

# Goldenbaum Family

**Louis and Annie Goldenbaum**  
**Joseph and Myra Goldenbaum**  
**Samuel Goldenbaum and family**  
**Pearly and Moshe Miron and family**  
including the story of **BARGAINS UNLIMITED**

Compiled and edited by Geraldine Auerbach, from pictures and stories sent by the family

## Louis and Annie Goldenbaum

Joseph and Pearly's father, Louis, was born in Zfat, in what was then Palestine in 1911 – to several generations of Sabras. He told the family that he, and they, were descended from the founder of the Chassidic movement, the Baal Shem Tov, and the children say 'we have a whole family tree showing us the details'.

He landed in South Africa in 1936. He first joined his brothers who were farming in the Beaufort West area. Louis had an eye for business and after working in a bottle-store for a while he made an offer to purchase the business.

He soon set his sights on bigger opportunities and moved to Kimberley where he embarked on his business career buying his first shop during the war years from Abe Pollen – number 7 Dutoitspan Road right in the central business area.

In 1943, he married Annie Alufovitz from Vryburg (wedding picture above). She was the sister of Solly who also settled in Kimberley. (See Solly's story as a Prisoner of War in [Kimberley Jews and the Second World War.](#))

## Business Expanded

Louis and Annie, who worked closely together, always planned to expand their business, and soon purchased the shop next door. This was a





dairy/ co-op business, owned by Mike Datnow, who became a firm friend. They had two children Joseph and Pearly. (right)

Very sadly, Annie passed away when giving birth to their third child on 9 September 1949. Louis looked after the children with a succession of housekeepers. Annie's sister Pessie Davidowitz (nee Alufovitz, Joe Davidowitz's mother) was a very close Aunt to the children. Mike Datnow's wife Marie was also very close to the family. (Once Joseph's arm got caught in a machine at the Datnow's farm Marrick. He was in hospital for months - and he says that my father, Dr Noel Kretzmar who tended him daily, saved his life!!)

**Bargains Unlimited** Louis then set his eyes on another shop along the block, which was owned by the Toube family. It was the original Blumenthal's Jewellers, but was not being used for retail at that stage as they had a big corner shop, Central Jewellers, diagonally opposite on the corner of Jones Street. They used it as a storeroom and workshop but the family at the time did not want to sell.

Louis now established a departmental store that he called '**Bargains Unlimited!**' He sold everything from carpeting, curtaining, to underwear, school uniforms and fashion wear. His son Joseph later joined him in the business after studying at the University of Cape Town. After much persuasion, the Toubes agreed to Louis' purchase. Now that he had most of the shops in the block, and his business was growing well, Louise was ready to expand again and set his eyes on the well-known corner edifice. It was originally known as Gowie's Corner and then as the 'DB Bazaars'. It had an iconic clock tower. When Louis bought it, it was the Diamond Fields Bazaar run by Ray and Morris Dubowitz. So, Bargains Unlimited spread right around the corner. (see below)





## Redevelopment

Once the Goldenbaums had all the properties in the block and a thriving business, they decided to develop the property and build a modern well designed shopping complex. When they demolished the old Gowie's building, they donated the famous clock tower on the corner to the Big Hole Museum where you can see the rebuilt Gowie's Corner clock tower and all.



The opening of the new complex was a lavish affair with dignitaries and special guest, Miss Universe, Margaret Gardiner in 1974. **The Foschini Group** hired the premises and traded there with their fashion outlets and their jewellery shop, American Swiss and men's outfitters, The Foschini Group later purchased Louis' property Markhams. and Foschini continued to trade there.

After Foschini moved into the premises Louis continued in business selling only curtaining. He moved into what was known as 'Handle House' further down the road on the opposite side, which had contained the only real bookshop in Kimberley.

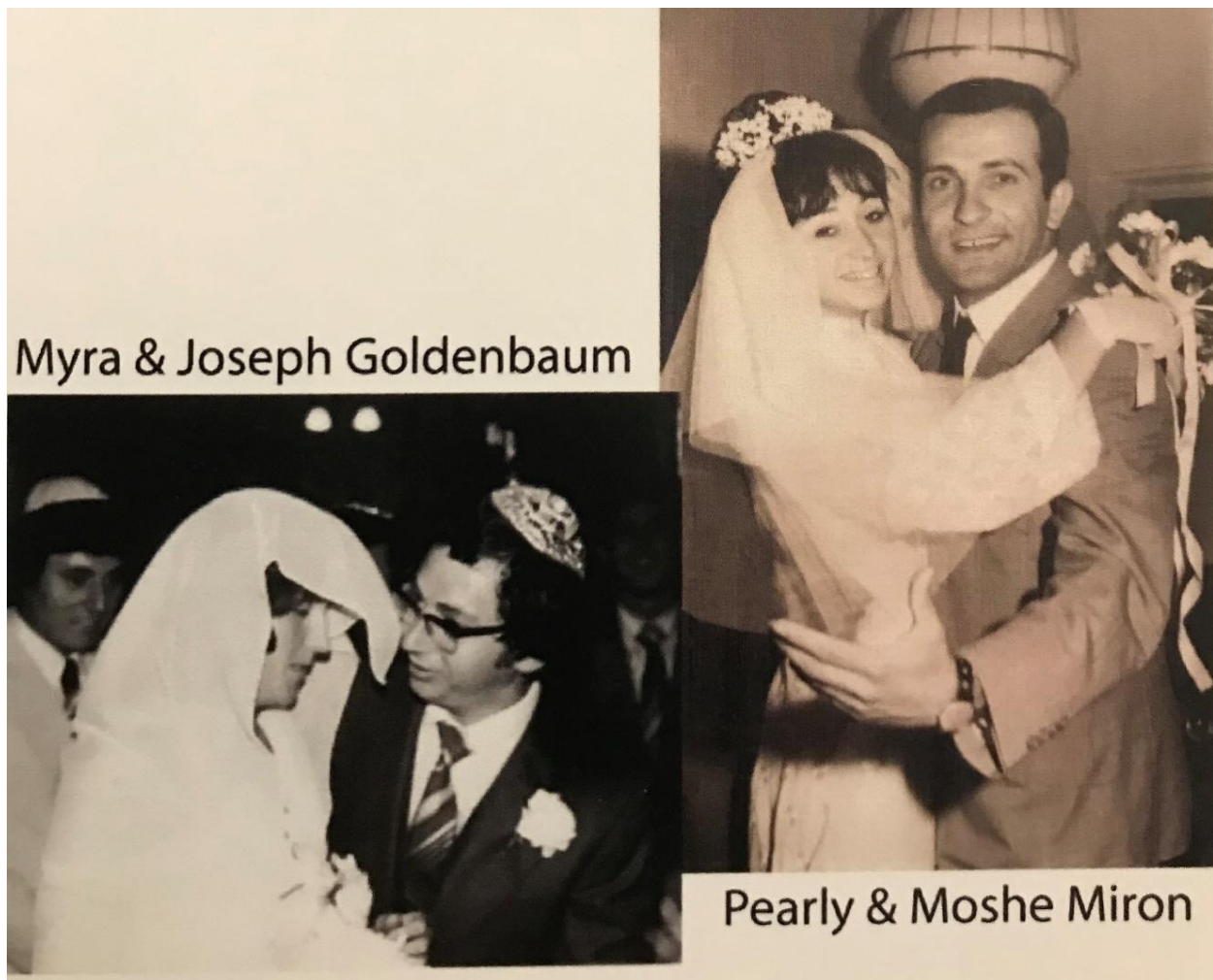
## Marriages in the 70s

**Louis Goldenbaum**, after a long period of 22 years as a widower, remarried in 1971. His new wife was Sally Stein, widow of Harry Stein (of Kimberley and Vryburg) and mother to Colin and Val. Sally had assisted Louis in the business and they were close friends for many years before eventually marrying. Sally ran the Bargains Fashion Centre for many years.

In 1973, **Joseph Goldenbaum** married Myra Marks, who had grown up in Bulawayo but had settled in Kimberley. Myra ran a business 'Myra Promotions ' doing displays and promotions. She had a young daughter Noeleen.

**Pearly Goldenbaum** met her husband Moshe Miron in Tel Aviv

Here is a picture of both Joseph and Pearly's weddings



### Joseph and Myra Goldenbaum

**Life in Kimberley was good in the seventies.** In the very early 70s Joseph had decided to start his own business. He opened **Bargains Carpet House** in a rented property in Bean Street. Myra worked in the business with Joseph.



As was their wont, Joseph and Myra also expanded their business and moved into the old Armstrong Leyland property in Dutoitspan Road opposite Sperber's chemist. This was a more suitable premises in which to expand the business, which by then included furniture and electrical appliances. Myra said 'We also established Bargains Discount Centre that I ran, which was basically dealing in antiques and second-hand furniture'.



left: from Left, Joseph, Louis and Sally Goldenbaum and one of their suppliers at the opening of Joseph's 'Bargains Carpet House' in the early 70s.

Myra was also involved in many charitable organisations including B'nai B'rith. She was especially active and became the chairman of the Kimberley branch of the Union of Jewish Women (UJW) and in 2017 became the National Chairman.



In the picture left, Myra, with the label, representing Kimberley, is at the UJW Confrence is the early 80's. On the left, is the National UJW president Devorah Klisser and centre, the International ICJW president Leila Segal from Switzerland - a brilliant woman.

Myra has always been very creative. She first studied Commercial Art, but soon realised that with the age of computers and the internet she had to study graphic art on the computer - not at university but with IT companies – as this was the way to future communications.

This is what she has done with great results. She also paints portraits in oils and landscape in watercolours.

### **Changes in Kimberley in the 1980s**

Economic changes took place in the 1980s, with the centre of activity and shopping in Kimberley moving away from the Central Business District (CBD) to new more scattered Malls with national supermarkets like Checkers. The Jewish community was dwindling, as many families were leaving or emigrating, The Jewish atmosphere in Kimberly in the mid-80s was changing drastically. The second generation did not come home to join their fathers' businesses most were university educated and saw business in another light!

In the CBD right opposite Goldenbaum's was Willies owned by the Kanushevskys. Today Selwyn Kenny and his one brother are in Johannesburg,. Opposite us on the other corner was Sperber's Chemist. Michael Sperber is now in Sydney with his chemical industry. There was DB Bazaars run by the Dubowitz's in Gowie's building. Today the one son is in Johannesburg the other a Doctor in Sydney. Milady's – the Horwitz sons are in Los Angeles, the Schles's are in Cape Town, Violet Capons shop Vicky is now in Milnerton, Cape Town. Toubes (Central Jewellers) son Trevor is a retired professor of Chemistry in London are around and incidentally the manager of Woolworths was Jewish - can't remember his first name, Mr Sossen.

### **Woolworths and John Orr's close**



Myra says: 'I think Woolworths closing next to us was the end of the CBD. It was a great attraction. Some say the closing of John Orr's was the beginning then Henderson's and so on. In 1985/6 the building industry also collapsed in Kimberley and they were our main customers. They were now going under and not paying their accounts. You must also remember, she says, people were now buying floor tiles and the carpet business

changed all over. The tiling business is now a big business.





'The supermarkets moved to the outskirts of the CBD which also changed the flow of customers. When we were there, Jeff Selmann's Trevenna Supermarket in town, owned in partnership with the Krok twins, was doing well. Then Jeff and Ida chose to go the SPAR route. A big shopping Mall was built on the corner of

Memorial Road and MacDougal Street with their Superspar as the anchor tenant.

'I think the situation changed when the younger Jews with young families just left one after the other mainly to Cape Town and then emigrated mainly because of the political situation and Jewish education. The whole Klein family moved to Cape Town then Australia even Shim and Grace Klein and their cousins moved to Melbourne.

'Kimberley was great in our earlier years there but after the exodus in the 80s and beyond sadly there is only a handful of Jews left in 2021.'

In the early 80s Myra tragically lost her daughter, Noeleen and Louis' wife Sally also passed away.

### **The move to Cape Town**

Seeing the writing on the wall. Joseph, Myra and their son Samuel, born in 1976, decided in 1986 it was time to leave Kimberley and make a life for their family in Cape Town.

The picture right, of Myra and Joseph was taken about the time they left Kimberley.

The country was in turmoil in 85/6. Myra says 'I remember that we went to look for a restaurant in Johannesburg (before moving to Cape Town) and bombs were going off in the restaurants.

She says: We first went into the

restaurant business in Cape Town with 'Bourbon Street' a 150-seater. We even had a few scares there and had to evacuate! After selling this to a consortium, we ventured into new businesses. Joseph opened 'Cape Instrument Services'. (In another Toubé connection, Les Toubé from Vryburg, cousin of Trevor Toubé of Kimberley, works for Joseph in his business.) Myra created 'Rainbow Lighting', a decorative and festive lighting business. Both businesses are still flourishing. She says: 'I design motifs and supply the movie and events companies besides the lighting trade and other businesses.'





**Louis Goldenbaum** (left) in his late eighties in about 1999 decided to join Joseph and Myra in Cape Town.

He passed away in 2008 at the ripe old age of 96 at Highlands House Jewish old age home. (He may only have been 94 as he told the family he had to say he was two years older than he was when he boarded the ship to South Africa.)

### **Myra Goldenbaum became National President of UJW**

Myra wrote in April 2017 that she had just been unanimously elected as National President of the Union of Jewish Women of South Africa! She started her three-year tenure in August 2017 at the National Conference in

Johannesburg. Myra says that her UJW career started in Kimberley where she was chairman of a strong branch before settling in Cape Town. (Previous Kimberley chairs in the 1950s and 60s and her mentors included Beryl Kretzmar and Helen Brown and later Doreen Cohen and Hellen Benjamin).

Myra has also been the chairman of the Executive Committee of UJW in Cape Town.

Furthermore, Myra is the first National President elected from outside Johannesburg – where the head office is located.

Myra has also served two terms as National Vice President and in 2016, she was honoured by being elected Life Honorary Vice President of UJW South Africa.

She has also served on the Executive Committee of the International Council of Jewish Women. We wished Myra good luck for, and much satisfaction from, this honoured position. Myra is also a past president of the mother club of Rotary District - the Rotary Club of Cape Town. She was awarded the Paul Harris Fellow and the PHF second Sapphire. She is now the editor of the Rotary newsletter.



**In this picture** Myra is representing South Africa at the International Council of Jewish Women conference in Sydney, Australia.



## Samuel Goldenbaum and Family



Once in Cape Town, Samuel went to Hertzlia Jewish day school where he met his future partner Daley Muller, daughter of Syd and Patsy Muller – Syd, a businessman and past chairman of Woolworths and Patsy a dog trainer and judge at nation dog shows. Their twin daughters Kate and Scout were born in 2009.

This talented and adventurous family sailed across the Atlantic in their yacht 'Evenflow' to America where they lived in the Caribbean for a while before moving to Lake Tahoe. Then they sold their yacht and settled in Hawaii! The twins are very talented in painting and pottery and can bake the most delicious cakes and prepare family dinners at least once a week. They turn 12 at the end of 2021.

Before leaving South Africa, Daley was National Art and Promotional Director of Carol Boyes and Samuel was a Director and of Hellocomputer one of the largest media companies.

They have now formed their own companies doing various projects, one special one is developing the new 'Sea Change Project' and their 'My Octopus Teacher' film websites. My Octopus Teacher was filmed in Cape Town and has been nominated for an Oscar. (Strangely my company assisted in the promotion of the opening of the Carol Boyes shop in New York).



Here they are on their yacht.

When Joseph and Myra visited them at Lake Tahoe, in pre-covid days, the twins made a delicious Key-Lime Pie.



Sadly for Joseph and Myra, they all now live very far away



## Pearly Goldenbaum (Miron) and family

Pearly Goldenbaum grew up in a crowd of Jewish girls and boys in Kimberley – many of whom are still her friends. Life centred round school and the synagogue where she was part of the



Habonim Zionist Youth movement from the mid-1950s and later celebrated her batmitzvah.

Pearly is in the back row third from left with Madrich Anna Cvi and fellow saplings Back row: Rahlene Jacobson, Shelly Hotz, Pearly Goldenbaum, Sandra Diamond Front Delia Brown, Jose Shapiro, Brenda Frank and Pam Hotz



A few years later they were celebrating their batmitzvot . Pearly is on the right with from left, Brenda Frank, Jose Shapiro, Sharon Werner, the rabbis daughter, Madeline Hammer, Pam Hotz, Delia Brown and Pearly Goldenbaum.



Then there was the Kimberley Girls High School Matric Dance. In this picture sent by Leon Chonin: Standing from left: Alan Huth (lives in Cape Town), Leon Chonin (Toronto), Marvin Cohen (Melbourne), Ronny Haynes (may be deceased), Eric David (lives in Los Angeles, USA) Seated from left: Sandra Diamond (moved to Australia but is now deceased), Pamela Hotz (lives in the Western Cape), Pearly Goldenbaum (lives in Fort Lauderdale, USA), Fleur Sack (lives in Miami USA), Ruthie Witepski (lived in Japan, now deceased killed in an accident in Durban)

**Pearly writes in April 2021:** 'I made Aliyah in 1969 after completing a BA at the University of Cape Town and a teaching degree in Johannesburg. In Tel Aviv I met my husband, **Moshe Miron**, who was then the General Manager of a well-known Israeli factory.

I taught for a very short while until I joined Moshe at the factory as his assistant. After the Yom Kippur war, we decided that we needed a break. Today Moshe I run a few companies specializing in property management and investment. I am also a director of a number of successful overseas companies in the financial services sphere.

We have two children, Irit and Yariv who both have Honors Degrees from Wits University. Irit and her husband also live in the US and have four children ranging from 25 to 16 years old, and a grandchild as well. Irit was recently in Baltimore at a kosher restaurant and got talking to the owner who turned out to be Delia Benn's daughter and Delia promptly sent her the Bat Mitzvah photo as above.' Pearly (below with Moshe) continues: 'Yariv, a stock trader by profession who worked at an Israeli bank in London, has joined us in our business as a property manager. He is a Realtor and also deals with Investments.





He lives 20 minutes away in Hollywood, Florida with his wife Shira, a teacher, and they have 3 boys ranging from 19 to 13. The eldest two are at Yeshiva in Israel and the youngest is going on to High School. We have lived in Israel, South Africa, London and Nice in France and have had a very interesting life. Now we are living in Fort Lauderdale, Florida in the USA. We are very proud of our seven grandchildren and have been blessed with a beautiful great granddaughter.'

Pearly remembers that while living in London in 2000/2001, she attended a concert by the famous mouth organ player Larry Adler in a large church near the Houses of Parliament. She thought it was probably something that I (Geraldine) had arranged and she said 'Once I saw your familiar face, I went up to talk to you. You reminded me that you were my Madricha in Hashtilim. (Now that Pearly reminds me I remember meeting her there. Larry was wonderful and it was a great concert. (Geraldine and Larry labove)



Pearly says: 'My memories of Kimberley are quite vivid from the beautiful Shul, the holidays, the kichel & chopped herring, Hebrew classes with Rabbi Werner, Kimberley Girls High, weekends at the Datnow's farm, Speech lessons with Rae Sack and many more. I also was a madricha of Habonim which may answer Leon Chonin's question of who carried on after him. Over the years I have had e-mail contact with **Milton Jawno, Leon Chonin, Brenda Frank, Delia Benn, Cherrille Brown, Shelley Hotz, Gail Levinson, Eric David** and am very friendly with **Fleur Frank (Sack)** who lives in Miami.

**The Goldenbaum story** compiled and edited by Geraldine Auerbach MBE, London, April 2021 from stories and pictures sent by Myra and Joseph Goldenbaum in Cape Town and Pearly Miron in Fort Lauderdale Florida.