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THE JHASW/CHIDC NEWSLETTER

Official Newsletter of the Jewish History Association of South Wales / Cymdeithas Hanes Iddewig De Cymru

A MESSAGE FROM JHASW/CHIDC:

Welcome to our official Newsletter!

Before you dive on in, I would like to address something which is causing us some concern. It has been suggested that our work "seems to be sponsored and guided by the Reform Community of Cardiff". I assure you that nothing is further from the truth.

We are not a representative organisation, nor a religious one: We are secular and independent.

Our three Trustees all happen to be members of the Cardiff Reform Synagogue, but they are Trustees because they are interested in recording the history of Jews in Wales - all Jews in Wales.

We moved to CRS because the rent is substantially less there and, as we are dependent on grants and our supporters, we need to watch every penny.

Our projects are varied. We are researching the Shoah Memorial Board at CRS, but a past project collected 86 oral histories, 61 of which were from members of Orthodox synagogues. Our Cardiff Jewish Trail also gives prominence to the Orthodox community.

Our independence is key to our success,

Stanley Soffa, Chair of Trustees.

THANK YOU!

In June 2021 the JHASW/CHIDC embarked on an 8-week long crowdfunding campaign for a new project which would enable us to capture more than 70 new oral histories to expand our current collection and preserve them for future generations.

We are happy to announce that our crowdfunding campaign raised £11,000.00. As well as the money raised via the site, we also received donations in the form of cheques or CAF donations - two of which were of £2,000 – one from Robert Fraser, from Australia, and one from a donor who wishes to remain anonymous.

We would like to thank our speakers who shared their stories with us: Lionel Elton, Bob Gregory, George Schoenmann, Michael Pruchnie, and David Jacobs - each of your inspiring stories helped us reach our goal.

We are looking forward to beginning the project in October 2021. We could not have done it without your support!



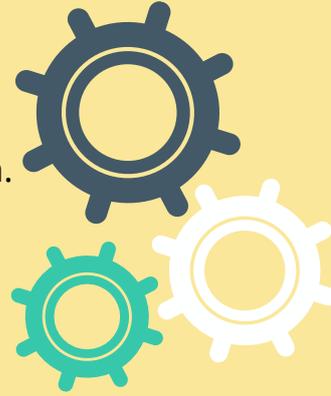
OUR CURRENT PROJECTS:

Cardiff Reform Synagogue Memorial Tablet:

We are researching the stories of people named on the CRS Memorial Tablet, which was erected in memory of relatives of synagogue members who were murdered in the Holocaust and whose graves are unknown.

Working with the Rhondda Cynon Taf museums to:

- Identify items of Jewish heritage, which have not been catalogued as such.
- Improve the records by adding new interpretations.
- Digitise the material to share it online.
- Encourage new donations.



Heritage Toolkit

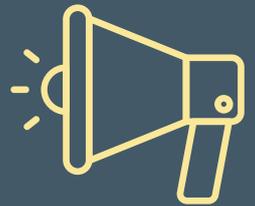
We are creating a heritage toolkit that will enable individuals and communities with no previous experience of heritage projects, to create high-quality digital outputs and make them available to as wide an audience as possible.

Cardiff Jewish Heritage Trail

We recently completed a bilingual Cardiff Jewish heritage trail - Find out more below!

IN THE NEWS:

IT'S US!



We at JHASW / CHIDC have created a digital Cardiff Jewish heritage trail, which you can follow virtually on our website from your computer or mobile phone.

The trail tells the history of Cardiff Jewish communities through nearly fifty different locations. It includes descriptions, pictures, links to collections, and audio excerpts from oral histories on People's Collection Wales. Five of our popular before and after videos are also included. Sources are given for those who want to explore this history more.

Our volunteers' hard work on the Cardiff's virtual heritage trail has paid off and has attracted the attention of the press. The trail has featured on Wales's first national newspaper; **The National** and the **BBC**.

[View The Trail Here](#)



OUR UPCOMING PROJECTS:

Social Enterprise:

We are starting to set up a social enterprise to generate income by offering consultancy and training to small and medium-sized charities and community groups, especially small Jewish communities across the UK, interested in preserving and sharing their heritage. Why? The social enterprise will enable us to become less grant dependent. The income will be invested in preserving the Jewish heritage in Wales: recording oral histories and collecting and depositing tangible materials.

The European Network of Testimony-based Digital Education:

The Development of Key Competences and Civic Engagement (ENTDE) project will be delivered in partnership with three European organisations: Zachor Foundation, based in Hungary, OpenEye, in the Czech Republic, and human-ed, in the Netherlands. It will create digital educational materials using video testimonies from the USC Shoah Foundation Visual History Archive. The materials will be hosted on the USC Shoah Foundation IWitness platform and will be accessible free of charge.

The project aims to develop a network of educators and institutions across the EU to share resources, skills, and activities both within the individual partner countries and between them.

New Jewish Heritage Trails:

We've submitted a grant application to NLHF to create three new trails across south Wales. If successful, the project will start in January 2022.

Community Foundation Wales – The Pears Action Learning Fund:

The aim of the grant is to improve our grant-writing skills and gain better understanding of the grant process from a funder's perspective.

Oral History Project:

Following successful crowdfunding, we will record at least seventy oral histories from present and former members from the south Wales Jewish communities.

The Côt a lithr, llythyrau a geidw:

Creating Holocaust resources for Welsh schools project is being delivered in partnership with The Centre for the Movement of People (CMOP) at Aberystwyth University. It will be using testimonies from the archives of AJR's Refugee Voices, Imperial War Museum, and JHASW/CHIDC. The material will be published on Hwb, the Welsh Government's digital platform for learning and teaching - the only source of approved bilingual digital teaching material. This project is supported by the **Association of Jewish Refugees**.

THIS MONTH IN HISTORY:

On the **17th September 1982**, the doors of the well-established men's outfitters 'A Rose' closed for the final time, after **60 years** of challenging the fashion sense of Wales's men. The company's **Jewish founder, Abraham (A) Rose** was the son of a tailor who worked as an errand boy in the very shop that he would later come to own. Following a menswear apprenticeship, Rose was able to open his own business in 1922 at **31 - 32 High Street (St Mary Street)**. The shop specialized in menswear and was named '**A Rose**'. Rose would also go on to acquire a second shop for the 'A Rose' brand, at **2-3 Station Approach, Newport**.



Rose was an **innovative advertiser** and in 1927, he held an event at The Bute Room, Cardiff, featuring '**living models**', which he used to demonstrate the wrong and right ways of dressing for a variety of occasions. This approach to menswear was very unusual at the time and the style parade **caused a stir** – this type of advertising had never been seen in Wales before.

Rose's new and controversial approach to menswear was again highlighted during a **radio show** under the pseudonym E Sora. The programme ended up getting **censored by the BBC** due to concerns that Rose's praise of 'ready-made' clothing would incense any tailors who might have tuned in. Rose was also a competitor in **window display contests** at both the Cardiff and Newport branches and boasted prizes from first to fourth place.



Rose's successor was his son-in-law **Robert Greenwood**, a German-Jew who was forced to flee to escape **persecution from the Nazis** when he was just 17. His parents and young sister were murdered in a death camp. Greenwood remained true to Rose's original vision and the outfitters remained an **independent business** with a small but loyal customer base.

To discover more images, details and stories like this, visit our **People's Collection Wales** page [here!](#)



The images are part of the Greenwood Family Collection.

READING RECOMMENDATIONS:

Literature regarding the Jewish community in South Wales is sorely lacking, but that doesn't mean that there is nothing worthy of a read!

Our recommendation this month is 'Jews of South Wales' by Ursula Henriques:

The book focuses on the Jewish communities in Cardiff, Swansea and the South Wales valleys in the nineteenth and twentieth centuries, looking at their everyday lives and also more dramatic and sensational events such as the Tredegar Riots in 1911 and the "Jewess Abduction Case" of 1867-8.



REMEMBER US!

When people first hear about JHASW / CHIDC's work, we often get told stories about how they, or someone they know, recently had a clear-out and threw out piles of papers/photographs which documented the lives of the Jewish community of south Wales in some way.

If you or someone you know may have such a collection please don't hesitate to reach out to us, we are committed to collecting all south Wales Jewish heritage and we need your help to do it!



SHANAH TOVAH!

This year Rosh Hashanah (the Jewish New Year) fell on 6th - 8th September. All of us at JHASW / CHIDC would like to take this opportunity to wish all of our subscribers and supporters a slightly belated Shanah Tovah!



SUPPORT US!

Most of the work that we have accomplished so far has been dependent on grants and support from the community. However, we are acutely aware that there is so much to do that does not fall within the remit of these specific projects and without long-term financial support we will not be able to continue our work preserving and sharing the local Jewish heritage in the way it deserves.

If you would like to help us with our work by making an online donation please click on the link below!

[DONATE!](#)

