

Jakov Kalef In Front Of His Store



This is my granduncle Jakov Kalef in front of his mens' clothing store on Terazije Street in Belgrade. To his left is his son Josko. Josko was married and lived in Belgrade with his wife and child when the war broke out. To Jakov's right is a man who worked in the store. Like almost everyone else in my family both Jakov and Josko Kalef were killed in the Holocaust. On the sign above the store it says: 'WAREHOUSE FOR READY-MADE MENS' AND CHILDREN'S CLOTHING / 1ST PARIS CHIC / JAKOV KALEF / ESTABLISHED IN 1903.' My grandmother Matilda Kalef and her brother Jakov were partners in this store. Later grandmother also had stores of her own but here they were partners. In the last few years before the war they were not partners any longer.