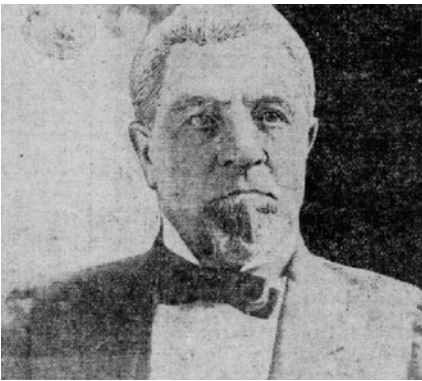


Our Reinstein Roots



Short Biographies of
Oscar, Lena, Jacob, and Mary Reinstein

Second Edition by Dave Forrest 2023



Our Reinstein Roots

Dave Forrest
Second Edition 2023

*For my lost and found cousins, the Brunstens and the Nimmons,
and for my cousin Rick, who helped me find them.*

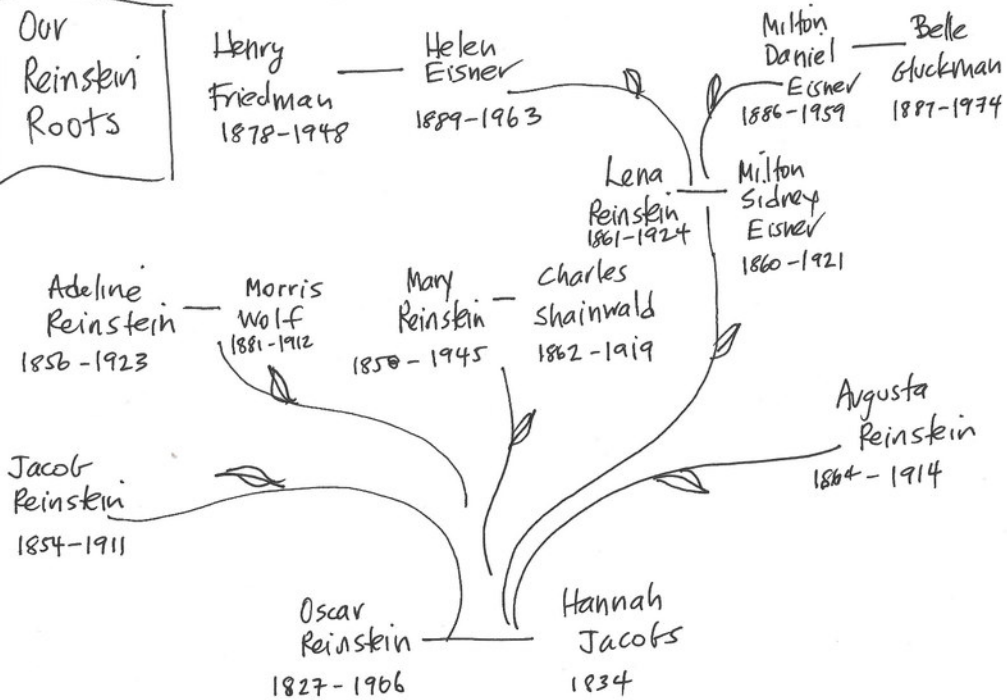
In the first edition of *Our Reinstein Roots* I shared short biographies of Lena, Jacob, and Mary Reinstein. They are still included in this volume.

In this second edition, I have added the story of their father Oscar Reinstein. In 1900, the newspapers reported Oscar's untimely death. They also documented his immigrant success story, describing Reinstein as a "pioneer citizen" of San Francisco.

Enjoy this new tale of our immigrant patriarch, Oscar Reinstein, as well as the stories of his accomplished children.

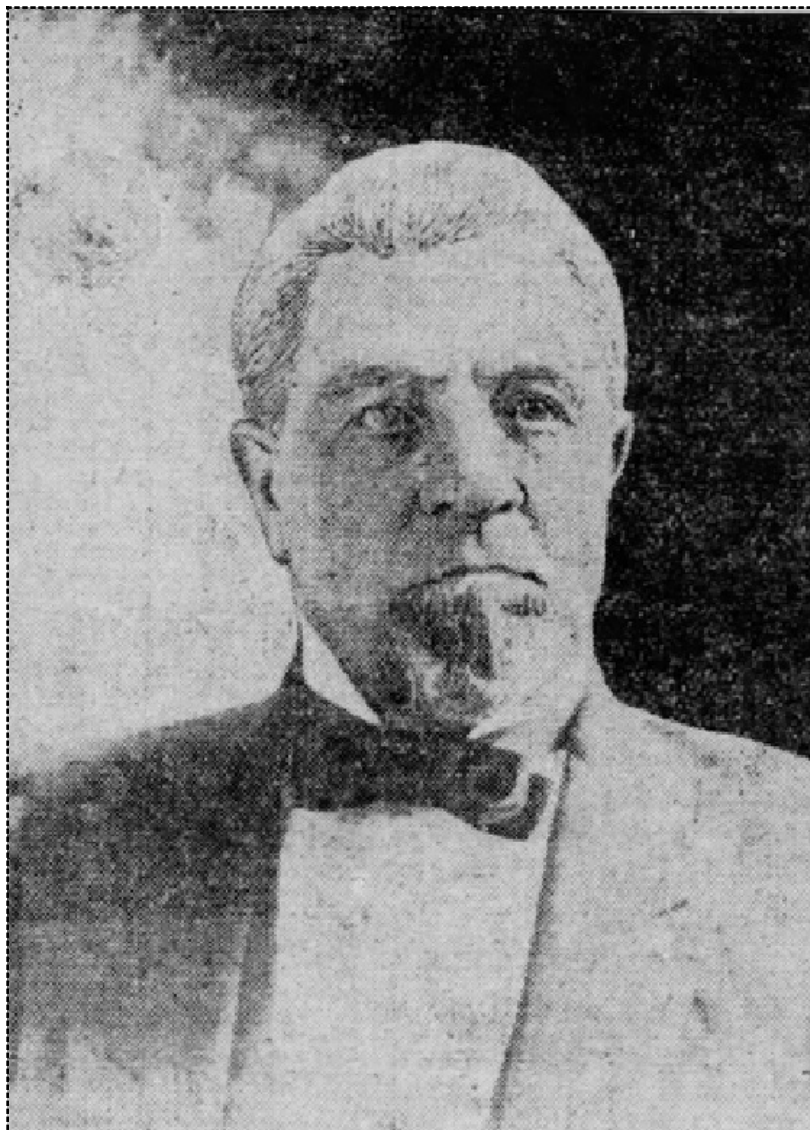
Dave Forrest - 2023

Our
Reinstein
Roots



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Oscar Reinstein

Our Immigrant Patriarch

Oscar Reinstein (1827-1900), our Helen Eisner's maternal grandfather, died after he fell off a street car. His demise made several San Francisco newspapers. The *San Francisco Call* of Monday September 17, 1900 ran the story with the sensational headline, "Aged Oscar Reinstein Prophesies his Death". The tantalizing sub-heading read, "While Seeking Pleasure He Jumps or Falls from A Car and is Fatally Injured." The *San Francisco Chronicle*, not to be outdone, included a portrait of our Oscar falling backwards off the street car.

The day of his death, Oscar left his home unaccompanied to go to the beach. He was changing street cars at Stanyan and Waller Streets when he was seen falling. The *San Francisco Call* reported "he struck heavily on the pavement, and within an hour was dead."

Despite headlines and illustrations designed to capture readers' attention, an autopsy showed Oscar suffered a heart attack. The

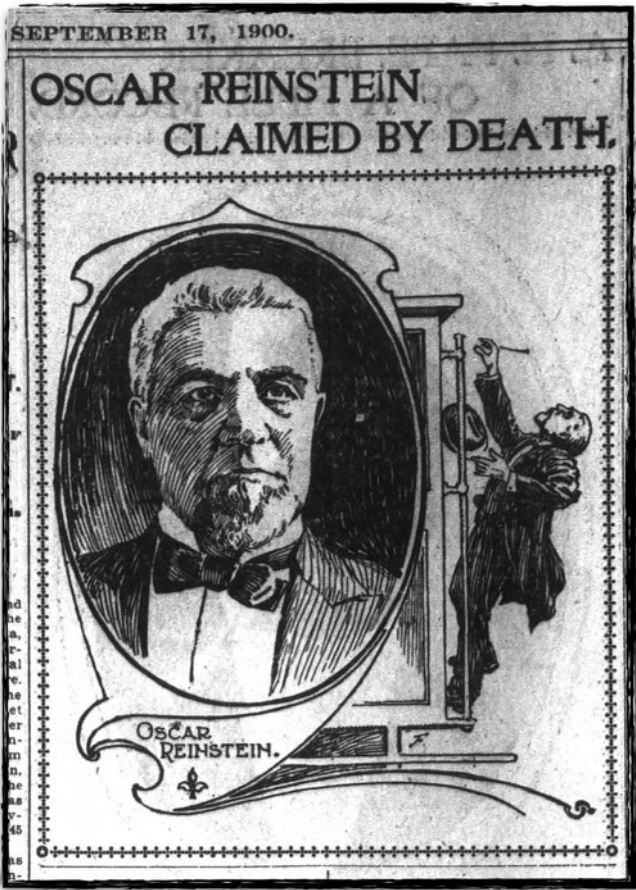
medical examiner, “developed the fact that Mr. Reinstein died of heart disease. The only injuries he received from the fall were some slight bruises and lacerations to the face.”

A young woman who was employed as a domestic servant in Reinstein’s home told the newspapers,

Mr. Reinstein was past 76 years and was very deaf. For that reason he never left the house unless someone accompanied him. He must have gone out quietly today, for none of us heard him. His words to me this morning were prophetic. He was unusually despondent, and told me that he knew he did not have long to live. Within a few hours he was dead. His words of the morning were true.

The two newspaper reports and obituaries paint a picture of our second great grandfather. Oscar Reinstein was an immigrant success story, and he became a prominent San Franciscan. The *Chronicle* described him as “a pioneer citizen and father of J. B. Reinstein, one of the Regents of the University of California.” In his senior years, Oscar “was active and thought nothing of walking from his residence to the Park. With exception of a few fainting spells, he gave little evidence of his advanced age.”

The *San Francisco Examiner* obituary reported Oscar as “a native of



San Francisco Call article on the death of Oscar Reinstein - September 17, 1900

AGED Oscar Reinstein felt the hand of death upon him yesterday morning, and in the early hours of the afternoon his body lay upon the operating table in the Receiving Hospital. Death came to him shortly after 2 o'clock, while he was seeking recreation and pleasure. Mr. Reinstein either fell or jumped backward from car 565 of the Ellis-street line at Stanyan and Waller streets. He struck heavily on the pavement, and within an hour was dead. An examination at the Receiving Hospital disclosed a slight scalp wound, although no evidence of a fracture of the skull was found.

Mr. Reinstein left his home, 905 Ellis street, early in the afternoon, intending to enjoy an outing at the beach. As the Ellis-street cars now run out to Ninth avenue, where the change is made to the beach cars, Mr. Reinstein was carried past the old transfer point at Stanyan and Haight streets. It is presumed that he was of the opinion that he must change at Stanyan and Haight streets, and, in attempting to alight from the moving car, fell and struck his head upon the pavement. This is only one theory, however, and as there were no eye-witnesses so far as is known, the manner and cause of his death must remain unknown. The car on which the deceased was riding continued on its way after the accident, the conductor and motorman apparently being unaware of its occurrence.

Officer E. H. Waterman was notified of the accident, and ran for the patrol wagon. The dying man was placed on a stretcher, and the wagon made a dash for the hospital. The need of a hospital in the park again demonstrated, though it is doubtful that immediate treatment would have resulted favorably. Word was sent to the home of the deceased, and a woman employed as a domestic was called to the hospital.

"Mr. Reinstein was past 75," said, "and was very deaf. For some reason he never left the house and one accompanied him. He must have died quietly to-day, for none of his family were with him. His words to me this morning were prophetic. He was unusually quiet, and told me that he would not have long to live. Within an hour he was dead. His words of the previous day were prophetic."

Mr. Reinstein was long known throughout business circles. His son, J. B. Reinstein, is a member of the law firm of Reinstein, Shulman, Mrs. M. Reinstein, survive in the city.

Herman Rogrefe, a car from which Mr. Reinstein fell, was charged with manslaughter. Rogrefe refused to be had consulted.

The autopsy, which revealed the fact that Mr. Reinstein died from the fall, showed lacerations of the

STRICKEN ON A STREET CAR

Oscar Reinstein Falls a Victim of Heart Disease.

SUDDENLY THROWN BACKWARD TO STREET.

THE DECEASED THE FATHER OF THE STATE UNIVERSITY REGENT.

In a Document Found Among His Possessions He Gives Instructions for Disposition of His Body.

Oscar Reinstein, a pioneer citizen and father of J. E. Reinstein, one of the Regents of the University of California, died of heart disease yesterday afternoon. While his death was a natural one it had a somewhat tragic feature. He was riding toward the Park on the dummy of car 565 of the Ellis-street line, and when the crossing of Waller and Stanyan streets was reached Reinstein reeled and fell backward from the car. Patrolman Charles Waterman, who witnessed the accident, ran to the assistance of the injured man, who was taken with all haste to the City Receiving Hospital. He was admitted at 2:45 and died at 2:48.

Germany, aged 74 years 10 months and 2 days.” He was born in Posen on November 17, 1827. This region, located in the Polish corridor, has in different historical periods been part of Poland, Prussia, and Germany.

Oscar left Central Europe, immigrating to California during the Gold Rush. The Reinstein surname means “pure stone”, a fitting moniker for a newcomer heading to gold country. Oscar was a merchant, selling goods to the miners. Previously, we learned the Reinsteins settled in Visalia in the southern Central Valley. However, one news article explained that the Reinsteins first came to Michigan Bluff, California.

The original town was called Michigan City, founded by gold miners in 1852. The village, located in the Sierra foothills, has an elevation of 3500 feet. It is in Placer County, just a few miles from Forestville. Oscar Reinstein sold his wares to the very first settlers in this small Gold Rush town. Coincidentally, Leland Stanford also ran a store in Michigan Bluff, until the California industrialist went on to bigger commercial and political successes.

The Reinsteins only stayed a couple of years in Michigan City, before moving to Visalia. Our great grandmother, Lena Reinstein

was born in the valley town shortly before the family found permanent residence in San Francisco.

In 1867, Oscar Reinstein became involved in wholesale clothing manufacturing in The City. In addition, he opened a merchandise business in Gold Hill, Nevada. There, he formed a partnership with M.P. Wolf, who later married his daughter Adeline. They established a second location in Bodie, California. According to the *Chronicle* article, "In 1883, Reinstein retired from business, and since that time had been living quietly at his residence, 906 Ellis street."

The *Chronicle* also reported on our patriarch's final wishes contained in several documents,

I particularly request that my body be cremated: that the ashes be put in an urn and placed between the graves of my two wives. Let the undertaker prepare my body for cremation, dressed in a full suit and place it in a plain coffin, which can be taken into the parlor for inspection. There will be no need for anyone to watch my remains. Let the house be shut up as usual. I especially request that no minister or rabbi deliver any discourse. Let the I.O.O.F. conduct the funeral rites. I desire none of my family to wear mourning, as I always disliked this outward show. The I.O.O.F. will pay my funeral

expenses. No flowers. No outward show.

If Oscar was a no-nonsense type of person, it also appears his Jewish roots were less important than his membership in the I.O.O.F, the International Order of Odd Fellows. According to their literature, the Oddfellows was a non-political, non-sectarian fraternal organization whose purpose was to “visit the sick, relieve the distressed, bury the dead and educate the orphan.” The organization was dedicated to the “principles of friendship, love, truth, faith, hope, charity, and universal justice.” Oddfellows was involved in charitable projects and activities, and sought to “promote good will and harmony amongst people and nations ... holding the belief that all men and women regardless of race, nationality, religion, social status, gender, rank and station are brothers and sisters.” No doubt, Oscar would be proud his secular, egalitarian, creed is well established among many of his descendants.

According to his obituary, Oscar Reinstein’s remains were taken to the Odd Fellows’ cemetery in San Francisco for cremation. The newspapers reported all of Oscar’s kids were in attendance for his modest ceremony, including our great grandmother, Lena Reinstein Eisner and our great uncle, J.B. Reinstein. The Odd Fellow’s cemetery was closed in the 1920’s, and presumably Oscar Reinstein’s remains were transferred to the Hills of Eternity Memorial Park Cemetery in

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alley

CLAIMS REGENT ASSAULTED HIM

Policeman Arrests At- torney Reinstein for Drunkenness.

Woman Figures in the Case and Mystery Is Thrown Around It.

To be arrested for drunkenness and battery is a distinction which the average Regent of the State University seldom has thrust upon him. Regent J. B. Reinstein, the well known attorney, was unfortunate enough, however, to run afoul of Patrolman J. J. Collins at 10 o'clock Saturday night, the result being that he was ignominiously carried to the O'Farrell-street police station in a patrol wagon and booked at that place on the charges mentioned.

There is considerable mystery about the arrest of Reinstein and it was quite evident yesterday that every effort was being taken by the attorney and his friends to keep the matter a secret. That a woman was connected with the escapade in some manner seems likely, but the arresting officer now makes statements concerning the affair which differ materially from the admissions made by him to Prison-keeper Riley at the police station at the time the double charge was placed opposite Reinstein's name.

According to Collins' first statement he was patrolling his beat on Scott street, near California, at the hour mentioned when his attention was attracted to a couple standing near the corner of the streets named. The man appeared to be drunk and when the officer demanded an explanation struck him. The policeman then placed him under arrest and booked him on charges of drunkenness and battery. The woman disappeared when the arrest took place, according to Officer Collins' statement.

Collins refused yesterday to sign a complaint against Reinstein for battery and when the matter was heard by Judge Cabaniss it was at once dismissed. Subsequently Officer Collins said he had made a mistake and that he was extremely sorry therefor. He declined to say why he charged Reinstein with battery and denied emphatically that there was a woman with Reinstein at the time of the arrest.

Reinstein explains the affair with the statement that he was suffering from neuralgia Saturday evening and resolved on an airing in order to ease his agony. He walked aimlessly about the streets and was resting against a fence when he was arrested. Other features of the case he declined to discuss.

**SUCCESS IS ASSURED
WASHINGTON MEMORIAL**

ELE
S
J. J.
Na

Colma, where they rest today.

The San Francisco newspapers not only publicized Oscar Reinstein's death in 1900; over a year later they reported fractures between the Reinstein children over Oscar's estate. A December 8th, 1901 article from the *San Francisco Call* revealed that Lena, who was executor of her father's will, was suing her brother Jacob (J.B.) Reinstein, "to recover monies and property in his possession, which she claims was part of her father's estate." The dispute involved payment of a life insurance policy to J.B. and the division of real estate on Ellis street. This article showed that we are like many other families, with siblings squabbling over an inheritance.

Further evidence of that our family icons were fallible, came ten days later in a December 17th, 1901 headline in the *San Francisco Call*: "Claims Regent Assaulted Him - Policeman Arrests Attorney Reinstein for Drunkeness." The article stated,

To be arrested for drunkenness and battery is a distinction which the average Regent to the State University seldom has thrust upon him. Regent J.B. Reinstein was unfortunate enough to run afoul of Patrolman Collins at 10 o'clock Saturday night, the result being he was

ignominiously carried to the O'Farrell street police station in a wagon and booked at that place on the charges mentioned.

Not only was our esteemed great uncle booked on a drunk and disorderly, but the newspaper reported, "Woman Figures in the Case and Mystery is Thrown Around It". The second paragraph of the article stated,

There is considerable mystery about the arrest of Reinstein and it was quite evident yesterday that every effort was taken by the attorney and his friends to keep the matter secret. That a woman was connected with the escapade in some manner seems likely, but the arresting officer now makes statements concerning the affair, which differ materially from the admissions made by him to Prisonkeeper Riley at the police station at the time the double charge was placed opposite Reinstein's name.

Oh goodness: a woman, escapades, and changing stories. The article goes on to say the arresting officer refused to press battery charges. J.B. argued he wasn't drunk but suffering from neuralgia — pain from nerve damage. The judge dismissed the case. And the mystery woman, remains a mystery.

The turn of the century articles about the Reinstein family humanize our ancestral heroes; they show them made of flesh and not of marble. Our Oscar was indeed an immigrant success story. His children, J. B. and Lena, were by all accounts accomplished individuals but not without their frailties and foibles. Despite his dramatic demise, I like to think of my second great grandfather enjoying his final San Francisco years, walking to parks and riding street cars to the beach.



Lena Reinstein Eisner

A Life Well Lived

Lena Reinstein Eisner (1861-1924) was a diminutive powerhouse. She stood only four foot eleven inches, but she lived a big life. The best description of our colorful great-grandmother comes from Rick's Dad, Milt Silverman, who wrote:

Lena Reinstein (Muzzy), born in Visalia, married her brother's law partner Milton Eisner. Far ahead of her times, she was a teacher, a cooking expert, a cigar-smoking supporter of the arts, a close friend of such people as Gertrude Stein and Alice B. Toklas, Isadora and Morris Duncan, Ruth St. Denis and Ted Shawn. She guided the education of her daughter, Helen. When Lena learned she was dying from cancer, she took Helen for a final visit to Europe and then across Russia and Siberia on the Trans-Siberian Express.

She was born in Visalia, California, January 29, 1861. Her parents were Oscar (1827-1906) and Hannah (b. 1834) Reinstein. The Reinsteins were Jewish immigrants from Posen, Prussia. They came in the 1850s during the California Gold Rush. In Visalia they worked as merchants,

providing goods and services for prospectors. Lena was the fourth born of five Reinstein children. Her older siblings were: Jacob (1854-1911), Adeline (1856 -1923), Mary (1858-1945), and her younger sister Augusta (1864-1914). During the 1860s the Reinsteins moved to San Francisco, living on North Sansome Street.

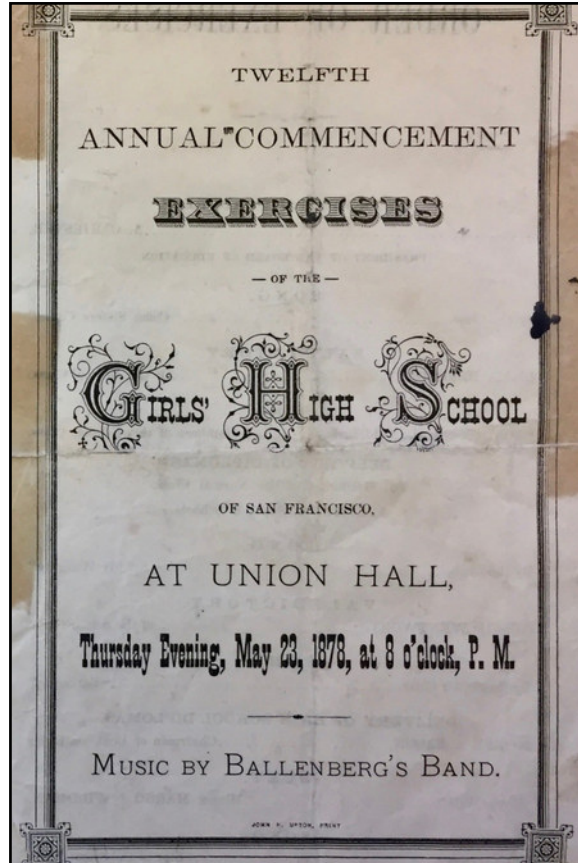
I visited the Bancroft Library at UC Berkeley to learn more about our great-grandmother. In the Milton Daniel Eisner (1886-1959) Papers box, were five manila folders dedicated to his mother, Lena (Reinstein) Eisner.

Student and Teacher

In the 1870s Lena attended Denman Grammar School in San Francisco, named after James Denman often called the father of San Francisco public schools. During this decade, Denman was exclusively a girls' school located on the northwest corner of Bush and Taylor streets.

Lena went to Girls' High School in San Francisco, graduating on May 23, 1878. According to the Annual Commencement brochure, Lena was in the Senior Class A, graduating second in this group of thirty nine students.

Four years later Lena earned her teaching certificate at the California Kindergarten Normal School, class of 1882. In the 19th century a



1878 Girls' High School Graduation
Brochure

Normal School was an institution created to train high school graduates to be teachers by educating them in pedagogy and curriculum. She was one of thirteen women to graduate.

At the evening graduation exercises at the Dashaway Hall, on June 3, 1882, Miss Lena A. Reinstein performed an "Imaginary Conversation between Froebel and Pestalozzi." Froebel and Pestalozzi were important educators from the 18th century. Among Lena's effects was a poem, "Birthday Hymn" dedicated to Froebel, written by her friend Anna Warner, who graduated the same evening.

Lena's friend Anna also wrote and performed the Class Song during the evening graduation ceremony, where both received their teaching certificates. Anna's lyrics expressed the passionate dedication of the newly minted kindergarten teachers to their children. She wrote:

*As lovers of sweet childhood
We gather here tonight:
In every heart the firm resolve
To toil for childhood's right.
We firmly take our stand,
And for this noble cause we'll work
With head, and heart, and hand.*

EVENING EXERCISES.

Dashaway Hall, Saturday, June 3, at 8 P. M.

Class Song, - - - - -
Words by Miss Anna Warner.

Salutatory, - - - - - MISS CARRIE KNAPP

Imaginary Conversation between Frœbel and Pestalozzi -
MISS LENA A. REINSTEIN

Building Songs and Exercise, - - - - - CLASS
Written by Kate S. Wiggin.

Lena's graduation ceremony from Normal School,
where she earned her teaching certificate

Pagoda Hill Kindergarten
brochure - right. On the
back of brochure, Lena's
Soda Biscuit recipe.

Below - Lena Eisner's
special certificate for
teaching cooking.

THANKSGIVING ENTERTAINMENT.

Pagoda Hill Kindergarten.

The following Programme will correspond to the daily exercises at the Kindergarten.

Owing to the difficulty of the audience seeing and hearing, we can only give a mere outline of the lessons.

The Public are cordially invited to

March
" Merr
Prayer
Welcom
" We A
The B
The G
Jack P
The R
Exercis
Lesso

... upon recommendation of the City and County
Commission, hereby issues to

MRS. LENA R. EISNER

In accordance with the provisions of Sections 1771
Subdivision 2, and 1791 Subdivision 2, of the
City and County Ordinance

Special Certificate

entitles the holder to teach

Domestic Science
Cookery

in any school in the City and County of San Francisco
which shall remain valid for the term of Six Years from
the date of its issuance, unless it shall be
revoked or suspended for cause, as provided
in the said Ordinance, and the said
statements and representations on the back
of this certificate are hereby made a part of the same.

San Francisco, April 7th, 1904

Mayor
President
City and
County

Soda Biscuit

1/2 quart of flour before it
is sifted + put into the sieve
with 1 teaspoon of saleratus, 2
teaspoons of cream tartar + 1 salt, 1/2
cup of sugar if desired mix well
with a through sieve, then run
one spoon of lard or butter
through with little over half a
cup of milk. Roll on board
out 1/4 in. thick, cut with
biscuit cutter + bake in quick
oven 15 or 20 minutes. Handle as
little as possible + make as
crisp as you can.

Presumably, Lena taught at the Pagoda Hills Kindergarten since one folder contained an 1886 Thanksgiving performance program from this Oakland school. The slogan of the school was, “We Learn Through Doing.” On the back of program was Lena’s handwritten soda biscuit recipe, perhaps foreshadowing her considerable interest in the culinary arts.

In 1904 Lena R. Eisner received a special certificate for teaching Domestic Science and Cookery in San Francisco. In addition to teaching these special subjects, she held a teacher's certificate for regular subjects including: English grammar and spelling. Lena’s standing in her class was number one.

Miss Lena Reinstein Becomes Mrs. Milton S. Eisner

Milt Silverman described Lena’s future husband, Milton Sidney Eisner (1860-1921), as a “romantic man-about-town.” Milton worked with Lena’s brother Jacob Reinstein in a law firm. Both men graduated from Cal, Jacob in 1873 and the younger Milton a decade later in 1883. We surmise, Jacob introduced Milton to his younger sister Lena.


Milton’s parents were Daniel (1825-1870) and Mary (b.1831) Eisner. Both were immigrants from Bohemia who settled in California in the early 1850s. Their first home was in Folsom, California, where they

worked in retail during the Gold Rush. Like the Reinstens, they moved to San Francisco. The Eisners had six sons, Milton being the fifth in line.

In an era of wooing by letter, one folder contained evidence of courting between Lena Reinstein and Milton S. Eisner. Between 1882 and 1884 there were no less than sixteen envelopes addressed to Milton S. Eisner from Lena. Letters flowed back the other way, too, with Milton writing Lena. By 1883, she received a letter showing that Milton had become a lawyer, the envelope addressed from Milton S. Eisner Law Offices on 330 Pine St. to Miss Lena A. Reinstein.

Lena went to an 1884 *Song Recital and Hop for Company F*, where Corporal Milton S. Eisner was on the Reception Committee. My guess is Lena got a warm one, reception that is, because this was the year that she married the Corporal. Children soon followed. In 1886, the couple had their first child, Milton Daniel Eisner. Three years later in 1889 Helen Eisner, our Nanny Helen, was born.

Mrs. Milton S. Eisner would eventually become a grandmother of six. Her daughter Helen married Henry Friedman (1878-1948). They had four children, our parents: Margaret (1912-1993), Milton (1914-1991), Virginia (1915-1980) and Beatrice Friedman (1919-1997). Her son Milton Daniel Eisner (1886-1959) married Belle Gluckman (1887-1974).



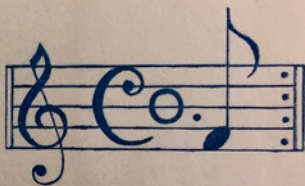
Reception Committee.

CAPT. A. W. COLLINS,	Lieut. P. S. TELLER,
Lieut. GEO. FREDRICKS,	Sergt. W. E. CONNOR,
Sergt. R. J. LOUGHERY,	<u>Corpl. MILTON S. EISNER,</u>
Sergt. J. S. SMITH,	Priv. J. A. MURPHY,
Corpl. Geo. S. FOLSOM,	Priv. G. L. CURTIS.

Floor Manager.

2d. Lieut. P. S. TELLER.

Floor Committee.



Cooking Expert

Lena emerged as a turn of the century version of the frugal gourmet. *The San Francisco Chronicle* from Sunday June 1st, 1902, contained an article entitled, “Luncheon at Ten Cents a Head.” In it, Lena Eisner was heralded for putting on a fantastic luncheon for twelve, for a total cost of \$1.20 or .10 cents a guest. Ten cents in 1900 was about \$3.00 a meal in today’s prices.

The paper reported the menu prepared by Mrs. Eisner listed sixteen items and “her table, set for twelve in a room where gay lights were substituted for sun, was polished so highly that all the wares and decorations twinkled away in its mahogany depths, seeming to {highlight} the very novelty and joy of the occasion...”

The folder also contained Lena’s hand written copy of the luncheon menu, along with a humorous certificate of accomplishment given to her by her friends. A few funny lines included:

Whereas, the meat trust having caused the price of meat to rise so high that it has become a luxury that only vegetarians can enjoy and...

Whereas we have all come with alarmingly large appetites and good digestion ...

Maison Eisner. May 21, 1902

Menu

Soupe en tasse.. Julienne
Pain Français chaud.
Beurre en balles.

Poisson au gratin avec
pomme de terre ^{à la} soulier-corde

Salade d'haricot et laitue.

Ragout de Lapin.

Pièce de résistance

Timbal de penard ^{et} petit pois.

Dessert - ^{Tourtes} Fraises et
^{Chocolats} Russes

Biscuit Merveilleux.

Fromage Américain

Café noir.

Hors d'œuvres -

Olives et Radis.

Chef d'œuvre -

Salade Surprise

pour le rafraichissement
de l'esprit.

Vin de maison

Spring Valley, Vendage 1902.

Decorations pour la table

Tous les fruits et légumes
en saison.

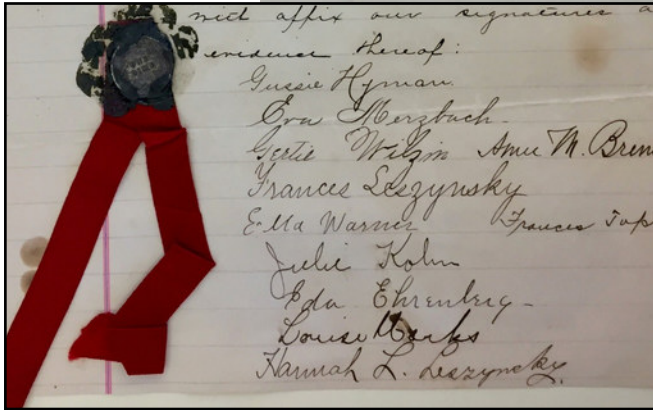
Lena's luncheon
menu for twelve
cost a total of
\$1.20, just 10
cents a guest.

Humorous
certificate
awarded by
friends

San Francisco, California

May 21, 1902.

Whereas, the meat trust having
caused the price of meat
to rise so high that it
has become a luxury that
only vegetarians can enjoy and
whereas, potatoes having grown so
accustomed to going down with
meat, can't break the habit
on a reverse trip and have



(Literary Digest) cause
just to be in
and,
of prosperity
the barnyard
lay only expen

are eggs, except on Saturday
and,
whereas, a very substantial and
elaborate luncheon given

Be it resolved that in spite of the above disheartening conditions Mrs. Eisners' ten cent French luncheon of sixteen courses, including finger bowls and games, be proclaimed an unqualified success, very filling, and that she be commended for the judicious expenditures of money and talent...

Lena was also featured in a second article in the *San Francisco Call*, Sunday June 12th, 1910 which heralded her considerable cooking skills. It was entitled, "Dainty Luncheon for Fifteen Cost Hostess 15 Cents Each." The reporter wrote:

Housekeepers attention! If you are possessed of brains and ingenuity and a moderate amount of pocket money you can entertain on a fairly elaborate scale at the rate of 15 cents a place. The fact was proved beyond a doubt at a luncheon which Mrs. M.S. Eisner was hostess at her home in Baker Street yesterday....

It is all a matter of presentation anyway," Mrs. Eisner said yesterday as she put the finishing touches to the table decorations. "Take the choicest food and serve it carelessly and it makes less of an impression than a less expensive dish with attention to all of the dainty details."

Accompanying the article was a photo of Mrs. Eisner and her daughter Miss Helen Eisner -- our Nanny Helen.

Friends

We know how important friendships were to Lena Reinstein Eisner from her memorabilia containing poems, postcards, and cards to a variety of friends. For example, in one folder was a poem Lena wrote to a school friend on Jan. 21, 1874.

To Carrie,

*Though change may come,
And friends must part,
Distance can not change my heart.*

*From your everlasting friend,
Lena Reinstein*

An entire folder is dedicated to Lena's correspondence to the Warner family, including her life-long friends Anna and Ella Warner. She saved several of Anna's poems including "Eschscholitzia" or "California Poppy," dated April 7, 1891.

In 1891, Lena sent a note of condolence to Ella Warner, saddened by a death in the Warner family. She wrote,



Love & Friendship.

To Carrie;
Though change may come,
And friends must part,
Distance can not change my heart
From your everlasting friend
Lena Reinstein

Jan. 21, 1874.

Denman School.

Lena Reinstein's
friendship poem
to school friend.
1874

ESCHSCHOLTZIA .

(California Poppy.)

----- : -----

O Western flower so brave, so bright, so bold !
What land can claim thee like this land of ours?
For hast thou not drunk deep and long of gold
From earth and heaven through all thy growing hours?
The gold that ^{lies} lies in California's soil
Thou'st reached thy bravest rootlets down to gain,
And won without the miner's weary toil.
And then, with daring surety, thou, again
Hast lifted up thy petals to allure
The golden sunlight as it streameth down,
Till thou hast caught and held its richness pure,
And on thy stem there lies a golden crown.
Our seal is on thee ! May it ever rest !
Thou golden flowret of the Golden West !

Anna Warner,

April 7, 1891.

Poem,
"Eschscholtzia"
by Anna Warner.
1891

My poor dear Ella,

It is has been impossible to compose myself before now, to tell you of the sorrow in my heart and of my sympathy for the grief that fills yours. ... the dainty little blossom has faded away beyond human touch, beyond earthly recall- oh, the pity of it Ella.

In December of 1906, Lena confessed in a note card to Anna Warner that she was not feeling well:

Dear Anna,

I wish I could be transported to your side for a little while for there is so much I want to talk with you about, but I am in such a nervous state ... I am really in need of a long rest.

We don't know what led to Lena's low spirits, although coincidentally it was sent several months after the terrifying Great 1906 San Francisco Earthquake.


One card to Ella Warner in 1922 revealed how Lena cherished her circle of friends. She wrote:

My very dearly loved Ella,

For a little time past, it has been my pleasure to gather close to me a small group who have contributed so much in every way to my life and happiness, and as a slight recognition and recompense for such a loving contribution, I call them my “dollar a year people” -- the dollar however unlike the historical ‘during the war one’, to date from the recipient's birth -- hence the enclosed check which goes with my very best wishes.

Apparently, Lena created a tradition of sending one dollar a year to her closest friends. The idea was modeled after the “dollar-a-year men,” when wealthy business and government executives received a symbolic dollar from the government for their efforts in World War 1. Lena’s adapted this as a fond gesture for her best friends.

Lena Eisner was part of the San Francisco Bay Area’s turn of the century intelligentsia. Uncle Milt pointed out that several of her friends were famous. For example, she had close friendships with luminaries such as poet, novelist and playwright Gertrude Stein and her life partner, Alice B. Toklas. Lena was a patron of the arts, especially modern dancers: Isadora Duncan, Ruth St. Denis and Ted Shawn. In her Will, Lena left money to both St. Denis and Shawn.


 My poor dear Ella - It has been impossible for me to compose myself before now, to tell you of the sorrow that is in my heart and of my sympathy for the grief that fills yours. I cannot realize that the dainty little blossom has faded away beyond human touch, beyond earthly recall - oh, the pity of it, Ella, the pity of it. Each day bears with it a lesson of resignation and...

Letters sent from Lena to her close friends Anna and Ella Warner

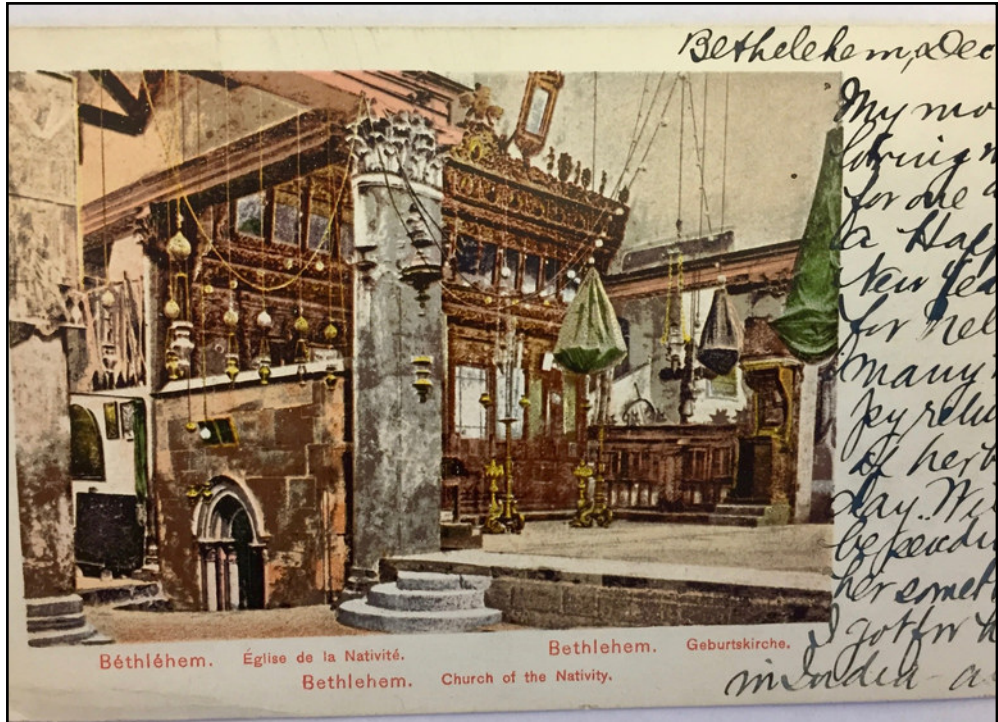
I will... dearest Anna... could be...
 from your dear... a little while
 you me want - but a little while
 to post into that I want
 your fondly yours
 but I am
 a narrow strait
 that I fear
 be of small...
 Lena

World Traveler

Postcards and passports tell the story of Lena Eisner's world travels. The Warner family of Oakland received postcards from their friend during her extensive trips. Lena sent a postcard from Dresden, Germany reporting on her, “most interesting trip through Syria and Palestine Partition, Cairo...” Postcards were also sent of the Sphinx in Egypt and of Bethlehem, wishing the Warners a Merry Xmas and a Happy New Year. Lena sent travel postcards from Macao and Sidney, Australia.

Lena Eisner had at least seven passports issued in: 1898, 1907, 1908, 1912, 1914, 1920, and 1924. According to her first passport, Lena “resided outside” the US from 1898-1900. Her 1907 passport indicated that she was to remain abroad “for an indefinite period” between 1907-1909. In 1914 she spent time in Europe, sailing from Boulogne, France to New York aboard the *President Lincoln*. In 1920 Lena Eisner traveled to Central and South America on the *Heredia*. Her passport from that year indicated that she visited: Brazil, Uruguay, Paraguay, Peru, Columbia, Ecuador, Chile, Argentina, Bolivia, Venezuela, and Guiana.

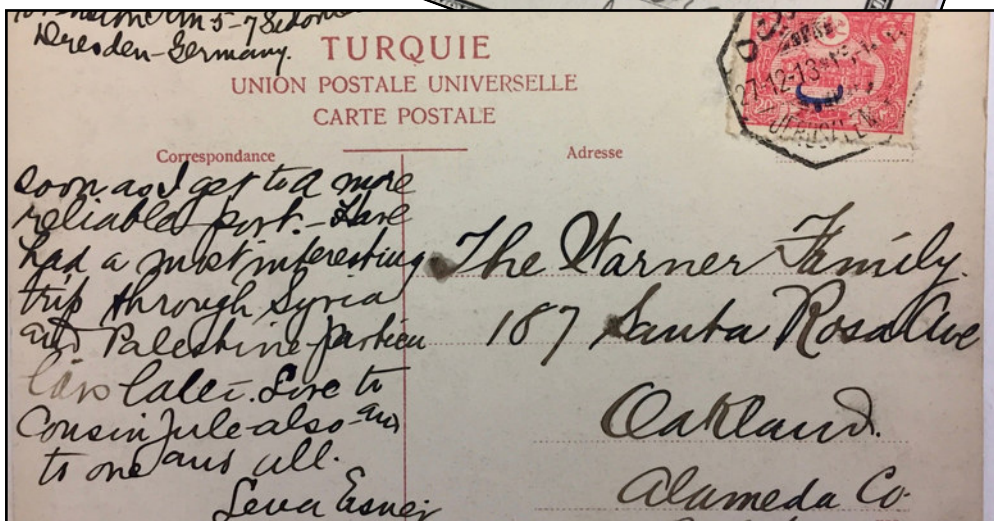
Lena's last passport, issued February 12, 1924, documented her final trip to Europe, including visits to England, France, Portugal, Belgium and other European destinations. Milt Silverman tells us that this European trip was with her daughter Helen when Lena was dying of cancer. They



Bethlehem

My mo
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in India a

Béthléhem. Église de la Nativité.
Bethlehem. Church of the Nativity.
Bethlehem. Geburtskirche.



not only visited European destinations, but “then across Russia and Siberia on the Trans-Siberian Express.”

Over her lifetime, Lena’s adventures took her to six of the seven continents.

Lena’s Essay: the Jewish child shall celebrate Christmas

The longest piece of writing in Lena’s folders was a handwritten essay. On the top of the first page she wrote, “Resolved: That the Jewish child shall celebrate Xmas.” This composition may explain why all of us, Lena’s great grandchildren, grew up celebrating a secular Christmas with our families.

In this polemic, Lena argues that Jewish children should feel free to celebrate a secular Christmas, since Christ was a great person, his values ones which we should not be afraid to honor. She begins by acknowledging that for orthodox Jews and other non-Christians celebrating Christmas “spells trouble” since it is viewed as a “sectarian holiday.” She reminds us that the traditions of Christmas were taken from pagan festivals, long before Christ was born. She adds, "After the introduction of Christianity, the ancient feasts were interpreted with a new spirit, to mean the banishment of darkness and ignorance, selfishness, and ill will, and to inculcate and spread the gospel of new

light, hope and knowledge, love, kindness, and tolerance."

Lena asserts that American Jews could overcome the sting of segregation if they were willing to celebrate Christmas, writing, "We must also remember that we are living in a nation whose history, traditions and makeup are essentially Christian and if we are to free ourselves from the ban of exclusiveness and segregation, we should enter into the spirit of these joyous times..."

Nor does she feel that San Francisco Jews will lose their own Jewish identity by celebrating Christmas, "...we Jews will lose nothing, but rather gain incalculably by joining with our Christian brethren to help the common cause of humanity, and to spread the gospel of love, peace and harmony."

She reminds us that we celebrate many famous people and events in the US. Why shouldn't Christ be one such person? Finally, she points out that Christ is a great role model for our children because his life provided many "deeds of kindness and tender mercy, warm hearted help for the poor and needy, the helpless, and the distressed."

In this essay she shows an extensive knowledge of customs and traditions from around the world. She buttresses her argument by adding her own travel observations from the Holy Land:

Resolved: That the Jewish
child shall celebrate Xmas.

I know the very word
Christmas spells trouble,
not only among the ortho-
dox Jews, but among the
non-Christians who do not
like it because to them
also, it seems to indicate
a sectarian festival. But
we must know that long
before the birth of Christ
the reappearance of the
summer solstice was the
most important celebration

I had timed the date of my world tour so I could be in Bethlehem and Jerusalem during Xmas week and in my walks through both cities, I was led by curiosity to ask many Jewish children whom I saw playing with new toys about their gifts. There, as elsewhere in the world, the answers did not surprise me. The children worship to their Santa Claus as they love to call their Saint Nicholas, and care nothing for the religious side of it.

Our great grandmother ended her essay with "Ring Out, Wild Bells" a part of Alfred Lord Tennyson's poem, "In Memoriam." In copying or remembering the poem, Lena changed a few of Tennyson's lines, most notably, omitting Tennyson's final line, "Ring in the Christ that is to be." Nevertheless, the spirit of the poem is preserved. It is perhaps the best example of Lena's Eisner's philosophy of life contained among her keepsakes. She included the following lines:

*Ring out the old, ring in the new,
Ring happy bells across the snow,
The year is going, let him go;
Ring out the false, ring in the true.
Ring out the feud of rich and poor,
Ring in redress to all mankind.
Ring out the slowly dying cause,
And ancient forms of party strife.*

*Ring in the modern modes of life,
With sweeter manners, purer laws.
Ring out the want, the care, the sins,
The faithless coldness of the times,
Ring out false pride of place and blood,
The civic slander and the spite.
Ring in the love of truth and right.
Ring in the common love of good.
Ring out old shapes of foul disease,
Ring out the narrow lust of gold,
Ring out the thousand wars of old,
Ring in the thousand years of peace.
Ring in the valiant man and free,
The larger heart, the kinder hand.
Ring out the darkness in the land,
Ring in the tolerance that ought to be.*



Lena Eisner with son Milton and daughter
Helen - 1924

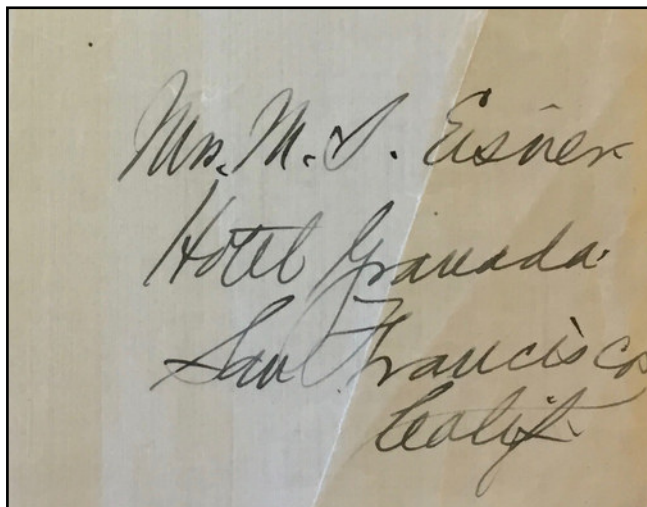
A Life Well Lived

Lena's husband, Milton S. Eisner, died in October of 1921. Lena would live three more years, residing at the Granada Hotel. She did not slow down despite the death of her husband and contracting cancer. Our Uncle Milt Silverman wrote, "When Lena learned she was dying from cancer, she took Helen for a final visit to Europe and then across Russia and Siberia on the Trans-Siberian Express." She passed away at sixty-three, December 14th, 1924.

Lena Eisner's will paints a picture of her loving family and friends. She assigned her son, Milton D. Eisner, and son-in-law, Henry Friedman, as the executors. The document begins, "IN THE NAME OF GOD, AMEN." She left money to her seven grandchildren including our parents: Margaret, Milton, Virginia and Beatrice Friedman. She provided for her nieces and nephews, the Wolfs, and her Reinstein and Rosenshine cousins. Lena left gifts for a dozen friends. She donated to the Associated Charities of San Francisco, as well as the San Francisco Jewish Federated Charities. The remainder of her money and property was bequeathed to her son, Milton, and her daughter, Helen. They are shown with their mom in this final photo taken in 1924.

Though short in stature, our talented great-grandmother was big in intellect and heart. Lena Reinstein Eisner shined in her traditional roles

as teacher, cook, and mother. That said, she lived an unconventional life for a woman of her day. She traveled the world, supported the arts, befriending with some of the Bay Area's leading lights. Lena left a legacy of learning and world travel for her children and grandchildren, and her passion still reverberates in her descendants today. Hers was a life well lived.



Mr. M. J. Eisner
Hotel Granada
San Francisco
Calif.



Lena Eisner with grandchildren



Jacob Reinstein

Cal's First Apostle

In the 1970s I attended UC Berkeley. Little did I know I had an illustrious relative, Jacob Bert Reinstein (1854-1911), who was in the very first graduating class of UC Berkeley. The “Twelve Apostles” as they were dubbed graduated in 1873, exactly a century before I attended Cal.

Not only was our great-granduncle, J.B. Reinstein, one of the very first Berkeley Bears, but he was also appointed UC Regent in the 1890s. As Regent, he collaborated with philanthropist Phoebe Apperson Hearst to expand UC Berkeley, helping to make it a world class university.

Jacob Bert Reinstein was born in 1854 in Visalia, in California’s Central Valley. His parents, Oscar and Hannah Reinstein, were Jewish immigrants from Posen Province in Prussia. They arrived in California during the Gold Rush, selling goods and services to gold miners. Jacob was the first born of the Reinstein’s five children. His four siblings included: Adeline (1856 -1923), Mary (1858-1945), Lena (1861-1924) our great grandmother, and Augusta (1864-1914).

The “Twelve Apostles”

During the 1860s the Reinsteins moved to San Francisco. Jacob entered the brand-new University of California in 1869. The first instruction was held in Oakland with only ten faculty members and forty students. While he attended Cal, J.B. was a member of the Phi Delta Theta Chapter House. In 1873 Cal completed two buildings on the current Berkeley campus: The North Hall and the South Hall. The North Hall is the current site of the Bancroft Library.

J.B. Reinstein and eleven classmates graduated in 1873, the very first class of the new university. The dozen was called the "Twelve Apostles". They were a talented group, who went on to be movers and shakers in late nineteenth century California. *The Brief History of the University of California* lists their accomplishments in its photo caption:

The Twelve Apostles, graduates of the Class of 1873, would become distinguished citizens and public servants. Left to right, standing, are J. B. Reinstein, later a Regent; Frank Otis, Mayor of Alameda; James H. Budd, Congressional Representative and Governor of California; Thomas P. Woodward, engineer and educator; Clarence Wetmore, businessman; and Nathan Newmark, attorney. Seated are George C. Edwards, professor of mathematics; L. L. Hawkins, bank president; Franklin Rhoda, clergyman; Ebenezer Scott, businessman; George J. Ainsworth, Regent; and John M. Bolton, rancher.



The University of California's first graduating class of 1873, known as the "Twelve Apostles." J.B. Reinstein standing on the far left of photo.

Lawyer and UC Regent

After Cal, J.B. Reinstein became a lawyer. Our uncle, Milt Silverman, wrote that J.B. “studied law - coached by his father. Passed the bar examination, became personal attorney for Phoebe Apperson Hearst, mother of William Randolph Hearst.” Phoebe Hearst and our great-great-uncle would work closely together in the 1890s to plan the expansion of UC Berkeley.

Jacob’s law firm hired another Cal graduate Milton Sidney Eisner. It appears J.B. played matchmaker, introducing Milton to his younger sister, Lena. It was a successful match; our great grandparents wed in 1884.

In 1895 J.B. was appointed Regent of the University of California by Democratic Governor James Budd. J.B. and Budd had been classmates at Cal, both part of the first graduating class in 1873. Budd went on to serve in the US House of Representatives and was elected the 19th Governor of California in 1895. On December 28th, 1895 The Alumni Association of University of California honored J. B. Reinstein, one of their own, with a dinner at the swanky Palace Hotel in San Francisco.

BANQUET GIVEN BY
THE ALUMNI ASSOCIATION
OF THE
UNIVERSITY OF CALIFORNIA
IN HONOR OF

Regent J. B. Reinstein.

—UC—

Eastern Oysters, Half Shell.

Consommé Royale.

Radishes. Celery. Olives. Lyons Sausage.

Paupiette of Sole, Dieppoise.

Cucumbers. Potatoes Croquettes.

Cresta Blanca Sauterne.

Filet of Beef, Montésquieu.

Kirsch Punch.

Roast Spring Chicken with Dressing.

Romain Salad.

Everett Ranch Claret.

Stuffed Egg Plant.

French Peas.

Mixed Ice Cream.

Assorted Cakes.

Dessert.

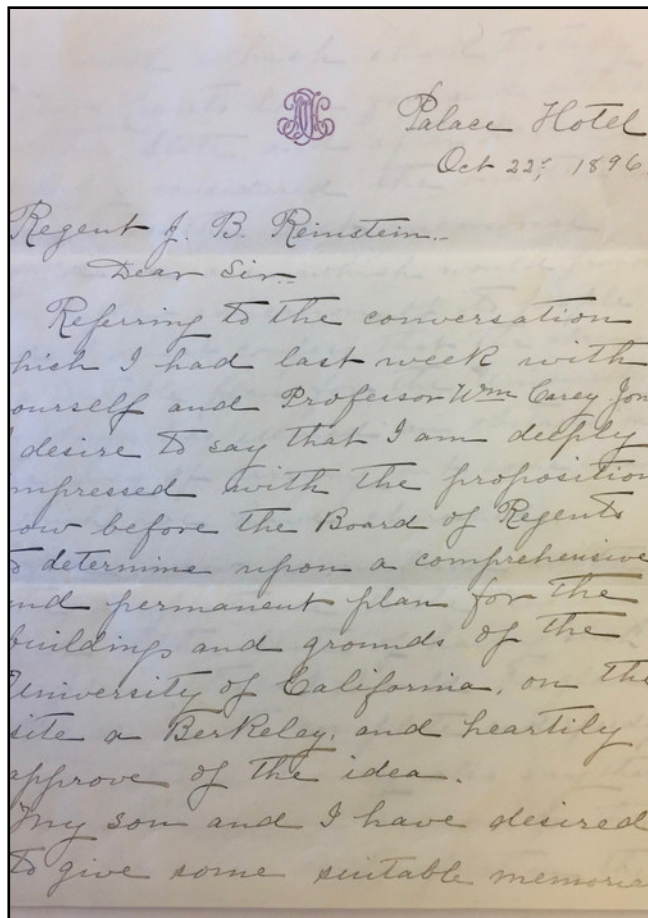
Coffee.

Conservatory, Palace Hotel,

Saturday, Dec. 28, 1895.

In 1895, the Cal Alumni Association honored the newly appointed Regent J. B. Reinstein with a banquet at the Palace Hotel.

1896 letter from Phoebe A. Hearst to J.B. Reinstein, agreeing to put up prize money for an architectural competition to expand the UC Berkeley campus.



Palace Hotel
Oct 22^d 1896.

Regent J. B. Reinstein.

Dear Sir,

Referring to the conversation which I had last week with yourself and Professor Wm. Carey Jones I desire to say that I am deeply impressed with the proposition now before the Board of Regents to determine upon a comprehensive and permanent plan for the buildings and grounds of the University of California, on the site at Berkeley, and heartily approve of the idea.

My son and I have decided to give some suitable memorial

A Plan to Expand UC Berkeley

In 1896, J.B. Reinstein proposed to the UC Board of Regents that they expand and improve the campus, “befitting the best and noblest purposes of the state.” As the story goes, Reinstein approached Cal drawing instructor Bernard Maybeck about designing large scale improvements to the University. Maybeck proposed an architectural competition to solicit plans. The real breakthrough came when Reinstein pitched the idea to philanthropist Phoebe Apperson Hearst, who agreed to use part of her husband’s mining fortune to bankroll the competition.

In mid-October J.B. Reinstein, Professor William Carey Jones, and Phoebe Apperson Hearst met to finalize the concept. At the Bancroft Library, I found and read Phoebe Apperson Hearst’s letter to J.B. Reinstein. On October 22nd, 1896 Hearst sent a letter from her Palace Hotel suite addressed to Regent J.B. Reinstein. She wrote:

Dear Sir,

Referring to the conversation which I had last week with yourself and Professor Wm Carey Jones, I desire to say that I am deeply impressed with the proposition now before the Board of Regents to determine upon a comprehensive and permanent plan for the buildings and grounds of the University of California, on the site at Berkeley, and heartily approve of the idea.

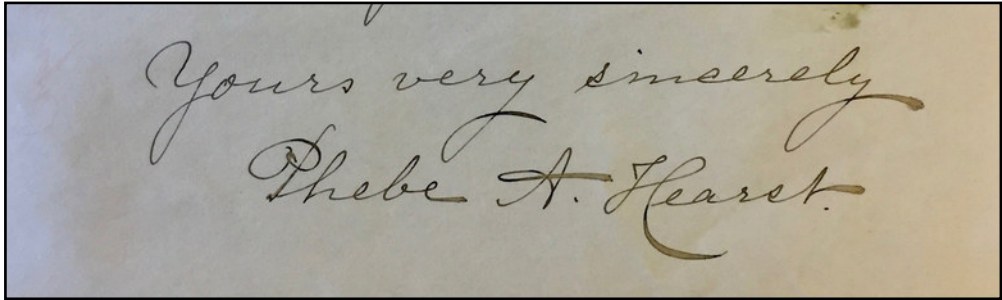
I feel now so imbued with the importance to the University and to the State of having such a plan, that I should be glad to aid in its complete and speedy realization. I may also say that I am the more anxious for this as I have in contemplation the erection on the University grounds of two buildings, one of them to be a memorial which shall testify to Mr. Hearst's love for and interest in this State.

I would therefore suggest that I be permitted to contribute the funds necessary to obtain, by international competition, plans for the fitting architectural improvement of the University grounds at Berkeley, and I desire to say that the success of this enterprise shall not be hampered in any way by a money consideration.

I have only one wish in this matter--that the plans adopted should be worthy of the great University whose material home they are to provide for, that they should harmonize with, and even enhance, the beauty of the site whereon this home is to be built, and that they should redound to the glory of the State whose culture and civilization are to be nursed and developed at its University.

As the full execution of these plans will probably require a long period of time, and one of constant and assiduous attention, I should like to suggest that this trust be reposed in a special committee which shall represent the several interests involved. I would name as such

trustees, His Excellency James H. Budd, representing the State; Regent J. B. Reinstein, representing the Board of Regents; and Professor William Carey Jones, representing the University.”

A photograph of a handwritten signature in cursive script. The signature reads "Yours very sincerely" on the first line and "Phoebe A. Hearst." on the second line. The paper is aged and yellowed, and the signature is written in dark ink.

Reinstein wasted no time in replying to Hearst’s letter. He sealed the deal the same day, writing:

Dear Madam,

I am in receipt of your letter of today expressing your earnest wish for an International architectural competition for a permanent and grand plan for buildings and grounds of the University of California at Berkeley, and also your splendid gift to further the obtainment of such a plan.

J.B. Reinstein's reply to Phoebe Hearst, agreeing to the plan to hold an architectural competition to expand the UC Berkeley campus.

San Francisco
Oct. 22, 1896.

Mrs. Phoebe A. Hearst
Palace Hotel-City.

Dear Madam

I am in receipt of your letter of today expressing your earnest wish for an international architectural competition for a permanent and grand plan of the buildings and grounds of the University of California at Berkeley, and also of your splendid gift to further the obtainment of such a plan.

Perhaps nothing at this time could be more opportune or important for the State University than this wise gift and the

Perhaps nothing at this time could be more opportune or important for the state University than the wise gift and the gracious influence of its donor, through which we may hope soon to obtain a plan which shall contemplate upon the superb site of this University, buildings in every way worthy of a great State and its highest institution of learning.

Whatever may be considered the important needs and the factors of success in this University, it is certain that they all will be subsumed immeasurably by buildings which shall embody the power and dignity of a sovereign State, at the same time that they shall exalt education by the inspiration of glorious architecture, making patriotism and a lofty regard for the State as certain as a result of a course as this University as love for what is beautiful and true.

Your thought and kindness foreshadow such a plan as will accomplish this double purpose and in addition, will spur the pride and interest of State and individuals to steadily realize that plan, in useful beautiful and harmonious structures.

I shall take the earliest opportunity to bring your letter to the attention of the Board of Regents, and with your permission, will accept with pleasure my share of the great trust conferred. In the meantime, permit me to express to you on behalf of all who cherish

the welfare of the University of California a sense of deep and lasting obligation.

*Yours very sincerely,
JB Reinstein*

J. B. Reinstein Travels East and to Europe

Along with Reinstein, Governor Budd endorsed the plan with his letter. The Regents voted unanimously to support what was to be called, the Phoebe A. Hearst Architectural Plan. By winter of 1896, J.B. Reinstein and Bernard Maybeck were in New York and other Eastern cities. They were consulting architects and visiting the Federation of Fine Arts in New York to get ideas.

In the May of 1897, J.B. Reinstein joined Mr. Maybeck in Europe. When they returned from Europe, Mr. Reinstein gave an interview, describing his activities in Europe.

We have been to London, Edinburgh, Manchester, and to the towns and cities of Great Britain containing the principal monuments of architecture, as well as to Paris, Brussels, Hamburg, Denmark, Berlin, Leipzig, Prague, Strasburg, Heidelberg, Dresden, Vienna, Budapest, Milan, Verona, Venice, Rome, Florence, Geneva, and

cherish the welfare of
University of California a
deep and lasting obligation.
Dear Madam

Yours very sincerely
L. B. Reinstein

other cities, interviewing leading architects, artists and landscape gardeners, and enlisting their interest and aid. The greatest and most renowned architects, artists and landscape gardeners, prominent all the world over for the work they have done in connection with educational institutions, have not only given us most cheerfully and most freely of their time and attention, of suggestion and counsel, but have received the proposition with unbounded enthusiasm. They have entered into its accomplishment with whole-souled enthusiasm and without any hint or thought or pecuniary recompense. Everywhere we have been told that the plan affords the greatest opportunity that has ever been offered in the history of architecture.

J.B. Reinstein was nothing if not enthusiastic about the project. In 1897, a prospectus was created for the competition. According to Calisphere, "Eight thousand copies of this "Programme for an International Competition for the Phoebe A. Hearst Architectural Plan of the University of California," were issued, four thousand in English, two thousand in French, and two thousand in German."

The 1898-1899 competition for Phoebe Apperson Hearst's \$10,000 prize produced 105 entries. The deadline for submissions was August 1, 1899. Eleven architects made the finals. Their plans were housed at San Francisco's Ferry Building to be judged by a distinguished international panel. Rounding out the five-judge panel, and representing the University of California, was J.B. Reinstein.



South Hall was built in 1873, the year J.B. graduated. It is the oldest building on campus.

Cal Picks the Architectural Expansion Plan

The *San Francisco Call* reported on August 31, 1899, "Famous Architects From Abroad Come to Judge University Plans." The architects and J.B. visited the Cal Berkeley campus to see the site, escorted by Phoebe Hearst. They were treated to a concert at San Francisco's City Hall and met Mayor Phelan.

The following day the commission inspected the architectural entries at the Ferry Building and enjoyed a banquet at the Palace Hotel. The third day of their visit, they toured the Bay by boat and spent a night on Mount Tam, my old stomping grounds. Later in the week the architects were entertained by Phoebe Hearst at her home and attended a banquet at the Cliff House. On the final day of their visit, the judges returned to the Cal Campus, where they were greeted by students and faculty.

The Commission awarded the \$10,000 prize to French architect Emile Bernard. However, Bernard chose not to come to the US to implement his plan for the expansion of Cal. Instead, Bernard's vision was carried out by another architect in the competition, John Galen Howard.

In the 1890s, twenty years after J.B. graduated Cal, the population of Berkeley was just 5,000 people. In those same two decades, the University had only added three wooden buildings to its existing two



The Phoebe
Apperson
Hearst Plan
for the design
of the UC
Berkeley
campus.
Circa 1899

campus halls. After the Phoebe Apperson Hearst Architectural Competition, Howard oversaw the construction of eighteen buildings in the Beaux Arts style. They included some of the most famous structures on the Cal campus including: The Campanile, Doe Memorial Library, California, Durant, Le Conte and Wheeler Halls, The Hearst Mining Building and the Hearst Theater, and Sather Gate. The partnership of Hearst and Reinstein led to a rapid expansion of Cal's campus after the turn of the century.

J.B. Reinstein's Address to the UC Regents

J.B. Reinstein spelled out his vision for the University of California in a speech he gave to the Regents in 1898. I was alerted to J.B.'s presentation, *Address of Regent J.B. Reinstein at a special meeting of the Regents of the University of California*, by my cousin Don Brunsten. He read the short book, sending me his excellent summary. Don wrote,

The first thing that comes through is J.B.'s love of his home state, California... He emphasizes the importance of California and the Pacific Coast to the future of the United States, "in peace and war." In so doing, he rather eerily anticipates events that would unfold about 43 years later.



Le Conte Hall completed in 1924 by John Galen Howard, one of several buildings constructed by the architect.

The second, clear feeling from the address is J.B.'s love of the University. In 1898, he is keen to compare Cal with elite, established institutions like Harvard, Yale, Columbia, and Cornell. As a role model, he seems particularly interested in the then-new and upstart "Chicago University," aka University of Chicago. At various points, J.B. slyly mentions to the Regents how "one of your number" recently toured all these noble academies and was able to hobnob with their presidents and top educators. J.B. can take some credit for pioneering the personal junket on the University's behalf.

In looking at these other colleges, and getting into the nitty gritty about their enrollments, expenditures, faculties, and endowments, J.B. studiously ignores another promising upstart. This upstart was established at the same time as Chicago, but in a rather more nearby locale called Palo Alto. The omission makes a good deal of sense when the next part of the address is considered.

As a regent, J.B. became the driving force in a very ambitious plan to build out and enlarge the Berkeley campus, all under a world class architectural scheme... Accordingly, J.B. devotes a great deal of the address to the Regents to promoting the "royal generosity" of Phoebe Hearst and the Hearst Architectural Plan for the University...

**Address of Regent J. B. Reinstein
at a special meeting of the Regents
of the University of California**

Jacob Bert Reinstein



Reprint from the collections of
the University of California Libraries

J.B. Reinstein's
Address to the
Regents of the
University of
California in
1897.

Address of Regent J. B. Reinstein

At a Special Meeting of the Regents of the
University of California "For the purpose of
suggesting and discussing matters necessary to
the prosperity of the University," Jan. 15, 1898.

J.B. also gives a brief shout out to Mr. Levi Strauss, who had underwritten scholarships at the University. Mr. Strauss's descendants by marriage, and the heirs to Levi Strauss & Co., the Haas Family, didn't really need the scholarships for themselves. But Walter Haas, Jr. had a good friend and roommate at Bowles Hall, named Stan Brunsten, who probably did.

In the end, J.B.'s address to the Regents is an urgent call for funding, both private and public, for the growth and enhancement of the University. At least some of his arguments seem persuasive. And it's fun to see the language a Reinstein used in 1898 to make a point. Looking back, J.B. can be seen as one of the key development officers in Cal's history.

First of the "Twelve Apostles"

Said another way, J. B. Reinstein was first among the "Twelve Apostles" for his vision to build Cal into one of the world's top public universities. The *San Francisco Call* 1911 obituary, "J. B. Reinstein Called by Death," lauded his accomplishments:

He was an efficient worker for the university and rendered excellent service as a member of the committees on grounds and the medical department. He planned and took a prominent part in the



J.B. Reinstein was a charter member of the Sierra Club and had a peak named after him in Kings Canyon National Park

architectural competition which Mrs. Phoebe Hearst inaugurated to secure comprehensive plans for the rebuilding of the university. The competition was successful in every way, and the buildings now being erected on the university campus are in accord with the general plans of M. Bernard, who was awarded the prize in the competition. Regent Reinstein inaugurated the student volunteer movement which led to the improvement of the grounds of the university 11 years ago. Reinstein was elected a graduate member of the Golden Bear honor.

We also learn from his obituary that our great-granduncle was “a staunch democrat.... and a skillful whist player.” Not mentioned, but worthy of our praise, is that J.B. Reinstein was a charter member of the Sierra Club in 1892. Don shared that J.B. was recognized for this early support of John Muir and the Sierra Club by the naming of Reinstein Peak in the Kings Canyon National Park.

Playing the "Reinstein Card"

Most of us had no idea our ancestor played such a prominent role in the growth of Cal. When my cousin Bill Brunsten learned about J. B. he quipped, “If I had known about the family history, maybe we could have played the “Reinstein card” with the admissions department.”

Successive generations of family members attended Cal, including my daughter Tamiko. I was a student at UC Berkeley exactly a century after my great-great-uncle graduated from the University. It is fun to think that as we studied at Doe Library, attended lectures at Wheeler Hall, or went to concerts at Hearst Theater, we had our illustrious relative, J. B. Reinstein, Cal's first Apostle, to thank.



Emile Bernard won the architectural competition prize money. However, architect John Galen Howell oversaw the construction of eighteen buildings, including some of the most famous UC Berkeley structures. Left: Sather Tower, also called the Campanile clock tower.

At our recent gathering, my cousin Don told a very funny story about Mary Reinstein and her "ne'er-do-well" husband, Charles Shainwald. Our Uncle Milt Silverman knew Mary. He wrote the couple's saga during the 1980s, when he put together a family tree with short biographies of our most colorful characters.

Mary Reinstein Shainwald

by Milt Silverman

One of J.B.'s sisters was Mary, who - - naturally! - - was not permitted to attend college. She fell in love with a classmate of her brother, Charles Shainwald. Shainwald had no money and few prospects other than to manage a sheep "run" somewhere in the middle of Australia. Mary's father refused to permit the marriage until Mary announced she would marry him in any case and run off with him to Australia.

Mary and Charles - - the two of them together probably weighed less than 200 pounds - - went to the Australian outback, somewhere near what is now Alice Springs. The first years were unadulterated hell, with nothing but drought, crop failure, and death of the sheep. Mary used to tell us about the trees without leaves, covered only by snakes. She gave birth to two children, both of whom died in infancy.

Eventually the climate improved, and sheep-raising again became profitable, but Charles and his fellow sheep-raisers felt they were being ripped off by the shipping companies that carried their mutton from Australia to around the tip of Africa to England. They chartered their

own freighter - - apparently a dreadful, rusty bucket – and used it to make a much better profit. Later they chartered additional freighters, and their profits continued to grow.

Finally, as Mary told us, it became evident that it would be still better to ship the mutton from Australia to Vancouver and then ship it overland to Montreal, from where freighters could carry it quickly to London. Unfortunately, there was then no trans-Canada railroad. It was Mary's account that Charles and his partners were instrumental creating what is now the Canada Pacific RR Co.

Charles and Mary made a packet out of all this. Eventually, they became British citizens. They maintained residences in London, Ottawa, and San Francisco. They spent many of their winters in Cairo, where they became frequent house guests of Lord and Lady Kitchener (he the hero of the Battle of Khartoum and the governor-general of Egypt), and sailed with them on houseboats on the Nile.

At length they returned to San Francisco as a permanent home and took a huge suite in the Palace Hotel. They were certainly there at the time of the 1906 earthquake and fire, when renowned tenor Enrico Caruso was their neighbor in the hotel.

The Shainwalds were severely hit during and after the 1907 crash. Charles died shortly thereafter, but Mary survived until the end of World War II. She survived rather handsomely, occupying a suite on the on the top floor of the Fairmont Hotel. She was a feisty, fire-breathing little thing who completely terrified her relatives. She was known as a “Will-Waver;” every time one of her relatives displeased her (which was frequent), she threatened to cut the miscreant out of her will. In some instances, she carried out the threat.

Her great passion was not merely playing Mah Jongg but winning at Mah Jongg. The first time I played with her, I found she was cheating and loudly denounced her. We adored each other ever since.

Acknowledgments

When John and Barbara graciously opened their Mill Valley home for our reunion, attending were descendants of each of the Fab Four Friedmans: Margaret, Milton, Virginia, and Beatrice.

As I listened to my cousins share vignettes about our Nanny Helen's family, I realized I didn't know much about our Reinstein roots. It was time to learn more.

I began by consulting the 1980s research of Rick's Dad, our Uncle Milton Silverman. His power packed paragraphs were a road map. I made several trips to Cal's Bancroft Library, looking through folders of materials of our great grandmother Lena Reinstein Eisner and our great granduncle Jacob Bert Reinstein. As I worked on J. B.'s biography, I received lots of helpful information from my cousin Don Brunsten.

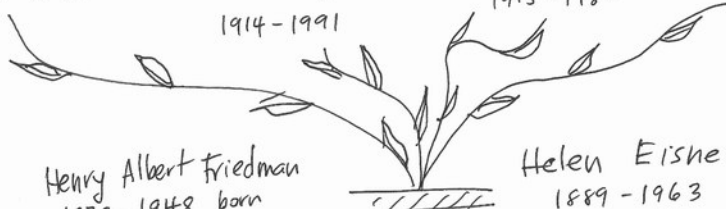
Our Reinstein ancestors embodied a passion for education, an appreciation for the arts, a love of nature, a fondness for travel, and a desire for a just society. It is a beautiful heritage they have given us.

Margaret Friedman
1912 - 1993

Milton Friedman/
Forrest
1914 - 1991

Virginia Friedman
1915 - 1980

Beatrice Friedman
1919 - 1997



Henry Albert Friedman
1878 - 1948 born
San Francisco

Helen Eisner
1889 - 1963
born San Francisco

Marx Friedman
1850 - 1934
imm. year 1870

Julia Schlomsky
1855 - 1924
marriage yr.
1873

Milton Eisner
1860 - 1921
born Folsom, CA

Lena Reinstein
1861 - 1924
born Visalia, CA.

Lewis Friedman
1819 - 1897
Suwalki,
Russia

Cyril Davis
1821 - 1883
Russia

Jacob Schlomsky
1825 - 1883
Kalwari,
Russia

Hannah Lichtenstein
1830 - 1877
Kalwari,
Russia

Daniel Eisner
1825 - 1870
Bohemia
(Czech)

Mary
1831
Bohemia

Oscar Reinstein
1827 - 1906
Posen,
Prussia

Hannah Jacobs
1834
Posen,
Prussia





You can learn about other branches of your family tree on the *Our Ancestors* website, which includes: on-line books, essays, family trees and photos, too.

<http://daveforrest.net/ancestors>