



SAVE OUR HERITAGE ORGANISATION PRESENTS

Rediscovering Calle Judeo

THE JEWISH MEN & WOMEN OF ENTERPRISE
IN OLD TOWN SAN DIEGO (STATE HISTORIC PARK)



A SELF-GUIDED TOUR

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Around 1856, the editor of the local *San Diego Herald* newspaper began referring to a certain segment of Old Town San Diego's merchant community as "Jewish men of enterprise."

Driven out by economic hardship, crop failures, religious persecution, wars, and revolutions, they were part of an exodus of 150,000 primarily German-speaking Jewish immigrants between 1848 and 1880 seeking a better life in "the golden land" of

On the cover 1870s view of Old Town. Courtesy SOHO collection; left to right at top Louis Rose, c. 1870. Courtesy SDHC; Marcus Schiller, c. 1885. Courtesy Wiki Commons; Joseph Mannasse, date unknown. Courtesy Wikipedia; and Victoria Franklin, nee Jacobs, c. 1860. Courtesy Congregation Beth Israel in San Diego

Slocum Photo.



Previous page Southwest view of Old Town from the hills above, c. 1890s. Courtesy SOHO collection. *Above* Almost the same view, 2021. Photo by Sandé Lollis

America. Instead of settling in older established Jewish communities, they spread across the Western frontier, where over a thousand towns and settlements had at least one Jewish merchant, even if only an itinerant peddler. Many would become naturalized American citizens, who, along with their wives, children, and extended families, would form the core of a Western town's Jewish merchant community.

Such was the case for Old Town San Diego's pioneer Jewish community. Between 1850 and 1872, they, along with their competing gentile (non-Jewish) merchants, contributed to San Diego's transition from a former agrarian-based Mexican pueblo to an American town driven by a market-based capitalist economy. Driving them even further was the persistent hope that its harbor would eventually serve as the western terminus of a southern transcontinental railroad, with road, rail, and seaborne trade links to trading partners across the Pacific Ocean.

While such notable Jewish merchants like Louis Rose, Louis Strauss, Marcus Schiller, the Mannasses, and the Franklins were readily accepted into their adopted town's economic, political, and social life, they often had to struggle to maintain their religious and cultural traditions among some wary gentiles who were uncertain whether they were Germans, Jews, or fellow Americans.

Despite some setbacks, Old Town's gentile merchants realized that the local Jewish merchants' competitive nature, materialistic business values, respect for property rights, law and order, and individual freedom and responsibility for personal achievement were *simpatico* with their own. Therefore, a mutual, if cautious climate of tolerance and cooperation in civil, economic, and religious matters, was good for theirs as well as their Jewish neighbors' businesses.

Unfortunately, both groups began experiencing an overall decline in business during the 1860s. By mid-decade, many of Old Town pioneering merchants had relocated to either northern California or Arizona. Taking a gamble that things would improve, the more solvent merchants like Rose, Schiller, and Mannasse began buying up their now vacant shops.

Old Town's late-19th century economic revival never happened, though. In 1869, the renewed promise of the arrival of a transcontinental railroad saw a slow but steady migration of Old Town's Jewish merchants to New Town. Indeed, Rose, Schiller, and Mannasse would soon establish new mercantile businesses there. By 1871, New Town had emerged as the region's primary hub for commerce, politics, and religion.

Adding to Old Town's decline was a near-disastrous fire on April 20, 1872, that started in and destroyed a number of Jewish-owned and operated businesses along San Diego Avenue. Over time, like the sites of these burned down shops, their names and contributions would mostly be forgotten.

It is hoped that this guide will give tour participants a better understanding of Old Town San Diego State Historic Park's surprisingly deep, but relatively untold story of its historic pioneer Jewish merchant community. The descendants of whom continue to contribute to modern San Diego's economic, cultural, and religious heritage.

Unless noted, the majority are no longer standing, and should be regarded as historic sites. Some select noted individuals have their own mini-biographies.



Where was the largest concentration of Old Town San Diego's pioneer Jewish-owned commercial enterprises?

1. Calle Judeo

An unimproved dirt lane extending from Wallace to Mason streets, with secondary access lanes from Juan and Calhoun streets, it bisected the core of Old Town's pioneer Jewish commercial district. By 1856 locals began referring to it as "Judea [sic] Street" or Calle Judeo [sic] (Jewish Street). It was also known informally as "Rose" or "Mannasse" [sic] streets after pioneer Jewish merchants Louis Rose and Joseph S. Mannasse, who operated the majority of stores on either side of the lane.

Where along Calle Judeo were these Jewish enterprises located?

2. David Wallach's Store #1

A small single-story adobe house where 38-year-old Prussian-born David Wallach operated his first general merchandise store in Old Town prior to 1868. A close friend of local merchants Joseph S. Mannasse and Marcus Schiller, Wallach acted as an agent/property manager for their company.

Above Oldest color view of Old Town, watercolor by Sauerwein, 1852. Courtesy SOHO collection

3. Heyman Solomon Restaurant

Another Prussian Jew, 34-year-old Heyman Solomon, and his 24-year-old Ohio-born wife Emma operated a restaurant on the ground floor of this two-story adobe from 1869 to 1872. Mrs. Solomon, along with Meses. Mathilde Rose and Rebecca Schiller, often tried to outdo each other with their cooking. In addition, the restaurant was reportedly the first in San Diego to make and serve flavored ice cream.

4. J. S. Mannasse & Co. Store on the Marrón-Moreno property

Around March 1864, this two-story wooden false-front store and later addition were built on the site of former Casa de Marrón by Isaac Goldman and J. S. Mannasse & Co. Typical of most local commercial enterprises at this time, it carried dry goods, clothing, and hardware, along with "wine, liquors, and segars [sic]."

5. J. S. Mannasse & Co. Store in the Casa de Rocha/Reyes-Ybañes

In 1853, 22-year-old Prussian Jew Joseph S. Mannasse, with his 29-year-old older brother Heyman, and their 16-year-old cousin Moses, leased space in this adobe for a dry goods store. It would become the first of at least seven stores later managed by the J. S. Mannasse & Company. One of the most successful in San Diego, between 1856 and 1872, it managed some seven separate markets in Old Town.

Who was J. S. Mannasse?

Like most Western American male Jewish immigrants, Joseph Samuel Mannasse sought to integrate himself into his adopted town's economic, political, and religious institutions. Among these were county clerk and member of the board of supervisors, as well as treasurer, and later president of the board of town trustees.

While serving as the latter, on February 4, 1870, he approved the motion to set aside 1,400 acres of city-owned land for what would later become Balboa Park. His philanthropic endeavors included financing a county hospital and poor farm. Like other Jewish merchants, he was a leading member of the local Masonic lodge.

A family man, Mannasse, who had married his brother Heyman's divorced wife, Hannah, only had one daughter, Celita. Both he and Schiller sponsored yearly *Purim* festivals. Like other Old Town Jewish merchants, by 1870 Mannasse was among the first to relocate to New Town.

Despite his successes, and nine years after the partnership's 1888 dissolution, he died practically penniless in 1897. Buried at the old Jewish cemetery outside of Old Town; he was later reinterred at the newer Home of Peace Cemetery in southeastern San Diego.



Who was Marcus Schiller?

Another immigrant Prussian, 32-year-old Marcus Schiller arrived in San Diego in 1856. He too became involved in local commercial, political, and religious institutions: serving in the local militia, Masonic Lodge, and Board of City Trustees. Besides speculating in real estate and railroad development, he contributed generously to the building of the first telegraph line into San Diego.

Like Mannasse, Schiller was an active in his faith, having helped organize the local Jewish Benevolent Association, and guiding the transition of *Adath Jeshurun* into the modern Temple Beth Israel (House of Israel), serving as its president from 1888 to his death in 1904. Due to an economic downturn, Schiller also died poor, but was well-remembered during his burial ceremony at Home of Peace.



Facing page Joseph Mannasse, date unknown. Courtesy Congregation Beth Israel in San Diego. *Above* Marcus Schiller, c. 1885. Courtesy Wiki Commons

6. Jewish-operated enterprises in the Casa de Ruiz

Beginning in 1853, a series of local Jewish merchants—J. S. Mannasse & Co., Max Pollock, and Martin Trimmer—subleased the former Ruiz adobe before it became the gentile-owned Lloyd and Kerr Saloon. Between 1857 and 1859, Louis Rose expanded the nearby Commercial House to include the saloon and adjacent old livery stable. Around 1860, Joseph S. and 19-year-old Benjamin Mannasse re-leased the property.

7. Louis Rose's Commercial House in the Casa de María de los Reyes-Ybañes

One of Louis Rose's first commercial properties, he leased this 1823-built two-room adobe in 1850, converting it into a boarding house. Rose placed it under the management of 31-year-old German-Jew Edward Schneider, who had been struggling financially after his nearby store's roof collapse. Around 1860, J. S. Mannasse & Co., leased the property, which then included a grocery and feed store, and an adjacent horse corral and livery.

One of Old Town's most active entrepreneurs, besides operating a series of general stores, Rose was actively involved in ranching, saddle making, brickmaking, and a failed attempt to manufacture and sell dried seaweed-stuffed mattresses. The latter isn't as far-fetched as it seems. Born near the northern coast of Lower Saxony, he would have been familiar with local upholsterers stuffing mattresses with a variety of sea sedge (*alva marina*).

Facing page Casa de Pico, c. 1890s. Courtesy SOHO collection

8. Louis Rose Residence #1 in the Casa de Rocha

Another Rose property, it reportedly was his first residence while developing and managing nearby properties along Calle Judeo from 1850 to 1859. During that time, he would also have been involved in various town and county governmental positions too numerous to list. He was also active with other merchants in their efforts to bring the railroad to San Diego (especially to his deep-water wharf at Roseville on Point Loma).

Around 1859, J. S. Mannasse & Co., acquired and used the adobe house as their business office, after which 32-year-old Texan Max Pollock acquired it ten years later. At some point in its history, it was converted into a feed store in association with an adjacent corral and livery.



9. Casa de Pico Stores

A mid-19th century "mini-mall," between 1853 until severely damaged by an 1862 earthquake, this long, linear single-story adobe contained stores run by Louis Rose, Jacob A. Goldman, his brother-in-law Louis Strauss, and J. S. Mannasse & Co. Goldman sold his entire half-interest in La Tienda Nueva (the New Store) to his brother Solomon, who operated it from 1855 to 1858.

In addition to dry goods and clothing, after Mannasse & Co. took over the store in 1858, it also carried mining tools and hardware.



10. Louis Rose Dram Shop and Butcher Shop in the Casa de Serrano

On August 16, 1853, Louis Rose acquired a dram shop in the former Casa de Serrano. An informal bar that served shots of liquor, it had been notorious for frequent complaints of disorderly conduct by “low

classes of town and country people.” In 1866, after it had been repurposed into a meat market by a previous owner, Rose reacquired the property (which might have been San Diego’s second kosher meat market).

11. La Tienda General in the Casa de Yorba

In April 1852, gentile merchants Thomas Whaley and Ephraim Morse operated a general store (La Tienda General) in the former Casa de Yorba adobe. Louis Rose acquired the property in 1866 and converted it into another dram shop. Patrons of a “rough element,” entering the shop via Juan Street, also “routinely engaged in drunken brawls.”

12. La Tienda California in the Casa de Juan Machado

Around September 1851, partners Lewis A. Franklin and Thomas Whaley leased this adobe residence from Juan Machado. Prior to 1854, locals referred to the dirt lane behind the house as la calle de panadería de Juan Machado or Juan Machado’s bakery street. La Tienda California (the California Store) was noted for a unique local solution to California’s blue



law, which closed all businesses on Sundays. With Jewish-owned shops closed on Saturdays in observance of their Sabbath, the law deprived them of two business days.

The solution: Whaley, a gentile, would mind the shop on Saturdays, while his Jewish partner would do so on Sundays. In September 1855, Franklin relocated the store into his newly remodeled Franklin House across the plaza. J. S. Mannasse & Co. bought a part of the site after the store burned down.



13. J. S. Mannasse & Co. Store in the Casa de Marrón

In 1845, Don Juan Bandini and Joseph Reiner took over the property’s mortgage. (Reiner, a Hungarian, may not have been Jewish, especially after his involvement in the forthcoming “San Diego Incident.”) After Reiner became sole owner, he returned it to Felipa Osuna de Marrón in 1858. She sold it to J. S. Mannasse & Co. in December 1864. It is not known if the latter converted it into a general store, or merely added it to its ongoing acquisition of additional parcels along Calle Judeo.

Top Lewis Franklin, c. 1856; *Bottom* Casa de Marrón, 1900. *Facing page top* Casa de Serrano, 1886; *bottom left* Casa de Juan Machado, *third and fourth from left* American Hotel, and Casa de Juana Machado Alipas Wrightington, c. 1880. All photos except Lewis Franklin, courtesy SOHO collection



14. Isaac Goldman's Dry Goods Store in the Casa de Marrón/Osuna

Between March 1854 and 1870, Joseph Reiner, Isaac Goldman, Louis Rose, and J. S. Mannasse & Co leased space in this L-shaped single-story adobe. German-born Goldman was the only one on record operating a dry goods business, from 1855 until he sold it to the J. S. Mannasse & Co. in 1868.

15. City Market Butcher Shop

This single-story wood-frame structure originally contained gentile William Leamy's butcher shop. In August 1852 Louis Rose purchased and renamed it the City Market, it was possibly San Diego's first kosher butcher shop. In July 1869 sold it to Heyman Solomon, who incorporated it into his adjacent restaurant (#3). In October 1872, five months after the Old Town fire, the Solomons sold their restaurant and relocated three miles south to New Town.

Above 1858 view of Old Town, Casa de Bandini is the white building in the lower left corner. Courtesy SOHO collection

What Jewish-owned enterprises were located outside of Calle Judeo?

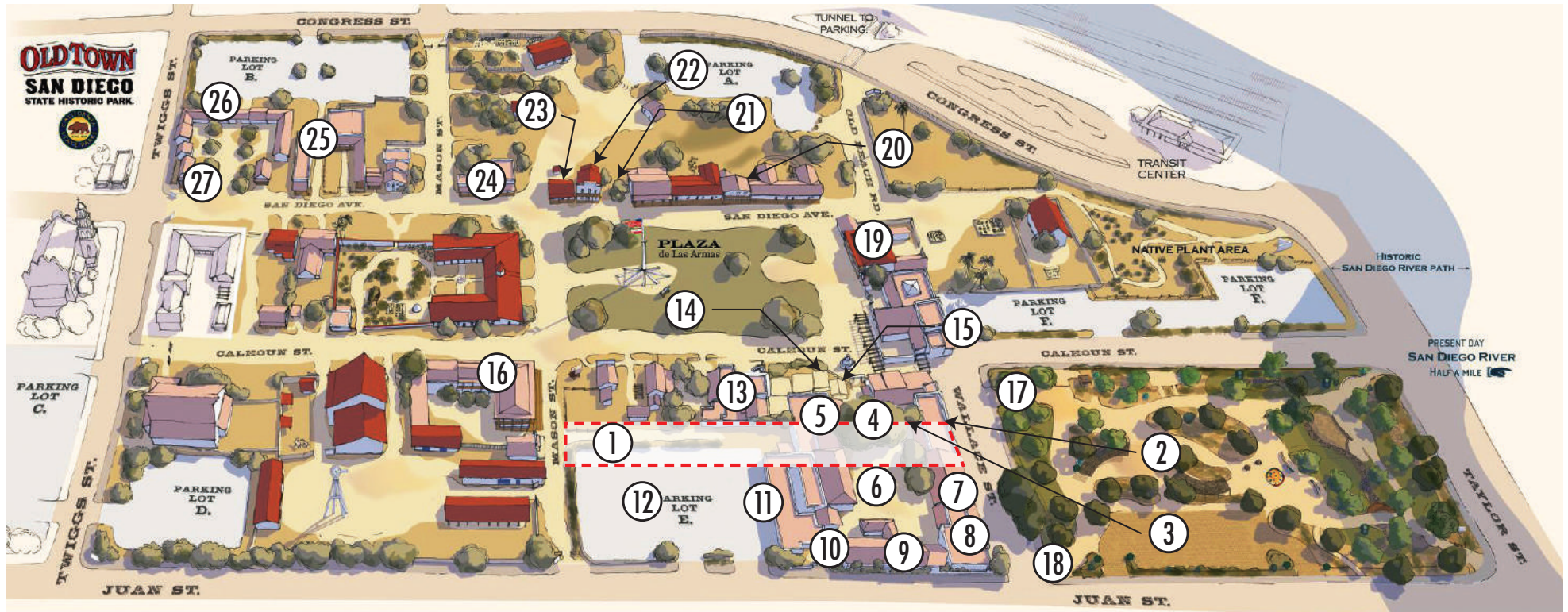
16. Heyman Mannasse Store in the Casa de Bandini

In 1853, 22-year-old Heyman Mannasse originally partnered with his cousin Moses in a dry goods store. In 1855 he worked as an assistant manager, then manager of a store in the Casa de Bandini. Besides becoming a successful merchant and stock rancher, Mannasse gave back to his adopted community through his public service and charitable work.

However, after driving a herd of cattle to Arizona 1864, Heyman, in debt to J. S. Mannasse & Co., stayed there, abandoning his 27-year-old wife, Hannah. After partnering with Jewish merchant Michael Goldwater (formerly Goldwasser—future Arizona Senator Barry M. Goldwater's grandfather), on April 20, 1875, an irate customer shot and killed Heyman (allegedly in self-defense) during an argument over the price of barley.

Known Jewish-Owned Businesses

In Old Town San Diego, 1850-1872



Along Calle Judeo

- 1 - Calle Judeo
- 2 - David Wallach's Store #1
- 3 - Heyman Solomon Restaurant
- 4 - J. S. Mannasse & Co. Store on the Marrón-Moreno adobe property
- 5 - J. S. Mannasse & Co. Store in the casa de Rocha/Reyes-Ybañes
- 6 - Jewish-operated enterprises in the casa de Ruiz
- 7 - Louis Rose's Commercial House in the casa de María de los Reyes-Ybañes
- 8 - Louis Rose Residence #1 in the casa de Rocha
- 9 - Casa de Pico Stores
- 10 - Louis Rose Dram Shop and Butcher Shop in the casa de Serrano
- 11 - La tienda general in the casa de Yorba
- 12 - La tienda California in the casa de Juan Machado
- 13 - J. S. Mannasse & Co. Store in the casa de Marrón
- 14 - Isaac Goldman's Dry Goods Store in the casa de Marrón/Osuna
- 15 - City Market Butcher Shop

Outside Calle Judeo

- 16 - Heyman Mannasse Store in the casa de Bandini
- 17 - Solomon Goldman Store in the Fitch Building
- 18 - Louis Strauss Dry Goods Store and Residence
- 19 - Louis Rose House #2
- 20 - American Hotel
- 21 - Franklin House
- 22 - J. S. Mannasse & Co. Store in the Colorado House
- 23 - J. S. Mannasse & Co. Store in the San Diego Courthouse Building
- 24 - David Wallach's Store #2
- 25 - Solomon/Jacob Goldman House
- 26 - David Wallach House
- 27 - Martin Trimmer House

Who was Hannah Mannasse?

Born in Prussian-occupied Poland in 1837, Hannah, Marcus Schiller's younger sister, had married Heyman Mannasse on June 28, 1863. After Heyman relocated to Arizona without her, Hannah sued him for divorce, claiming desertion, lack of financial support, and public humiliation. Incongruously, as part of the October 12, 1866, divorce settlement, she had to pay him \$2,500! Perhaps to get even, she married his brother Joseph the following year.

An independent woman of means, she was a rancher (one of the first women to have a registered cattle brand), landowner, and had even sued her new husband to ensure that he had no claim on her assets. After her death in 1913, she was buried at Home of Peace.



Who was Celita Mannasse?

The only child of Joseph and Hannah Mannasse, she was born at Old Town in 1868 but was soon relocated to New Town with her parents. A gifted child, she later taught school on Sundays at Temple Beth Israel. Because of her parents' social position, she was invited to and participated in various social and charitable activities.

Among these were outings to Escondido, as a member of the Ladies' Fundraising Drill Team, and the occasional feast of *Purim* ball, where "Dancing was kept up until 4 o'clock [AM]." When she wasn't attending parties, she worked as a bookkeeper at Adolph Levi's Hack & Transfer Company from 1901 to 1919, when she became an information clerk for

the San Diego Chamber of Commerce.

She passed away on March 19, 1924, at 56, and was interred next to her parents at Home of Peace.

17. Solomon Goldman Store in the Fitch Building

In 1848, retired sea captain and merchant Henry Delano Fitch erected this two-story L-shaped adobe on the corner of Calhoun and Wallace streets (originally Coutts and Washington). A combination residence and market, Fitch operated a general merchandise store—the first built and in operation in Old Town at the time—on the ground floor.

After Fitch died the following year, his widow, 39-year-old Josefa Carrillo de Fitch, continued to operate the store. In 1854, she leased it to a succession of enterprises: Werth & Kriss's Meat and Vegetable Market; the Solomon Goldman Store; and J. A. Meier's Universal Variety Store. Of the three, only Goldman has been recognized as one of Old Town's pioneer Jewish merchants.

18. Louis Strauss Dry Goods Store and Residence

In 1853, 28-year-old Bavarian-Jew Louis Strauss opened a general merchandise store on the corner of Wallace (Washington, pre-1920) and Juan streets. He and his 18-year-old wife Leonora and their two children lived in a separate residence behind the store. Louis would not have been able to sell his half-brother Levi's famous "riveted jeans," because, due to a downturn in the local economy, in 1860 he had closed up shop and moved up to San Francisco.

Before he did, Strauss served his adopted community as public coroner, and as a founding director of the San Diego & Gila Railroad, Southern Pacific & Atlantic Railroad Company. Initial research on the site resulted in the expanded search for others associated with Old Town's Jewish men and women of enterprise.

Facing page Celita Mannasse, 1886. Courtesy Congregation Beth Israel in San Diego

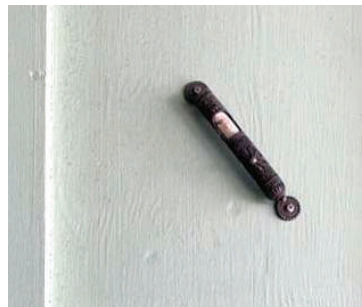
19. Louis Rose Resident #2 in the Robinson-Rose House
1853, reconstructed 1989
James W. Robinson, Louis Rose

In 1868, 61-year-old northern German immigrant Louis Rose, purchased this 1853-built house from James W. Robinson's widow. Besides his many business ventures, Rose had a strong association with Old Town's Jewish heritage. For example, after hosting and officiating as a lay rabbi, or *hazan*, during High Holy Day services in 1872, he helped found *Adath Jeshurun*, San Diego's first Orthodox Jewish synagogue, as well as a local chapter of the Hebrew Benevolent Society. He also donated land for San Diego's first Jewish cemetery about a mile and a half southwest of town.



The doorframe of the Robinson-Rose displays a *mezuzah*, a small metal and glass cylinder containing a parchment scroll, or *klaf*, inscribed with a prayer. This symbolic addition serves as a constant reminder to Rose, his family, and visitors of their Jewish faith. A family man, he and his wife Mathilde only had one child, Henrietta. Rose died in 1888, and was buried at the Jewish cemetery. His body was later relocated to Home of Peace.

Photos top Louis Rose, c. 1870. Courtesy SDHC; *right* The mezuzah on the doorframe, photo by Alex Bevil. *Facing page top* The Robinson-Rose House, date unknown. Courtesy SOHO collection; *bottom* Same view in 2019, photo by Sandé Lollis





20. American Hotel 1857, reconstructed 1985

Erected in 1857 on the site of the former Ylario Poinciano adobe, from 1868 to 1870, 34-year-old Prussian Jew Martin Trimmer co-managed the two-story hotel, which contained a restaurant, post office, billiard and card rooms, bowling saloon, and a livery stable in the rear yard. Trimmer and his family lived in a small house a block away along Mason Street.

21. Franklin House

In 1856, Lewis A. and Maurice Franklin purchased and remodeled the former two-story Exchange Hotel into the three-story Franklin House. On the new brick ground floor, Lewis ran the relocated La Tienda California, and later operated a law office, while older brother Maurice ran a pharmacy. They leased the remaining rooms to a variety of professional businesses. In 1869 they added a two-story rear addition, behind which were corrals and stables for the stage line, which had a stop in front of the hotel.



A devout Jew, on October 9, 1851, Lewis had earlier hosted the town's first *Rosh Hashanah* services in his home, with fellow Jewish merchants Mark Israel Jacobs and Charles A. Fletcher in attendance. The Franklins honored the blue laws and closed the hotel's businesses on weekends.

Lewis led a nationwide letter campaign on November 11, 1859, in response to a violation of his people's freedom of religion. The incident, famously known as "The San Diego Incident," occurred during *Rosh Hashanah* services when Deputy Sheriff Joseph Reiner, accompanied by a posse, removed Moses Mannasse from the *minyan*—a quorum of ten men required for traditional Jewish worship—to serve as a court witness in a criminal assault trial. Mannasse, a deeply religious man who had brought San Diego County's first *Torah* (the first five books of the Hebrew Bible) from his native Prussia, refused to testify from the witness chair until after sundown.

The brothers acrimoniously ended their partnership on March 4, 1858, after which Maurice relocated his business, his wife Victoria, and their newborn son to San Bernardino. In debt to J. S. Mannasse and Co., Lewis lost the property to foreclosure in 1862. He eventually returned to England where he died at age 59. Brother Maurice and his sister-in-law Victoria died in San Bernardino at 57 and 23, respectively. Victoria's surviving diary gives valuable insight of a young Jewish girl living in a frontier Western town where "people of different backgrounds liv[ed] and work[ed] together in apparent harmony."



On April 20, 1872, a fire that broke out in the nearby courthouse building spread to the adjacent Colorado House, and then to the Franklin House, burning all three to the ground. The site remains vacant.

Above Victoria Franklin, nee Jacobs, c. 1860. Courtesy Congregation Beth Israel in San Diego. Facing page top American Hotel, c. 1886. Courtesy SOHO collection. Bottom Maurice Franklin, c. 1862

22. J. S. Mannasse & Co. Store in the Colorado House
1851, reconstructed 1992

In 1866, J. S. Mannasse & Company purchased this building, which Cave Coutts erected 15 years earlier as the Colorado House. Like the neighboring Franklin House, this 2½-story wood-framed false-front building also served as a hotel, where Heyman Mannasse had been a resident. It housed amenities such as a dining saloon and bar, billiard parlor, post office, courtroom, and various professional offices.

Unfortunately, it was also destroyed during the 1872 fire. Any goods salvaged from the fire were stored in a relatively fire-resistant adobe behind the Colorado House or relocated to a new store leased in the second Rose residence.



Reconstructed courthouse and Colorado House. 2024. Courtesy expedia.com

23. J. S. Mannasse & Co. Store in the San Diego Courthouse Building
1851, reconstructed 1992

In 1870, J. S. Mannasse & Co., had acquired the former courthouse building from a now-bankrupt town. Converted into a general store, it was managed by Marcus Schiller's 19-year-old nephew Rudolph.

On April 20, 1872, sparks from the store's poorly insulated stovepipe reportedly started a fire in the roof's crawlspace. Aided by strong winds and a non-working volunteer fire pump, the fire spread to the five neighboring buildings. Luckily, the fire did not spread throughout the town.

The loss of an estimated \$12,000 worth of merchandise (equivalent to \$316,000 in today's currency). Neither Mannasse & Co., or the Franklin Brothers chose to rebuild, having lost faith in Old Town as a commercial center. Businesses had already started relocating south to New Town in hope of it becoming the railroad terminus, thereby reducing Old Town's importance as it "slipped into history and was virtually forgotten."

24. David Wallach's Store #2

Between 1869 and 1872, Wallach had either built, bought, or relocated this small 1-story wood-framed false-front building facing San Diego Avenue on the corner with Mason Street. He let his 65-year-old father-in-law operate a grocery store inside, while he opened another market in New Town. He seems to have sold both stores before relocating to northern California prior to 1890.

25. Solomon/Jacob Goldman House

In 1857, 34-year-old Polish-Russian Solomon Goldman built and lived in this modest white house with gold trim with his 22-year-old German-born wife, Lena, until 1858 when he sold it to his brother Jacob. The latter leased the house to Dr. D. B. Hoffman before selling it to Andrew Kriss in the early 1860s.

Solomon had been one of several merchants (Jew and gentile) who lobbied for a rail or wagon road extending from San Diego to the desert, no doubt towards his speculative copper mine holdings. Solomon may have hit hard times in 1874, when liens were placed against two of his Old Town properties. He appears to have relocated to Tulare County by 1899. Unfortunately, the failure of a local rail venture cost him dearly. He tried to recover by running a grocery store in San Francisco until his death in 1902. His wife Lena followed in 1905.

26. David Wallach House

Louis Rose had acquired this property in a sheriff's sale for back taxes in October 1855. It is not clear if Rose, or David Wallach, who had purchased the property in April 1869, built this 2½-story house.

Forty-three-year-old Wallach, recently married to his 28-year-old wife Minna Cohen Wallach, resided with their family in the house while managing his two stores. They lived there until around 1890, when they relocated to northern California.

On July 5, 1957, their names were posthumously engraved in a bronze memorial plaque at San Francisco's Temple Beth Israel in recognition of their pioneering work.

27. Martin Trimmer House

Martin Trimmer acquired the property in September 1869. Trimmer, who managed the nearby American Hotel, may have utilized it as his private residence or as an investment property.

Sometime around 1880, Trimmer, his Mexican-born wife Juana, and their six children, relocated to a ranch in the Descanso area, where he resumed his previous trade as a harness maker.

While the 1872 fire did not reach his house, it, along with the neighboring Solomon and Wallach houses, no longer exist, having been replaced by non-historic concessionaire-occupied buildings sometime after 1968.

What was the legacy of Old Town San Diego's Jewish men and women of enterprise?

They represent the thousands of primarily German-speaking immigrant European Jewish entrepreneurs and their families who were determined to integrate into similar mid-19th century Western frontier towns' mainstream economic, civic, and fraternal societies, while often struggling to maintain their cultural and religious identities.

The information contained in this guide will be the basis for an updated report on Old Town San Diego State Historic Park's pioneer Jewish men and women of enterprise for California State Parks.

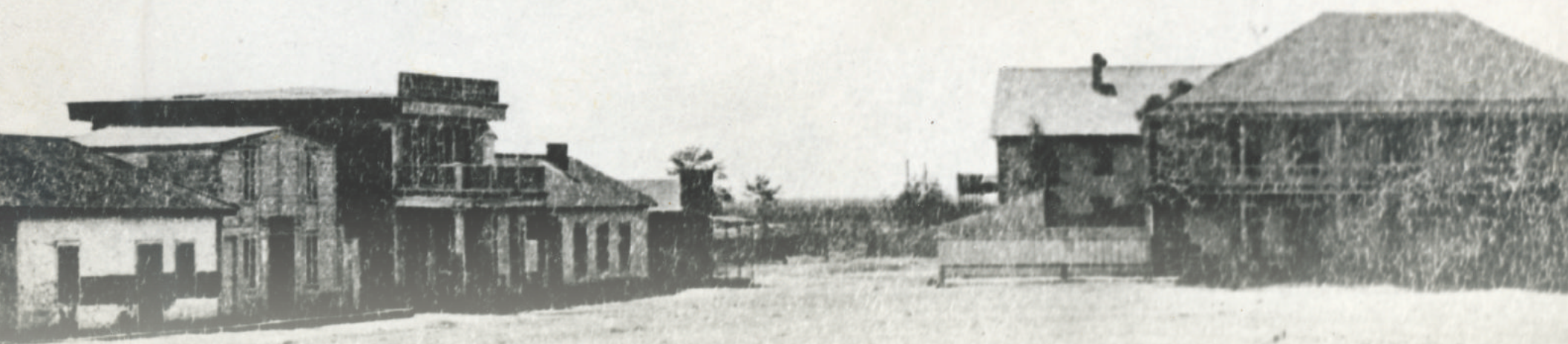
Jewish men and women of enterprise in Old Town San Diego (State Historic Park)

Asheim, I. J.	Mannasse, Celita	Schiller, Marcus
Barnert, Rebecca	Mannasse, Heyman	Schiller, Rudolph
Fisher, Frederick William	Mannasse, Joseph S.	Schneider, Edward
Fletcher, Charles	Mannasse, Moses	Schfelder, William
Franklin, Lewis A.	Maratosky, Francis	Slemmer, Adam J.
Franklin, Maurice	Marks, A. Jacob	Solomon, Heyman
Franklin, Victoria Jacobs	Meier, Julius A.	Solomon, Emma
Gerson, Charles	Meyer, Isaac	Strauss, Louis
Goldman, Isaac A.	Newman, Jacob	Trimmer, Martin
Goldman, Jacob A.	Pollock, Max	Vise, Nathaniel
Goldman, Solomon	Rose, Louis	Wallach, David
Hartman, Isaac	Rose, Mathilde (or Matilda)	Wallach, Minna Cohen
Kriss, Andrew	Schiller, Hannah	Witfeld, Gustavus
Mannasse, Benjamin		Worm, John

Accuracy Acknowledgment

While the information provided is grounded in archival and historical research, we welcome corrections and strive to maintain accuracy. The author hopes to connect with descendants of San Diego's first Jewish families still residing in the region, to enrich this important historical narrative, as his research continues.

While there were indeed more Jewish homes and businesses beyond Old Town San Diego State Historic Park in the surrounding community of Old Town, exploring this aspect falls beyond the scope of the current project.



Of the four buildings on the left, three of them were Jewish-owned or operated: the first is Casa de Machado, the third is the American Hotel, and the fourth is Casa de Juana Machado Alipas Wrightington. In front on the right is the Robinson-Rose House. c. 1880. Courtesy SOHO collection

Acknowledgments

WRITTEN AND RESEARCHED BY
Alex D. Bevil, California State Parks Historian II (retired)

While researching the history of the former Caltrans District Office Building in 2013, Alex Bevil first became aware of Calle Judeo and its “Jewish Men of Enterprise.” The location was previously the site of a store and residence once belonging to Louis Strauss (half-brother to Levi, of the famous jeans). Ten years later, he submitted an updated report listing some twenty-two sites and over thirty individuals. This has since expanded to 27 sites and over forty individuals associated with this underrepresented segment of the town’s diverse 19th-century pioneer community.

Alex is a past SOHO board member and he has helped to create and produce two other architectural tours for SOHO that can be found on our website.

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SPECIAL THANKS
Stan and Laurel Schwartz, archivists and curators
Jewish Historical Society of San Diego Archives

California State Parks’ San Diego Coast District and Southern Service Center
Alexandra Latona, Interpreter III, California State Parks



Published by Our Heritage Press
PO Box 80788, San Diego, CA 92138

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Financial support is provided by the City of San Diego
Commission for Arts and Culture.

