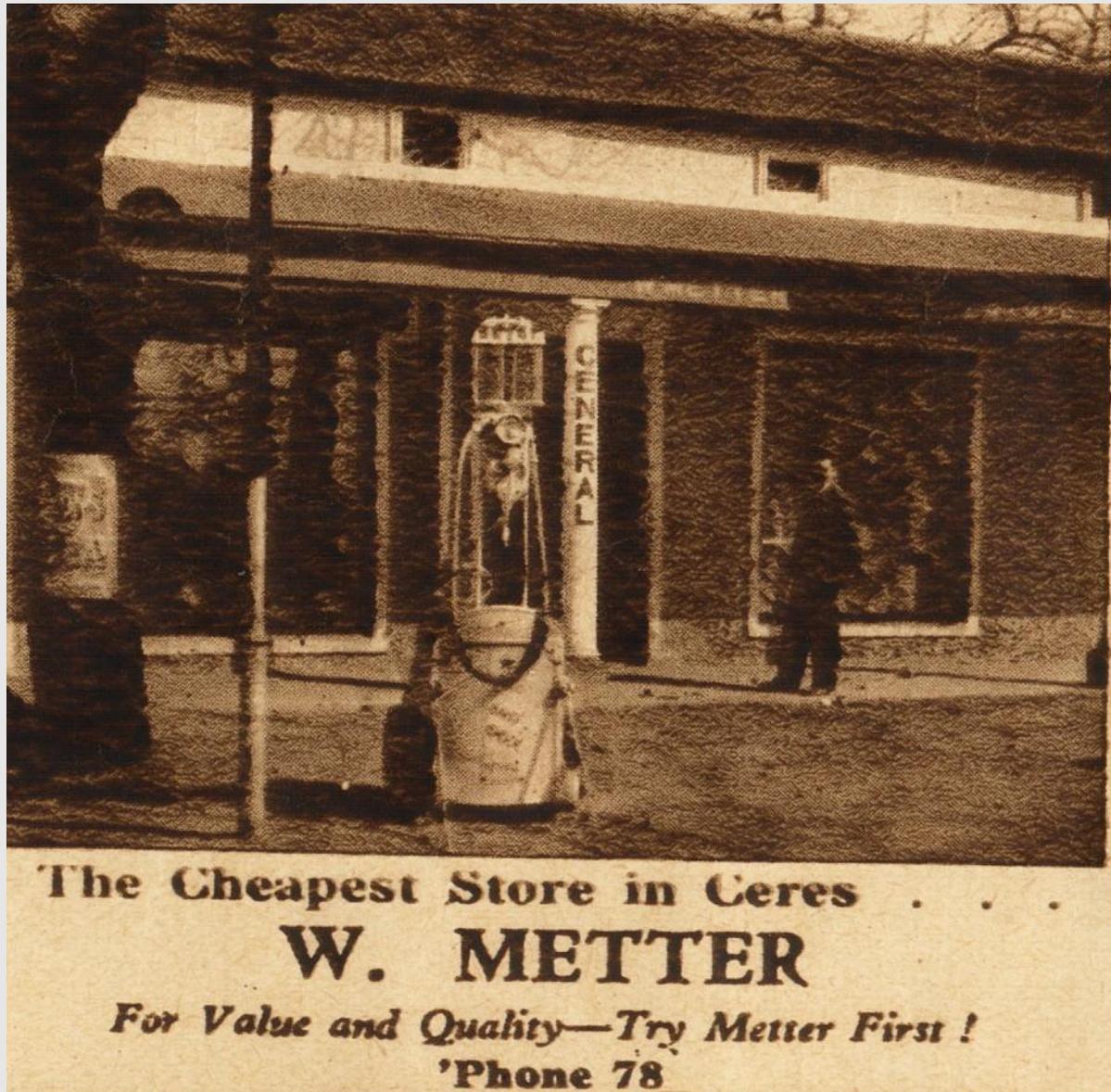


Jewish Business Activity in Ceres

(Pictures courtesy of the Togyers Museum, Ceres)

Jews clearly played an important role in the business life of Ceres. There were several 'Algemene Handelaars' (General Dealers) all of which diversified in surprising ways.



Wolf Metter above claimed to be the cheapest store in Ceres and encouraged people to try his shop first. It looks like he also sold petrol.

Kleinman and Franck were early pioneers in business. Their shop (formerly Polly Kirsch's shop) is pictured below in the 1930s. As well as being produce buyers and sellers, they also sold boots and shoes, clothes for ladies and gents, farm produce including sugar beans, roll tobacco and dried fruits.



*The Corner Store for Value—***KLEINMAN & FRANCK, Ceres**
General Dealers and Produce Buyers—Ladies' and Gent's
Outfitting, Boots and Shoes—Buyers and Sellers of all
Farm Produce, including Sugar Beans, Roll Tobacco
and Dried Fruits.

Isaac Raskin had established his Aerated Waters business as early as 1906. (pictured below). He seems to have had the very first telephone in Ceres as his number was '001'. His establishment in New Street was as a manufacturer of High Class Aerated Waters, specialising as an advert of 1948 said, in Brewed Ginger Beer and Ginger Ale.



Known throughout the North!

I. RASKIN & CO.

MINERAL WATER MANUFACTURERS

Isaac Baum had an imposing and seemingly popular 'Algemene Handelaars' shop in Vos Street on the corner of Voortrekker Street. (below) His business was established in 1919. He was a General Dealer and Produce Buyer. He encouraged people in 1955, in English and Afrikaans, to try his shop first and to come and convince themselves of the Waarde!!! Value!!!



Telefoon/Phone 99

Tel.: BAUM

**I. BAUM (EENS.) BPK.
(PTY.) LTD.**

(Opgerig 1919)

ALGEMENE HANDELAAR EN PRODUKTEKOPER
General Dealer and Produce Buyer

VOORTREKKER- en/and VOSSTRAAT/STREET

C E R E S

*PROBEER ONS EERSTE VIR
TRY US FIRST FOR*

WAARDE !!!

VALUE !!!

Kom en oortuig uself — Come and convince yourselves

Phone 0061 Ceres

MAJESTIC HOTEL

Under the personal supervision of
MR. and MRS. I. COHEN

Excellent Cuisine. Running Water in Bedrooms.
Spring Mattresses. Modern Furniture.
Lock-up Garages.

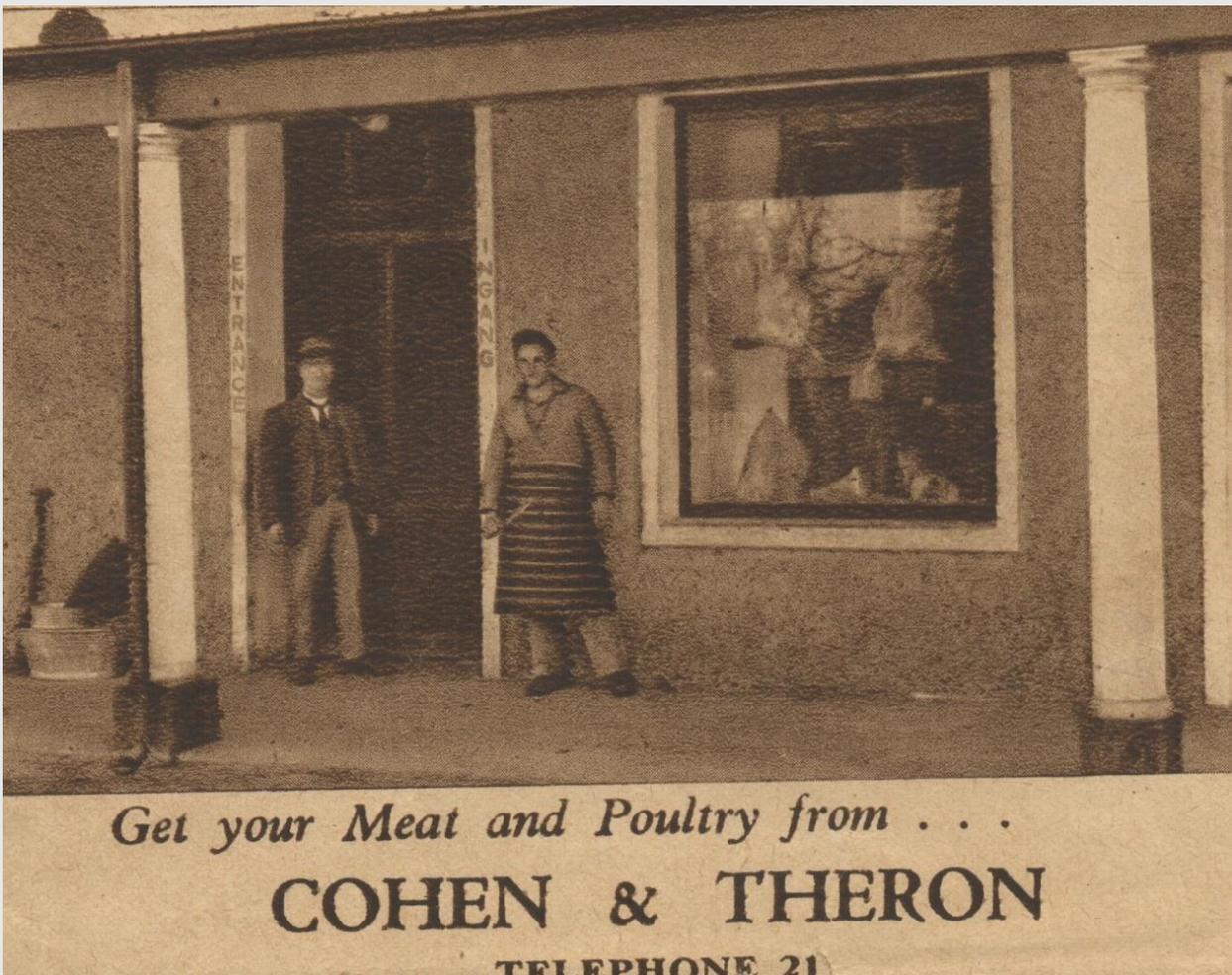
CERES

Mr and Mrs I Cohen

In the late 1930s the Majestic Hotel was under the supervision of Mr and Mrs I Cohen.

They prided themselves on 'Excellent cuisine; running water in bedrooms; spring mattresses; modern furniture and lock-up garages.'

Also in the 1930s, **Cohen and Theron**, were butchers in Vos Street (tel 21) Pictured in front of their shop below, they offered Fresh Killed Meat Daily.



Kirsch's Store in Main Street, was also a General Dealer and Produce Store, but they also offered Ammunition, Dynamite, Iron and Timber – as well as High-Class Drapery! See the Kirsch family also in front of their store below.

Phone 22

Kirsch's Store

General Dealer and
Produce Buyer

◆

Dealers in—

Ammunition, Dynamite,
Iron and Timber.

◆

High-Class Drapery

◆

Main Street, CERES

Phone 21

Coben & Theron

BUTCHERS

◆

- Fresh Killed
Meat Daily.

◆

Vos Street, CERES



Katzenellenbogen and Fish

High Class Jewellery *Egte Juwele*
Records *Grammofoonplate*

★ ★

PHONE
26
FOON

**Katzenellenbogen
and Fish**

Furnishers *Meubileerders*
RADIO'S

Drapers and Grocers / Uitrusters en Kruideniers

● YOU CAN'T MISS THE NAME

Voortrekkerstraat
CERES

(Phone number 26) in Voortrekker Street were specialist furnishers, however they also diversified into radios and gramophone records as well as 'High Class Jewellery' and they were also drapers and grocers. Their advertisement (left) of 1952 said: 'You can't miss the name!'

Baumann se Winkel

Mr Baumann also owned a 'General Dealers – **Baumann se Winkel** in Hoof and Munnikstrate Ceres.

This firm advertised themselves in 1948 as outfitters for men, women and children. However, as well as fine clothing – they also dealt in farm produce and implements such as ploughs and were agents for Malcomess tractors and Frigidaire refrigerators.

BAUMANN se WINKEL
(EIENS.) BEPERKT

„Die Oudste” en nog die „Vernaamste” Plaaslike Besigheid vir alle soorte Mans, Dames en Kinders uitrustings. Produkte, Gereedskap Ploë, ens. Die enigste plaaslike agent vir „MALCOMESS”. Agente vir „FRIGIDAIRE” Koelkaste.

●

Ons Motto is :
„ Diens, Waarde en Eerlikheid ”

●

HOOF EN MUNNIKSTRATE

CERES

Fone
1 en 76

P.K. Bus
3

<p>DIE GOEDKOOP KONTANTWINKEL</p> <p>S. BATTEN</p> <p>Algemene Handelaar</p> <p>Foon/Phone 273</p> <p>Vosstraat CERES</p> <p><i>Besoek my en oortuig uself</i></p> <p>—:—</p> <p><i>Geluk Ceres met die Eeufees en alles van die beste vir die volgende 100 jaar.</i></p>	<p>C. BALKIN</p> <p>HORLOSIEMAKER en JUWELIER</p> <p>Enige soort horlosie en juweliersware altyd op hande teen die billikste voorwaardes</p> <p>Asook Eeufees-ornamente</p> <p>ONDERSTEUN DIE WAT U BELANGE BEHARTIG</p> <p><i>Geluk Ceres met die Eeufees, beste wense vir die volgende jare</i></p> <p>Voortrekkerstraat CERES</p> <p>Foon 27</p>
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Batten and Balkin

In these business adverts of 1955, General Dealers S Batten of Voss Street and Watchmaker and Jeweller C Balkin of Voortrekker Street are wishing their customers Happy Christmas and hoping they will come to their shop for clothing the gifts for the festival.

Jewish businessmen prided themselves in offering good value for money and high-quality goods. By dealing in farm produce they were able to support the farming community by bartering with farmers, taking their produce in exchange for goods from their stores.

See the 'Images' page for a gallery of pictures of Jewish businesses and businessmen in Ceres

Jewish businesses in Ceres compiled by Geraldine Auerbach MBE, London November 2023

From pictures and advertisements contributed by Bertdene Laubscher of the Togyers Museum