
Guide to the Rosenberg Family Papers, 1865-1977

Collection number: 71/10

Western Jewish History Center

Berkeley, California

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Descriptive Summary

Title: Rosenberg Family Papers,

Date (inclusive): 1865-1977

Collection number: 71/10

Creator: Rosenberg Family

Extent: 6 boxes, 2 oversize boxes, 1 oversize folder, and trunk

Repository: The Western Jewish History Center.

Berkeley, California 94705

Language: English

Access

Collection is open for research by appointment only every Monday-Thursday, except for those Jewish and Federal holidays when it is closed.

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Introduction

In 1971, Louise Rosenberg Bransten Berman donated a collection of Rosenberg family papers and memorabilia, shipped in a trunk originally belonging to her grandmother Sarah Ackerman Greenbaum. She also sent materials concerning her involvement with "civil rights, peace, Russian American understanding, Young Democrats etc. to the Historical Association in Wisconsin" and "old San Francisco-ana to the

Brief Biographical Note

Louise Rosenberg Bransten Berman was the daughter of Abraham Rosenberg and Alice Greenbaum Rosenberg. Abraham Rosenberg (1865-1929) was born in Jenny Lind, California and with his brothers Adolph and Max ran Rosenberg Brothers & Company, one of the largest dried fruit companies of its time. Before starting Rosenberg Fruit Company, Abraham was in the shoe business. Alice Greenbaum Rosenberg (1876-1943) was born in San Francisco, the daughter of Louis and Sarah Ackerman Greenbaum. They married in 1902 and their only child, Louise, was born in 1908. Louise married Richard Bransten in 1929 and had a son Thomas in 1938. Louise later married Lionel Berman.

The Rosenbergs were very active socially in San Francisco and friends with a number of local artists, writers, and musicians/composers including Ernest Bloch, Isaac Stern, Oscar Weil, Charles Erskine Scott Wood, and Imogene Cunningham.

Scope and Content

This collection contains correspondence, photographs, memorabilia, family documents, wedding invitations and album, birth notices and obituaries, school records, scrapbooks, programs for theater, concerts, and balls. Also information concerning Rosenberg scholarships, artifacts, antique trunk, business records, company magazines, and pamphlets.

The collection is divided into seven series: Correspondence, Family Papers, Travel, Business, Louise Rosenberg Bransten Berman, Photographs, and Objects. The Correspondence, Louise Berman, and Photograph Series make up the bulk of the collection.

Correspondence is primarily between family members, and extensive photographs include family and friends as well as travel photos. Other travel materials include documents pertaining to two trips to Europe and a 1906 trip to Japan that coincided with the 1906 San Francisco Earthquake. There is very little material directly on the Rosenberg Brothers' business dealings.

Also of note are clippings from Japanese newspapers reporting on the 1906 San Francisco Earthquake. The collection also includes a few business related items including an issue of *California Fruit News*, and a copy of the book by and about the Rosenberg Brothers' company, *Years Mature*.

Condition Report

Overall, the collection is in relatively good condition. One of the tin-types and one of the Ambrotypes are in poor condition. The beaded fringe is also in fair to poor condition and sheds beads when handled. All photocopies have been copied or encapsulated.

Related Sources & Collections

Years Mature. Rosenberg Bros. and Company

The Descendants of Joseph and Jane Brandenstein, Joseph M Bransten.

Series I: Correspondence, 1865-1951

Physical Description: 37 folders

Scope and Content Note

This series contains both family, social and business correspondence. Much of the correspondence was originally in bundles tied with ribbon or placed in cloth pouches.

The bulk of the correspondence is between Louise Rosenberg Bransten Berman (LRBB) and her parents during her attendance at Vassar (1926-1929). Of special note is a letter from Sarah Ackerman to Louis Greenbaum (Alice Greenbaum Rosenberg's parents) before their marriage describing San Francisco in the wake of Lincoln's assassination. Other early correspondence includes correspondence between Abraham Rosenberg's siblings (Adolph, Max, and Minnie, and Minnie's husband, Henry Jerusalem) and Abraham Rosenberg (AR) or their mother (Lena Oppenheimer Rosenberg).

Correspondence with AR's cousin, Samuel Oppenheimer, concerns both family and business.

Also included are letters written by AR to his wife, Alice Greenbaum Rosenberg (AGR), including a series of small anniversary cards that had been tied together with string. Twenty-fifth Anniversary cards and congratulations include greetings from a range of prominent and artistic figures. LRBB corresponded with both her parents and received extensive letters and telegrams from both parents while she was at Vassar. While a small child, LRBB received correspondence from Oscar Weil. After her father's death LRBB continued his correspondence concerning assistance for Ah Lim, an elderly Chinese man AR had known in Jenny Lind, and negotiated with the University of California and other institutions about memorial scholarships and other donations.

Series II: Family Papers, 1878-1934

Physical Description: 12 folders, 3 oversize folders

Scope and Content Note

This series contains a variety of family papers including a family tree of the German Oppenheimer family, school and marriage records, scrapbooks, and memorabilia. Of note are two legal documents (in both German and English) giving Abraham Rosenberg power of attorney from Samuel Oppenheimer.

Extensive records on LRBB's schooling are found in Series V. This series contains a yearbook from Abraham Rosenberg's school days and graduation programs for a number of Greenbaum relatives. AR and AGR's wedding is documented through invitations and a partially filled out "Wedding Book." Other material include two scrapbooks filled with doggerel and illustrations that were gifts to AGR, numerous small diaries, calendars and notebooks belonging to either AR or AGR, programs for plays and other events, pamphlets, and other material written by friends (including Charles Erskine Scott Wood).

Series III: Travel, 1906-1925

Physical Description: 5 folders, 1 oversize folder

Scope and Content Note

This series contains both official travel documents, including letters of introduction from the State Department, and miscellaneous materials documenting one trip to Japan, two trips to Europe, and two automobile trips taken by the Rosenbergs between 1906 and 1925. Materials from the Japan trip include a ship passenger list and other souvenirs, as well as Japanese newspaper reports on the 1906 San Francisco earthquake, and telegrams between the Rosenbergs and family members at home. The first (1912) European trip's documentation includes correspondence, ship and hotel records, and business details. The second trip's documents include a large number of receipts and purchase records, and a journal kept by AGR.

Series IV: Business, 1884-1958

Physical Description: 1 folder and 1 oversize folder

Scope and Content Note

This series contains clippings and a book documenting the Rosenberg Bros. & Company, including the report of the company's dissolution in the August 16, 1958 and California *Fruit News*. Also included is a copy of the 1884 *Shoe and Leather Reporter*.

Series V: Louise Rosenberg Bransten Berman, 1908-1977

Physical Description: 9 folders and 1 oversize folder

Scope and Content Note

This series contains documents ranging from LRBB's birth to her death. Besides birth and wedding announcements this series contains extensive school records including grade reports, health card, and a notebook/scrapbook from a home economics course. Other materials include a book written and hand illustrated by Hugo Selig for "Louise," as well as invitations and dance cards. A large newspaper clipping in the oversize folder shows LRBB as a bridesmaid at a friend's wedding in 1928. Later material includes a 1929 notebook listing purchases and credits at various stores, book collector's catalogs, and correspondence to LRBB as a member of various boards and organizations. A 1977 obituary of LRBB is the last item in this series.

Series VI: Photographs, c.1860-1938

Physical Description: 24 folders, 3 oversize

Scope and Content Note

This series contains photographs of family and friends including 5 unidentified tintypes and 2 glass plate "ambrotypes" showing Sarah Ackerman Greenbaum and Louis Greenbaum, most likely at the time of their marriage. Also included in this series is a signed Ansel Adams photographic portrait of Annette Rosenfield. Family photographs include members of the Rosenberg, Greenbaum, Ackerman, and Jacobs families, as well as a number of Heynmans. Friends include Oscar Weil, Charles Erskine Scott Wood and his home "The Cats" in Los Gatos, and others. There are a number of photographs of "Som" or "Sam" the Rosenberg's long time Chinese cook, who is also mentioned in the 1906 Japanese travel materials in Series III.

Besides formal portraits in a range of sizes and formats (carte de visite to framed and matted oversize items) the collection also includes numerous snapshots, taken by Abraham Rosenberg of family trips. Of special note are photographs that illustrate the 1921 road trip described in the trip diary found in Series III, photographs of Santa Barbara after the 1925 earthquake, photographs of two movie sets/productions (Pt. Lobos 1920, and Omar Khayyam/Santa Barbara 1921). The negatives are included for most of the snapshots.

A framed portrait of Sarah Ackerman Greenbaum is found in Oversize Box 2 and other large sized photographs including very faded wedding pictures of LRBB and Richard Bransten, a 1921 LRBB class photo, and a 1906 photograph of the Fruit Growers Conference.

Series VII: Objects, 1902, n.d.

Physical Description: 1 trunk and 1 oversize box

Scope and Content Note

Besides the antique trunk itself, this series contains a variety of objects included in the trunk. Objects include: an ornamental hair comb decorated with marcasite and tortoiseshell, a folding white feather fan, and several pieces of black and silver beaded fringe. The most unusual items are a Bell & Howell light meter for a "Film Cine Camera" and a box containing a small piece of Alice Greenbaum Rosenberg's 1902 wedding cake. Also included are a number of small pouches most of which originally contained packets of letters.

Correspondence

Box-folder 1/1 **From Sarah Ackerman Greenbaum 1865, 1878, n.d.**
Box-folder 1/2 **To Lena Rosenberg from Minnie, Max and Adolph 1888**
Box-folder 1/3 **To Abraham Rosenberg (AR) from Felix Deutch 1880-1891**
Box-folder 1/4 **To AR from Minnie, Max and others 1885-1888**
Box-folder 1/5 **To AR from Minnie, Henry Jerusalem and Max 1890-1901**
Box-folder 1/6 **To AR from Samuel Oppenheimer 1885-1890**
Box-folder 1/7 **To AR from L. Leventritt 1889**
Box-folder 1/8 **To AR -- Business 1883-1912**
Box-folder 1/9 **To Alice Greenbaum Rosenberg (AGR) from AR 1902-1928, n.d.**
Box-folder 1/10 **To AGR Anniversary Cards and Notes from AR 1902-1936, n.d.**
Box-folder 1/11 **To AGR from Louise Rosenberg (LRBB) 1916-1927, n.d.**
Box-folder 1/12 **To AGR from Arthur Oppenheimer 1943**
Box-folder 1/13 **To AR and AGR - 25th Anniversary Notes 1927**
Box-folder 1/14 **To AR and AGR from Louise Rosenberg (LRBB) 1919-1924**
Box-folder 1/15 **To and From AR and AGR - Miscellaneous 1911-1929, n.d.**
Box-folder 1/16 **To LRBB from Oscar Weil 1908-1918, n.d.**
Box-folder 1/17 **To LRBB from AR 1919-1928**
Box-folder 1/18 **To LRBB from AR (c. 1926-1929) n.d.**
Box-folder 1/19 **To LRBB from AGR 1919-1926**
Box-folder 2/1 **To LRBB from AGR 1927**
Box-folder 2/2 **To LRBB from AGR 1927-1929**
Box-folder 2/3 **To LRBB from AGR (Palm Springs) 1927-1928, n.d.**
Box-folder 2/4 **To LRBB from AGR (Indio) 1929, n.d.**
Box-folder 2/5 **To LRBB from AGR (East Coast and Chicago) n.d.**
Box-folder 2/6 **To LRBB from AGR n.d.**
Box-folder 2/7 **To LRBB from AGR n.d.**
Box-folder 2/8 **To LRBB from AGR n.d.**
Box-folder 2/9 **To LRBB from AGR n.d.**
Box-folder 2/10 **Telegrams to LRBB from AG and AGR 1926-1929**
Box-folder 2/11 **To LRBB and Richard Bransten 1929**
Box-folder 2/12 **To and From LRBB - Miscellaneous 1919-1929, n.d.**
Box-folder 2/13 **"Obituaries, Condolences" family 1919-1949, n.d.**
Box-folder 2/14 **To AR and LRBB - Re: Ah Lim 1929-1931**
Box-folder 2/15 **Scholarship and Fellowship Funds 1930-1945, n.d.**
Box-folder 2/16 **Art Museums/Art 1931-1944**
Box-folder 2/17 **Biographical Research on AR 1943-1951**
Box-folder 2/18 **Oscar Weil Fund/UC Berkeley 1946-1949**

Family Papers

- Oversize Oversize F **Oppenheimer Family Tree n.d.**
- Box-folder 3/1 **Oakmound School - AR's Graduation 1878/1879**
- Box-folder 3/2 **Graduation Programs - Various Family 1886-1894**
- Box-folder 3/3 **Power of Attorney - Samuel Oppenheimer to Abraham Rosenberg Feb. 4, 1887**
- Box-folder 3/4 **Programs -- Plays, Concerts & Events 1886-1934, n.d.**
- Box-folder 3/5 **Membership Cards and Misc. - AR 1897-1930, n.d.**
- Box-folder 3/6 **Wedding Certificate and Invitation - AR & AGR Feb. 25, 1902**
- Box-folder 3/7 **Wedding Book [partially completed] - AR & AGR 1902**
- Oversize Oversize 1 **Notebooks, Diaries, and Wallets - AR & AGR n.d.**
- Box-folder 3/8 **"The Alice Book" From Marguerite Stabler 1909**
- Box-folder 3/9 **Scrapbook with Pictures and Poems [AGR] n.d.**
- Box-folder 3/10 **Miscellaneous - AR and AGR n.d.**
- Box-folder 3/11 **Cards, Pamphlets, Writings of Others 1889-1935, n.d.**
- Box-folder 3/12 **Vacuum Cleaner and Safe Instructions 1911, n.d.**
- Oversize Oversize 2 **Liberty Loan Committee and Minute Men of Lexington Certificates 1914, c.1925**

Travel

Box-folder 3/13 **Travel Documents 1906**
Box-folder 3/14 **Japan [includes S.F. Earthquake] 1906**
Box-folder 3/15 **"Europe Trip 1912" Correspondence, etc. 1912**
Box-folder 3/16 **Automobile Travel Diaries 1919, 1921**
Oversize Oversize 2 **Vancouver Island Road & Tourist Map c. 1920**
Box-folder 4/1 **Travel Documents, Receipts & Journal - Europe 1924-1925**

Business

Oversize Oversize 2 **Business Clippings and Magazines 1884-1958**

Box-folder 4/2 *Years Mature* [History of Rosenberg Bros. & Co.] 1943

Louise Rosenberg Bransten Berman

Box-folder 4/3 **LRBB Birth, Wedding and Son's Birth 1908-1931**
Box-folder 4/4 **"From Oshkay to Louise via Fugo" Hand Drawn Book by Hugo Selig n.d.**
Box-folder 4/5 **Miscellaneous School Related Materials 1919-1926, n.d.**
Box-folder 4/6 **Composition by Lee Ting Fruong on Abraham Lincoln 1923**
Box-folder 4/7 **Dance Cards/Invitations 1921-1928, n.d.**
Oversize Oversize F **Clipping of LRBB as Bridesmaid 1928**
Box-folder 4/8 **"Credit Books" [Wedding Gifts?] 1929**
Box-folder 4/9 **Book Collecting - Catalogs and Notes 1931-1932**
Box-folder 4/10 **Writing, Boards, and Miscellaneous 1931-1948, n.d.**
Box-folder 4/11 **Obituary - LRBB 1977**

Photographs

- Box-folder 5/1 **Louise Rosenberg Bransten Berman 1909-1922, n.d.**
- Box-folder 5/2 **LRBB & Richard Bransten - Honeymoon, Thomas Bransten 1929, 1938?**
- Box-folder 5/3 **Family - Greenbaum, Ackerman, & Jacobs n.d.**
- Box-folder 5/4 **Family - Rosenbergs n.d.**
- Box-folder 5/5 **Annette Rosenfield - signed Ansel Adams n.d.**
- Box-folder 5/6 **Oscar Weil - Photograph and Portrait n.d.**
- Box-folder 5/7 **"Som" [Chinese Cook] 1914-1927, n.d.**
- Box-folder 5/8 **People -- Miscellaneous 1902-1922, n.d.**
- Box-folder 5/9 **People -- Miscellaneous - Large and Old n.d.**
- Box-folder 5/10 **Miscellaneous Travel -- [Negs.] 1910-1918**
- Box-folder 5/11 **Jenny Lind Trip and Rosenberg Bros. Baseball Team 1911, n.d.**
- Box-folder 5/12 **Travel - Europe -- [Negs.] 1912**
- Box-folder 5/12a **Travel - Yosemite, etc. -- [Negs.] 1919**
- Box-folder 5/13 **Travel - Pt. Lobos, Film Set, Other -- [Negs.] 1920**
- Box-folder 5/14 **Travel - British Columbia -- [Negs.] 1921**
- Box-folder 5/15 **Travel - Santa Barbara, Omar Khayyam Set, Rattlesnake Canyon -- [Negs.] 1921**
- Box-folder 5/16 **Travel - Arizona / State Creek Camp -- [Negs.] 1923**
- Box-folder 5/17 **Travel - Northern and Palm Springs -- [Negs.] 1924**
- Box-folder 5/18 **Travel - Santa Barbara - 1925 Quake, etc. -- [Negs.] 1925-1928**
- Box-folder 5/19 **Travel - Boston and Palm Springs 1926-1927**
- Box-folder 6/1 **Miscellaneous -- No Date, No Place n.d.**
- Box-folder 6/2 **Photographic Processing Envelopes n.d.**
- Box-folder 6/3 **Five Unidentified Tin-types n.d.**
- Box-folder 6/4 **Ambrotypes - Sarah Ackerman Greenbaum and Louis Greenbaum n.d.**
- Box-folder 6/5 **Frame for Ambrotypes - Painted n.d.**
- Oversize Oversize 2 **Framed Portrait of Sarah Ackerman Greenbaum n.d.**
- Oversize Oversize F **Oversize Matted Photos (Fruit Growers Conference, LRBB School Class, LRBB as Bridesmaid, LRBB Wedding, Portraits of AR and AGR) 1906-1929, n.d.**

Objects

- Oversize Oversize T **Sarah Ackerman Greenbaum's Trunk n.d.**
- Oversize Oversize 2 **Trunk Lock and Key n.d.**
- Oversize Oversize 2 **Partial Luggage Tag n.d.**
- Oversize Oversize 2 **Feather Folding Fan n.d.**
- Oversize Oversize 2 **Various Cloth Pouches - Previously Holding Letters n.d.**
- Oversize Oversize 2 **Black and Silver Beaded Fringe [from dress?] n.d.**
- Oversize Oversize 2 **Marcasite Ornamental Hair Comb n.d.**
- Oversize Oversize 2 **Bell & Howell Exposure Meter for Film Camera n.d.**
- Oversize Oversize 2 **Piece of Wedding Cake -- AGR's 1902**