

DOWNTOWN OCALA HISTORIC WALKING TOUR

RHEINAUER BLOCK

20 SE BROADWAY ST, OCALA, FL 34471

In 1880, Jewish immigrant from Germany Charles Rheinauer moved to Ocala. He went into business with his brother, Morritz, and the two opened a dry goods store that was initially located on the west side of the Downtown Square. In 1888, the Rheinauer Block Building was completed, and the brothers moved into this location.

Benjamin Rheinauer joined his brothers in 1885. In 1895, Morritz left Ocala. Charles and Benjamin continued to own and operate the store and became prosperous local businessmen. Charles was the original director of the Ocala Board of Trade, which was organized in 1887. 30 years later, it became the Marion County Chamber of Commerce. In 1906, he became the mayor of Ocala, the second Jewish person to serve in this position.

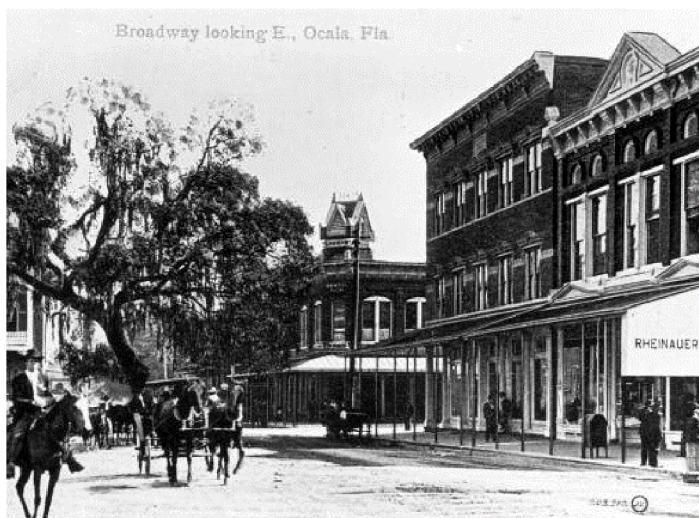


Rheinauer's c.1890

The Rheinauer Block storefront, though only 42 feet in width, is 115 feet deep. The interior design featured modern décor for its time in lighting, wainscoting, and also a center arcade with glass skylight. The Rheinauer store remained downtown in this building for over 50 years, and then relocated to the Ocala Shopping Center in 1997. Rheinauer and Company operated as an Ocala retail business for 117 years. This is now the home to Grandpa Joe's Candy Store.



Interior of Rheinauer Original Store c.1890



Rheinauer's c.1905

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