



**McHENRY  
MUSEUM**  
& Historical Society



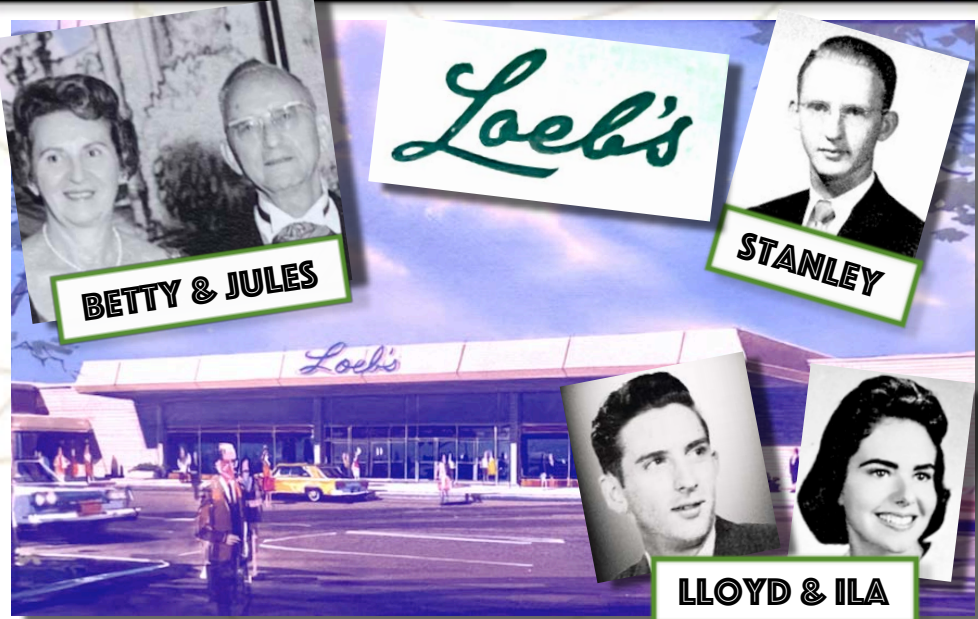
# NEWSLETTER

MAY 2022

## HISTORY LESSON

Every Spring, fashion becomes a major topic of conversation. Buzz abounds about new styles for the new season. People of Modesto frequently shop at the Dollar Tree Store on McHenry Avenue, only longtime residents remember that the location was the second home to Loeb's Department store which operated on McHenry Avenue from 1969-1996. Prior to that, the store operated at 840 Tenth Street in Downtown Modesto. In May of 1927, brothers Jules and Louis Loeb purchased Latz's Department Store from Philip Latz, thus continuing a rich history of retail in the city. The MM&HS had the pleasure to sit down with Ila Miller Loeb, daughter-in-law of Jules and Betty Loeb, at her home in Atherton, California, to learn the history of the store and her memories of days gone by. This is the story of Loeb's.

Though Loeb's dates back ninety-five years, the Loeb brothers were not the original owners of the store. They purchased the store from Philip Latz (1856-1930). Latz, a native San Franciscan, opened the Modesto location with business partner Alex Meyer in 1884 then located in the Tynan Hotel, with his storefront facing 'H' Street. Meyer later sold his interest in the store to Latz. Latz moved the store to the Tenth Street location to expand the business to the larger location, the building which the Loeb brothers later occupied. In 1927, Philip Latz decided to retire after forty-three years in business. The Loeb brothers seized the opportunity to purchase the store.



**Jules Loeb** was born December 5, 1887, in Diedesheim, Germany, his younger brother Louis was born nearly two and a half years later on April 6, 1890. Diedesheim was in the middle a wine growing area accessible vis a long dirt road which passed through several wine growing areas. The Loeb brothers immigrated to the United States in the early 1910s. Louis worked in the movie industry in Los Angeles and Jules became a wholesaler coat salesman based in Los Angeles, Jules made frequent sales trips to Modesto. He would rent a room at a local boarding house, as there were few hotels in town, while he made his sales calls. Jules met his future wife, Betty Glickman, who worked for a wholesale coat company, at one of his sales calls in Los Angeles. The couple married in 1932. In 1927, Jules partnered with his brother to purchase the Latz's Department Store. On May 6, 1927, Latz's Department store was officially owned by Jules and Louis Loeb. The Latz name remained until after World War II when it was renamed Loeb's Department Store. Louis Loeb brought in several film stars for their grand opening. Sadly, Louis died in San Francisco on August 25, 1929. Jules became the sole proprietor of the store and worked at starting a family, a family who would run the store with him for decades to come. Their first son Stanley Robert Loeb was born on October 23, 1933, in Modesto. Younger son Lloyd Edward Loeb was born in San Francisco July 12, 1936. Betty gave birth is Lloyd in San Francisco as summers in Modesto were extremely hot and uncomfortable for a pregnant woman.

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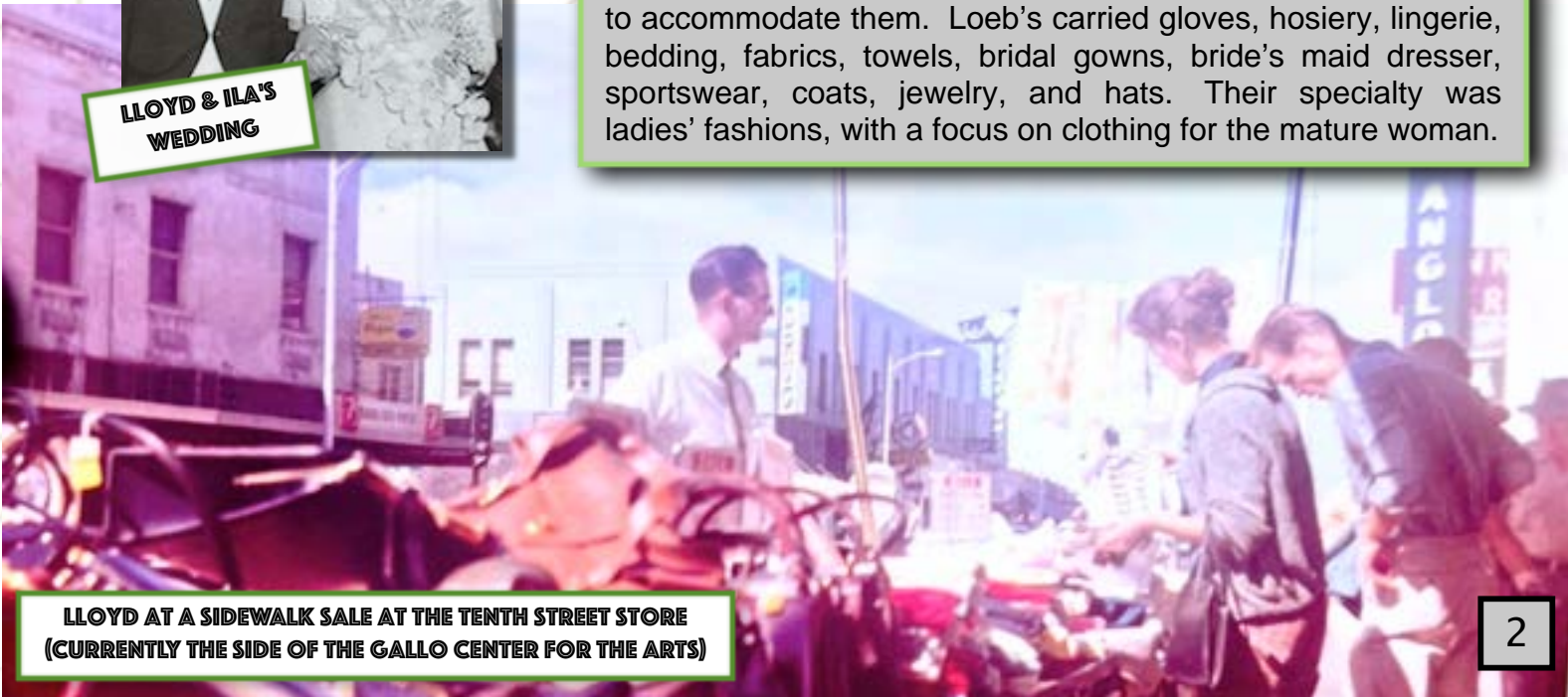
**JULES & BETTY  
&  
SONS**



**LLOYD & ILA'S  
WEDDING**

**Stanley** graduated Modesto High School, while the younger Lloyd was in the first graduating class of the new Thomas Downey High School. Both Stanley and Lloyd attended the University of California, Berkeley. Lloyd also briefly attended the University of Oregon before continuing his education at UC Berkeley. Both brothers graduated with a degree in business with full intentions of returning to Modesto to help run the store. It was while attending college where Lloyd met an Oakland High School student named Ila Miller who attended many of the Kappa Nu Fraternity dances. A few years later, a friend of Lloyds was set to date Ila but showed more interest in auto racing thus Lloyd ceased the opportunity. Lloyd Loeb and Ila Miller married in San Francisco on September 15, 1963. After their honeymoon Ila took up residence in Modesto. For her first four years in town, she felt there was a law stating it could only rain at night as she only saw rain in Modesto during the day. The couple went on to have three daughters: Lynelle, Michelle, and Yvonne. Ila spent countless days sorting through the attic of the old store searching for treasures housed there. She helped her family in many positions at the store from purchasing, selling merchandise, pricing, displays to office work. She recalls once having to sort and fold a gross of bath towels. She had nightmares of being stuck in a maze of bath towels. Stanley Loeb married Rose Schulhaus (1943-1997) in Portland, Oregon in 1970 and took up residence in Modesto. Stanley and Rose had two sons, David and Daniel, and a daughter Monica. The Loeb grandchildren had a lot of exposure to retail sales.

Loeb's was a family affair from the moment Jules Loeb took over. Each family member had a sales specialty. For Jules it remained coats. Betty enjoyed overseeing the bridal department. Her passion was supplying dresses for local Portuguese Festa celebrations. She had an exclusive on the rhinestone crowns the girls wore during the festival. Stanley was the sporting goods expert. Lloyd focused on linens and domestics. He was famous for his sidewalk sales. The family seasonally purchased merchandise from the San Francisco Fashion Market. The customers always came first. If Lloyd received a call, after hours, from one of their regular customers in need of a special dress, he would frequently open the store to accommodate them. Loeb's carried gloves, hosiery, lingerie, bedding, fabrics, towels, bridal gowns, bride's maid dresser, sportswear, coats, jewelry, and hats. Their specialty was ladies' fashions, with a focus on clothing for the mature woman.



**LLOYD AT A SIDEWALK SALE AT THE TENTH STREET STORE  
(CURRENTLY THE SIDE OF THE GALLO CENTER FOR THE ARTS)**

**On December 10, 1969**, Loeb's expanded and opened a 25,000 square foot store at 2425 McHenry Avenue. They retained the Tenth Street location until June of 1971. The seventy-five-year-old structure was demolished that summer to accommodate a parking lot for the Crocker Bank. The Loeb's focused on the McHenry Store for the next twenty-five years. The family kept their normal sales areas, with the addition of their one concession, Hy Youngheim's shoe department. The Loeb family were community driven from their first day in Modesto. Jules Loeb lost sight in one eye when he was struck by a water from a fire hose while he and other local retailers battled the 1944 Modesto Hotel Fire. The family attended Congregation Beth Shalom and were instrumental in the creation of the current synagogue on Sherwood Avenue. Betty Loeb was an active member of the Garden Club.

The retail industry in Modesto took a major hit in the late 1970s with the opening of Vintage Faire Mall on March 12, 1977, that day, the retail sales space doubled for the entire city of Modesto. The Loeb family carried on despite the competition. Sadly, Betty Loeb passed away after a brief illness on August 8, 1976. She was seventy years old. Jules continued to work in the store and did so if he simply sat in the women's department to greet the customers. He officially retired in 1984. Jules Loeb died on December 18, 1986, at the age of ninety-nine years and thirteen days. Times were changing and so was the clientele. Twelve years after the death of Jules, Stanley and Lloyd closed the McHenry store in 1996. Loeb's operated for sixty-nine years in Modesto. If one adds the Latz's years and the Loeb's years together, it gives an impressive total of one hundred and twelve years for one department stores run.



**840 TENTH STREET**



**JULES**



**LLOYD**

In Memory of  
**BETTY LOEB**  
 Born January 15, 1906  
 New York, New York  
 Passed Away August 8, 1976  
 Modesto, California  
 Services August 10, 1976  
 11:30 A.M.  
**Salas Brothers Funeral Chapel**  
 Rabbi Samuel Graudenz, officiating  
 Bearers:  
 Herb Baum                      Hy Youngheim  
 Lou Israels                     Alan Strauss  
 Jules Raque                     Dr. Sam Klar  
 Honorary Bearers:  
 Sid Wolfe                        Ed Schneider  
 Sam Zeff                         Ben Phillips  
 Rene Marx                       Frank Balm  
    Ed Yankee  
 Private Entombment:  
 Lakewood Memorial Mausoleum



**BETTY**

LLOYD



Lloyd Loeb passed away unexpectedly on July 31, 2003, at age sixty-seven. Ila Loeb moved to their dream home which was under constructing in Atherton, California. Stanley Loeb died June 7, 2019, at age eighty-five. Ila Loeb is the keeper of the memorabilia of her family's beloved store. She will always remember the grand staircase of that original Tenth Street store which led to the basement where domestic merchandise was sold, and where the former S & H Green Stamp redemption center was once located. When Ila thinks of the Loeb Family and their contribution to Modesto, she says "We lived good lives here, made good friends, we contributed and had a sense of community."

JULES LLOYD & STANLEY



JULES



JULES & GRANDCHILDREN



2425 MCHENRY AVENUE  
CURRENTLY  
ASIAN MARKET & DOLLAR  
TREE

LLOYD & ILA



STANLEY & ROSE LOEB FAMILY



# ILA LOEB'S TREASURE'S (A LOEB'S HOME MUSEUM)



ORIGINAL LATZ'S SIGN



ILA'S PAINTING OF THE 804 TENTH STREET STORE



JULES LOEB'S CHAIR



ILA MILLER LOEB 2022



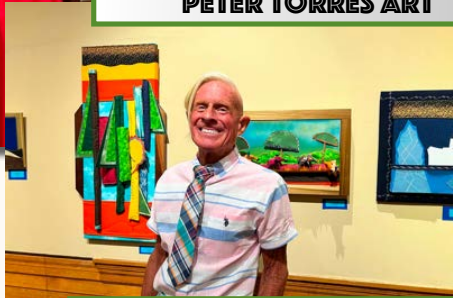


“...to the city of Modesto I give, devise and bequeath my interest in lots Twenty (20) Twenty one (21) and Twenty two (22) in Block Sixty nine (69), and the sum of twenty thousand dollars, for the purpose of erecting a public library building...” This passage of Oramil McHenry’s January 18, 1906 codicil to his last will and testament became a reality we all benefit from today. Designed by architect W.H. Weeks, the McHenry Library was presented to the City of Modesto April 29, 1912, and opened to the public May 1, 1912 with McHenry’s Merl, aged eight at the time, checked out the first book. This month our beloved McHenry Museum turns 110! When Modesto established its current library, the McHenry Library became the McHenry Museum on July 4, 1972. This month we at the MM&HS celebrate the building’s birthday, and this summer we celebrate 50 years as a museum.

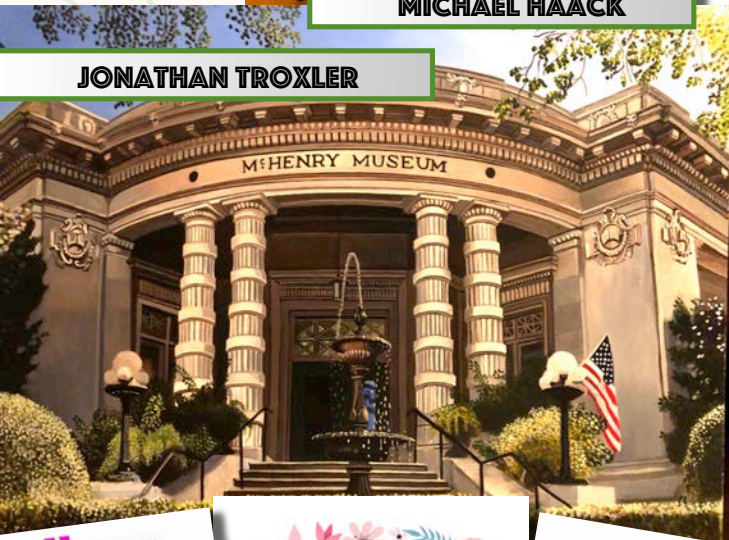
## UPDATES



PETER TORRES ART



MICHAEL HÄACK



JONATHAN TROXLER

- The Museum Store is now carrying more products from Sciabica Olive Oil. This includes soap, soap and skin gift packs, and sample packs of olive oil.
- Please stop by the McHenry Museum over the next few weeks to see the art of Michael Häack and Peter Torres in our changing exhibit room.
- Artist Jonathan Troxler, whose amazing prints we carry in the store, has completed a beautiful painting of the McHenry Museum. The board of directors of the MM&HS has agreed to purchase it. We hope to have it displayed for the Museum’s fiftieth anniversary in July.
- As always, the MM&HS would like to thank our loyal docents and those volunteers who helped keep the Museum Store running in the month of April, Janice Lane, Nancy Norton, and Leslie Thompson.
- The MM&HS is working on formalizing plans for a July 6, 2022 ribbon cutting and Chamber of Commerce Mixer to celebrate the Museum’s fiftieth anniversary.
- The MM&HS is currently working on digitizing all issues of *Stanislaus Stepping Stones*.
- The Board of Directors of the MM&HS met in person on April 26, 2022.

