

The Jewish Community of Laupheim and its Annihilation

Book Pages 166 - 168

EINSTEIN, D.M.,

"The clothing store"

6 Kapellenstrasse

Translated by: Markus Ganser

ROLF EMMERICH



*The D. M. Einstein clothing store, in 1925 approximately.
In the Purim journal 1912 it was called "Kaufhaus zur Gelle" (Gelle's
store).*

(Photography: Archive K. Neidlinger)

The department store was founded by David Moses Einstein and his wife Klara (nicknamed Gelle), née Nathan, in Kapellenstrasse on October 30th, 1832. In 1904 the Einsteins moved to the imposing house on the market square. Siegfried Einstein called it the biggest clothing store between Ulm and Lake Constance. In any case, it was a remarkable project to construct this outstanding building in the center of Laupheim.



Zum Pfingstfeste

kaufen Sie:

Mäntel	Schlüpfer
Costüme	Prinzeßbröcke
Kleider	Leibwäsche
Blousen	Strümpfe
Röcke	Handschuhe

zu

besonders billigen Preisen.

D.M. Einstein

Kaufhaus.

Typical advertisement, dated 1923,

announcing a variety of goods on offer for Pentecost

After World War I, Max and Ludwig Einstein assumed leadership of the department store. One headed the purchasing department, and the other was responsible for sales.

As early as April 1st, 1933, the Nazis attacked the Einstein store and smashed the shop windows. The Einsteins were forced to eliminate the damage themselves while SA forces hindered customers from entering the store.

As a consequence, turnover dropped dramatically. A key indicator for this downturn is that overall trade taxes from the store continuously declined in the period from 1933 to 1935: these totaled 31000 Reichsmarks in 1933, 17030 Reichsmarks in 1934, and only 6000 Reichsmarks in 1935. Against this background, Ludwig Einstein decided to emigrate in 1936. His

daughter Nannette added to this as follows: „After our departure, my uncle Max Einstein supervised the D. M. Einstein department store until it was sold to Mr. Schurr“. The clothing store including its complete stock was “aryanized” by the Nazi authorities.



Boycott against the D. M. Einstein department store initiated by SA forces, April 1933

Max and Fanny Einstein could not but emigrate to Switzerland with barely a few belongings. They were not even allowed to keep the sparse proceeds from the “aryanization” of their department store.

Neueröffnung

Kaufhaus D. M. Einstein

Neueröffnung

jetzt **arisch!**

Mit dem Winter-Schluß-Verkauf
beginnt

Hans Schurr K.-G.
Laupheim

Nützen Sie die günstige Gelegenheit zum Kauf von guter
Qualitätsware zu bedeutend herabgesetzten Preisen!

Ueberzeugen Sie sich bitte durch meine Schaufenster
und Innenauslagen **ohne Kaufzwang**

*Announcement in the „Laupheimer Verkündiger“, dated March 1939,
informing about the beginning of winter sales and new "Aryan" ownership
of the D. M. clothing store.*