

Begin at **855 Folsom St**, San Francisco, CA 94107, USA, just northwest of the I-80 4th Street exit

Yerba Buena Lofts, the striking apartments at this address, are the creation of Stanley Saitowitz, a prominent figure in the world of contemporary Bay Area architecture.

Head **southwest** on **Folsom** toward **5th St**
¼ mi

Turn **right** onto **6th St**
⅓ mi

At 270 6th St, note the **Gene Friend Recreation Center**. This gym is named after Gene Friend, a San Francisco philanthropist and public servant active for many years on the boards of numerous foundations.

The area you now walk in, up north to Market St, was once called “**South of the Slot**.” Between the 1870s and the 1906 earthquake, this area south of Market Street’s trolley line housed a large population of Jewish immigrants to San Francisco, among many other recent immigrants. Many of them were Eastern European, Orthodox, working-class, and politically radical, contrasting sharply with the Reform, German-speaking elite concentrated in the north.

Before crossing Minna St, look to your left to see one of the two locations of **Frena Bakery and Cafe**. Frena is one of two remaining kosher restaurants in San Francisco. Its other location is on Geary.

At the intersection with Golden Gate and Market, note the corner building between those streets, the **Solomon Levinson Glove Factory**. Solomon Levinson was born in Lake County in 1867 to Jewish immigrants from Prussia. He became a glovecutter in the late 1890s, with his gloves in use as far away as the Spanish-American War. During this time, he invented the modern-day boxing glove, a style that is still in use today. His factory stood here on Market Street after 1913. Although the factory has since closed, the building remains.

Turn **right** onto **Market St**
1000 ft

Turn **right** onto **5th St**
600 ft

Turn **left** onto **Mission St**
⅓ mi

The mall on your left at 5th and Mission was once home to **the Emporium**. Although the Emporium closed its doors in 1996, remnants of its flagship store remain in this mall. The department store began in 1896 under Adolph Feiss, withstood the 1906 earthquake, and survived for a century with a succession of renovations. After it shuttered, the iconic facade and glass dome of the building became incorporated into Westfield San Francisco, the mall that now occupies this space.

The large, modern structure on the left of the next block is the **Contemporary Jewish Museum**. Founded in 1984, the CJM is one of the Bay Area's most visible Jewish institutions, centering the diversity of Judaism in the twenty-first century in its mission. The building combines an 1881 power station with a new edifice, designed by Daniel Libeskind, created for the museum's 2008 opening.

Before turning onto 3rd St, look to your right and across the street. This imposing structure is the San Francisco Museum of Modern Art. In 2016, the SFMOMA expanded into a seven-story annex, transforming the building into one of the world's largest art museums. This expansion rested on the support of the Fisher family, the founders of the Gap, whose **Fisher Collection** occupies the new annex. The Fishers are not the first Jewish family associated with the MOMA's most famous sights, however. The museum is notably home to Matisse's *Woman with a Hat*, the work that sparked the term Fauvism, which was financed, bought, and sold by the Stein family. Later, the Haases acquired the painting; in 1990, Elise Haas bequeathed it to the SFMOMA.

Turn **left** onto **3rd St**
700 ft

Turn **left** onto **Market St**

500 ft

At this intersection, look across the street to your right, to the **de Young Building** that the Ritz-Carlton occupies. The brothers M.H. and Charles de Young, the children of Sephardi immigrants, founded the San Francisco Chronicle as the Daily Dramatic Chronicle in 1865. In the following decades, the paper grew at a rapid pace; in 1890, it moved into this building, also called the Old Chronicle Building. Now, the same structure, whose exterior survived the 1906 earthquake and fire, holds the Ritz-Carlton.

Turn **right** onto **O'Farrell St**
500 ft

The building to your right that now hosts a Wells Fargo was once the **Union Trust Company Building**. After heading the Nevada Bank, Isaias Hellman gained control of the Union Trust Company, the first trust company in California. Although the Union Trust Company no longer exists, the 1910 building remained in Hellman hands, allowing it to become a Wells Fargo branch.

Turn **left** onto **Stockton St**
300 ft

Upon turning onto Stockton, look at the corner to your left. A major San Francisco department store, **Joseph Magnin**, founded by a man of the same name, stood in this building from the early twentieth century until its demise in 1984. The store initially specialized in hats and clothing, but soon expanded to luxury goods of all kinds. At its height, Joseph Magnin had 49 stores around the country; this site was the flagship.

On the same block at 2 Stockton St you can still see the old storefront of **Roos Brothers**. This clothing store began on Leidesdorff Street as the creation of Adolphe Roos and, later, his brother Hyppolite. In 1866 the two expanded by moving the location to Post and Kearny, where it stood until destroyed by the 1906 earthquake and fire. After the earthquake, the store moved here. In 1936, the store expanded, adding frontage on O'Farrell and Market Streets on the same block. The building's frontage has changed, but the structure is intact.

Turn **right** onto **Ellis St**
700 ft

Turn **right** onto **Cyril Magnin St**
300 ft

Look at the street signs on this narrow road. San Francisco's first official "chief of protocol," **Cyril Magnin** was a businessman and philanthropist. His father, Joseph Magnin, founded the San Francisco department store of the same name. Cyril served in many capacities across the city, to the extent that columnist Herb Caen (also Jewish) dubbed him "Mr. San Francisco." Magnin helped establish the Asian Art Museum, American Conservatory Theater, and California Culinary Academy, served on the board of the San Francisco Film Festival, headed the California Museums Foundation and the National Conference of Christians and Jews, and raised funds for the March of Dimes and American Cancer Society. He also belonged to the so-called "green machine". These Jewish San Franciscans donated Democratic Party in the 1950s and 1960s. In addition to Magnin, they included Benjamin Swig, Adolph Schuman, and Walter Shorenstein.

Turn **left** onto **O'Farrell St**
200 ft

Turn **right** onto **Mason St**
300 ft

Turn **left** onto **Geary St**
500 ft

On the left of this block is the **Curran Theatre**. One of the classic buildings of San Francisco's Theatre District, the Curran was designed by Jewish architect Alfred Henry Jacobs. It opened in 1922. Now, the building has another Jewish connection: its owner is Carole Shorenstein Hays, a theatrical producer.

Turn around
 $\frac{1}{2}$ mi

Across the street is the **Touchstone Hotel**. One of several hotels in the neighborhood with Jewish connections, the Touchstone stands above David's Deli. A popular (and likely true) rumor runs that the hotel's owner and deli's founder, David Apfelbaum, trafficked arms for the Haganah in the 1940s.

The first floor of the hotel holds **David's Delicatessen**. This kosher-style diner serves traditional Jewish fare. Its founder, David Apfelbaum, was a Holocaust survivor and active figure in Bay Area Jewish and Zionist circles. An advertisement on store signage ironically proclaims, "All our bread is kosher!"

On the right of the next block is the **Handlery Union Square Hotel**. The hotel, a family owned enterprise, still belongs to its founders, the Handlerys. The family's hotel-founding patriarch identified strongly with Jewish causes.

Across the street from the Handlery is the **Westin St. Francis San Francisco**. Like the nearby Fairmont Hotel, the St. Francis gained its reputation under the brief ownership of hotelier Benjamin Swig, a Jewish East Coaster and prominent donor to Democratic Party causes. The hotel exists in two parts: the newer piece, a tall tower, is the work of Jewish architect William Pereira, who also designed the Transamerica Pyramid.

At the southwest corner of Geary and Stockton, now occupied by a Louis Vuitton store, you can see the **I. Magnin** building. In the early twentieth century, I. Magnin—not to be confused with its competitor Joseph Magnin—was one of San Francisco's most successful luxury department stores. Dutch immigrant Mary Ann Magnin, who came from a rabbinical family, founded the company in 1876 as a lotion and children's clothing store, naming it after her husband, Isaac. Over the following decades, I. Magnin expanded the operation. This Union Square location, the "white marble palace," opened in 1948. Macy's later acquired it, until they sold the location to office developers in early 2019 as part of downsizing efforts.

Turn **left** onto **Grant Ave**
300 ft

Turn **right** onto **Post St**
1000 ft

On the right of this block of Post is the old storefront of **Gump's**, the company's red awnings still visible. One of San Francisco's most prominent retailers, Gump's was a premier importer of Asian art, jewelry, and furniture. Founded by Solomon Gump, Gump's began in 1861 as a purveyor of frames and mirrors. Abraham Gump, the store's proprietor, was by the 1920s the world's leading dealer of jade. The store filed for bankruptcy and closed in 2018.

As of 2019, the New York-based investors John and Diane Chachas plan to revive it as a temporary brick-and-mortar storefront or a permanent online catalog.

Next door to the old Gump's store is **Britex Fabrics**. Holocaust survivors Martin and Lucy Spector founded Britex in New York's Garment District, but moved to San Francisco in 1952 and fell in love with the city. Since then, the luxury textile and fabric company's flagship location has stood here, just next to Union Square, and immediately next to the most recent home of Gump's.

Turn **left** onto **Montgomery St**
300 ft

On the left at the intersection of Montgomery and Sutter is the storefront of **Cable Car Clothiers**. Charlie Pivnick, a veteran of the Pacific Theatre of World War II, founded Cable Car Clothiers in 1946 as an army surplus haberdasher. Soon, the company rebranded as a British-style clothier, merging with Robert Kirk Limited. The company moved many times, but in 2012 returned to its original Sutter Street location.

Turn **right** on **Sutter St**
400 ft

As you turn onto Sutter St, notice the trolleybus wires hanging along the road. The 2 and 3 buses that run west along Sutter Street are a convenient part of the city's landscape, but they have a checkered history. City machine boss Abe Ruef pushed the construction of these **trolley lines** through by bribing city officials. Ruef sought to secure his own kickbacks from the developers, who capitalized on the mass reconstruction that occurred after the 1906 earthquake. Ruef had tremendous power, and virtually handpicked San Francisco's mayor, but his

machinations would not last. In 1908 he was tried and convicted on the bima of Sherith Israel, the city's makeshift courthouse, and sentenced to 15 years in prison. He served just over four of those years before he was released, but he died penniless. The large monument erected at his grave in Colma's Eternal Home Cemetery belies his poverty.

Turn **left** onto **Sansome St**
300 ft

When you reach Sansome, look to your left at the neoclassical building incorporated into the skyscraper next door. Once, Lazard Freres, a dry goods and later asset management company started by French Jews, stood here. Now this corner hosts the facade of the **Anglo & London Paris National Bank**, owned by the Fleishhacker family. The Fleishhackers began their enterprises with the paper industry, forming Crown Willamette. Later, Crown Willamette merged with the Zellerbachs' competing paper company to create Crown Zellerbach, the world's second largest paper purveyor. The Fleishhackers were also active in other industries: sugar, steamships, film, real estate, insurance, chemicals, and steel. Still, for San Franciscans, this bank demonstrated the Fleishhackers' power most. By the 1910s, the Anglo & London Paris National Bank was the largest bank in San Francisco and the second largest in the American West.

Turn **right** onto **Bush St**
400 ft

The large, free-standing building on your right is now simply called One Bush Plaza. However, this skyscraper was designed in 1959 as the **Crown-Zellerbach Building**, following international style. It was the first modern skyscraper in San Francisco. Crown-Zellerbach no longer exists as an independent company,

but the building remains. Extensive remodeling preserved it in 1990.