

Moritz Hoffman's Shop



This is my uncle's store. His name was Moritz Hoffman. He is in front of the store (on the left) with an employee. The picture was definitely taken long before he came to visit us, in 1927.

My mother had a sister, Betty Madrisovici (nee Moise), and four brothers: Carol Moise, Pascal Moise, Moritz Moise and Strul Moise. Moritz left for London where he had a ready-made clothes shop. At some point he changed his name from Moritz Moise to Moritz Hoffman which means 'hope-man.' Strul and Pascal remained in the country where they had an alehouse. Betty lost her husband, Marcu Madrisovici, and their three sons – Strul, Iancu and Lupu – in the Iasi pogrom.