored by Amy Bertsch, former Public Information Officer, and Lance Mallamo, Director, on behalf of the Office of Historic Alexandria.