

When Bread was 10¢
Aug 5 '89

2010.25.2

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Picture captions--When Bread Sold For 10¢ a Loaf.

1. The bakery business got its start in Bishop in the Vienna Bakery and Short Order House, located at the intersection of Main and West Line streets. Founded in the early part of this century, it developed into the immense Schat's Bakery operation of 1970.
2. Robert Schoch in corner of his Bakery, showing the early paper-holder, cash register and many items of a former business.
In 1922
3. the owners moved two doors up the Main street into their own building and named it the Bishop Bakery.
4. The loaves made a mouth-watering display.
5. The Schoch's considered this the most interesting memento collected through the years of their Bakery operation.
6. This is considered a "maverick" token by collectors as it does not carry the town or state name. Very collectible none-the-less, as it is a gift from the owner. So it becomes of importance. Found in very tiny letters on the token is "L.A.Rub. Stamp Co." This was one of the companies who used to strike large numbers of this coinage.



ADELE REED



BAKERY pix

no 2

Aug 5-'82

4 piers and Blondie

Aug 5. '82

~~Redone~~

Redone

When Bread Sold for 10¢ a Loaf

Local bakery operation started small

by Adele Reed

The town of Bishop was a lusty "youngun" in the first years of 1900. Surrounding it were big farms, alfalfa and corn fields, turkey and chicken ranches, sheep, cattle, stacks of hay, big silos and ditches of water everywhere.

This was the background of the pretty little Owens Valley village just emerging from its pioneer days.

A bakery business began—a bakery that was destined to grow until its fame extended into far distant cities. It began as a Short Order House and little bakery and small supplies were also sold. It was managed by Ed and Lulu McKeen in the first years. They leased a building from Jack Black at the north corner of West Line and Main Streets.

Those were horse and buggy days with dusty streets, little frame buildings and the poplars grew tall along the way. It was a neighborly little town where, down the end of every street, the mountains loomed tall and spectacular.

In 1905, Robert Schoch came to town from Germany. He began working for the McKeen's as a baker, a trade he had learned in his homeland. He soon purchased the business and named it the Vienna Bakery and Short Order House.

He and Louisa (Bulpitt) were married in 1910 and both continued the business. It wasn't long until they were producing, by their original recipe, a superior quality, large-size loaf of shepherd bread.

This bread was an excellent keeper, fresh for a long time. It became most popular with ranchers, cowboys and shepherders who were long distances from town.

Fishermen and tourists from the Los Angeles area were beginning to find the nearby Sierra country as a fishing and camping paradise. The "sandy tracks" up through the desert and bad roads into the mountains did not discourage those early travelers. They soon learned of the quality of Bishop's shepherd bread and a stop at the bakery was a must, both coming and going.

Of interest nowadays to collectors of historical objects are the little metal trade tokens, or so-called merchant's money. These were issued as a medium of exchange so the customer could make a small saving, and were also an incentive to buy the owner's merchandise.

Robert Schoch issued a token with the name "Vienna Bakery" embossed on the obverse. The reverse side stated its worth in trade. "Good for one 10 cent loaf of bread." A number of these were given when making change so the customers always had "tradin' money" jingling in pocket.

Many a business issued these from early 1900 into the 1930's. Long out of use now, their mini-sized embellishments, (works of art) are becoming very attractive.

In 1922 the Schochs moved the bakery into their own building two doors north on Main St. and named it the Bishop Bakery. By then they were also making a similar shepherd loaf, and the bread was in



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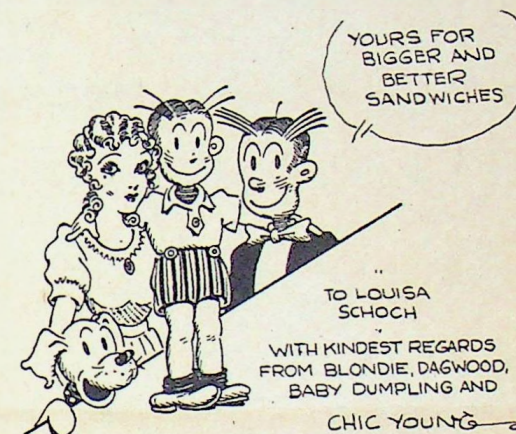
Robert Schoch in corner of his bakery, showing the early paper-holder, cash register and many items of a former business.

demand in New York, Hawaii and many other points across the country. They had the bread copyrighted under the name, "Original Shepherd Bread."

Louisa Schoch continued the bakery business after her husband died, until recent years, when it was sold to the Schat family from Holland. The Schat's Bakeries are continuing and expanding into a large operation.

Bishop has grown considerably since 1900. Though the big ranches are no more, it still is an oasis in the high desert valley of Inyo-Mono. The Sierra to the west and the softer outlines of the White Mt. range to the east catch one's eye down any street, as of old. Sometimes carrying a white mantle of snow and other times purple shadows make extravagant patterns.

Before Louisa Schoch passed away, she continued to call Bishop "home" and liked to reminisce about the days when she packed and shipped bread to Chic Young in New York. He was the famed creator of Blondie, Dagwood and Baby Dumpling.



The Schochs considered this the most interesting memento collected through the years of their bakery operation.

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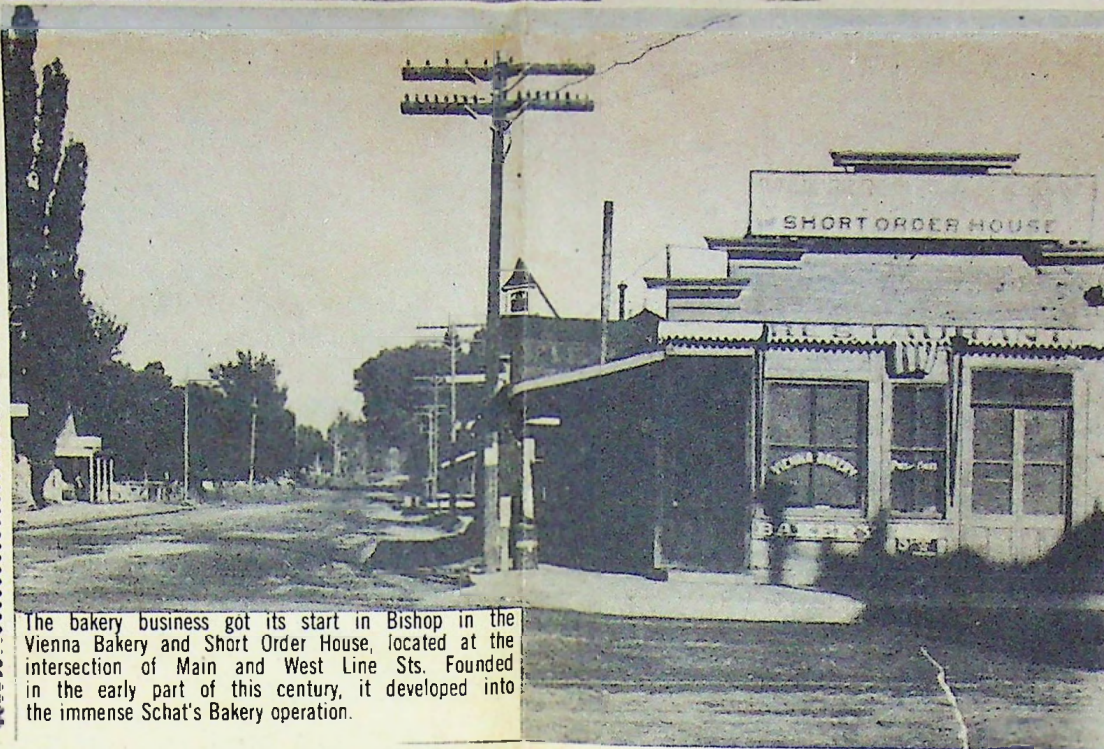
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Robert Schoch in corner of his bakery, showing the early paper-holder, cash register and many items of a former business.



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The loaves made a mouth-watering display.

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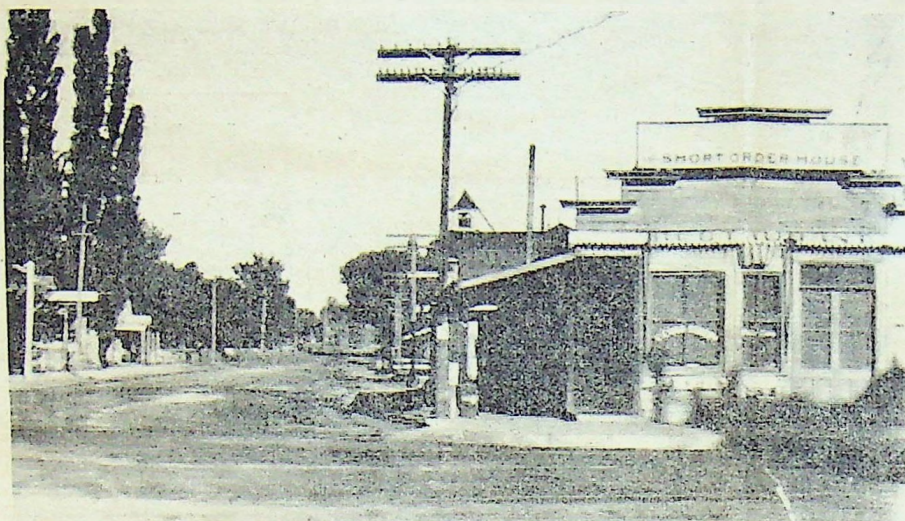
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When Bread Sold for 10c a Loaf . . .

Local Bakery Operation Started Small



BEGINNING—The bakery business got its start in Bishop in the Vienna Bakery and Short Order House, located at the intersection of Main and Line streets. Founded in the early part of the century, the business passed through several owners and developed into the massive Schat's Bakery operation of 1970.



INTERIOR—Robert Schoch is shown by the display cases inside the Bishop Bakery on N. Main St., which he and his wife, the former Louisa Bulpitt, operated for many years.

by Adele Reed
The Desert Magazine

The town of Bishop in Inyo county was young when a bakery business began — a business that grew until its fame extended into distant cities.

It began as a Short Order House and little Bakery and small supplies were also sold. It was managed by Ed and Lulu McKee in the first years of 1900. They leased a building from Jack Black at the north corner of West Line and Main streets.

Those were horse and buggy days, with dusty streets, little frame buildings, and the poplars growing tall. The south corner of West Line street is now very modern.

In 1905 Robert Schoch came to town from Germany. He began working for Ed and Lulu as a baker, a trade he had learned in his homeland. He soon purchased the business and named it the Vienna Bakery and Short Order House.

He and Louisa Bulpitt were married in 1910 and both continued the business. It wasn't long until they were producing, by their original recipe, a superior quality, large-size Shepherd bread.

This bread was an excellent keeper, fresh for a long time. It became popular with ranchers, cowboys and shepherders who were long distances from town.

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paradise. They learned of the quality of the bread and a stop at the bakery in Bishop was a must, coming and going.

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Louisa likes to reminisce about the days she shipped bread to Chic Young in New York. He was the famed creator of Blondie, Dagwood and Baby Dumpling.

Peter Bolt Fund Started at Bank

Announcement was made this week that a hospital fund had been started at the Bishop branch of the Bank of America for Peter Bolt, Bishop youth who had been hospitalized at the Northern Inyo Hospital from an accidental gunshot wound suffered earlier this year.

Donations to the fund will be most welcome, a committee spokesman said.

Discussion Group Invites Public To Join Sessions

A group of Lone Pine adults who have been conducting bi-weekly discussions with students of all ages, starting with the first year of high school, have invited participation by more adults and students.

CHP Sgt. Ray Hailey, one of the sponsors, issued a general



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