

304 1999 Sonoma Café & Winebar Known for its extensive wine list and eclectic California-like cuisine **Sonoma Café and Wine Bar** was the idea of owners **Jessica and Grant Dees**. When renovating the 1898 building in 1997 they took great care to preserve the many surviving architectural details of the original building. **1980 thru 1996** Leroy's Jewelry Co. Inc. **1970** vacant **1940 thru 1960** Southern Furniture Co. In 1952 **Southern Furniture Co.** laid the world's longest print enamel rug on King Street for a five-day durability demonstration. This proved to be a huge marketing blunder on this busy street. The rug, which measured 9 feet by 228 feet lasted one day. "Big Rug Fails to Survive Traffic Test," headlined the News & Courier. The paper quoted store owner **Gerald Stelling** as saying, "We have reason to believe that some motorists last night skidded their cars over it and purposely spun their wheels to see if it would tear. When we came to work this morning, it was pretty well chewed up. The purpose of the demonstration was to show that the rug would not wear out—not that it couldn't be torn up." Midnight mischief never ceased in Charleston. **1930** L. D. Rubin Electrical Co. Although establishing himself in the electrical business at the early date of 1914 at 287 King, **Louis D. Rubin** (see **193 Sans Souci**) became better known for his weather forecasting. He moved to Richmond, VA in 1942 and lived out the balance of his life there. He was a syndicated editorial newspaper columnist and was widely known for his illustrated weather predictions by various types of clouds. He was perhaps best known for his forecasting of the weather and the eruption of volcanoes, which he did with amazing accuracy by keeping up with sun spots. He usually forecast that there would be a volcanic eruption within 17 days of peak sun spots and for six consecutive times he was right. The seventh time he missed by one day. His pamphlet, illustrated with colored pictures of cloud formations and notations on how they foretold the weather, was published by the millions. As president of the Charleston Retail Merchants Assn., he was instrumental in having a new lighting system installed and old signs removed from King Street. He married Jeanette Weinstein and their children included a daughter, Mrs Joan R. Siegel and two sons, Louis D. Rubin (also a writer) of the University of NC and Manning Rubin. **1920** Princess Theater Owned by the Pastime Amusement Co. headed by **Albert Sottile**, this small but elegant theater, **The Princess**, had an eight-foot Tiffany dome that was later moved to the Palace. It also had a glass mirror screen, which couldn't be moved and the story goes that Sottile threw a hammer through the screen when the theater closed in the late 1920s. It was short lived, having opened in 1913. **1910** R.E. Felder © / Walter C Long **1900** Wheeler & Wilson Sewing Machine Co / August Tamsberg jeweler / Mrs L. Tamsberg, hairworker



This 1915 photo of a prize winning window display at 304 King Street shows an ideal and up-to-date electrical kitchen of the day. It brags "everything cooked by electricity." The electric stove at left, and the portable electric frying plan and toaster on the table along with the fine lighting "daylight without glare" was surely the envy of every housewife of the time.