

Esther's Dress Shop

Esther Frydenburg



Location

602 Landis Ave.
Vineland, NJ
Cumberland
County

Years Active

1967-1979
(12 Years)

Esther's Dress
Shop Ad -

Vineland Daily
Journal 3/29/1977

About Esther Frydenburg

Esther Frydenburg (nee Jablonski) immigrated to the United States in 1947, she is originally from Poland. When arriving in the US, she settled in Philadelphia. Esther is a Holocaust survivor, However, little is known about her life before and during the war except that she was the only survivor from her immediate family. On a weekend visit to Vineland in 1951, she met her husband, Sam Frydenburg, a fellow Holocaust survivor. Sam was born in Zuromin, Poland on October 10, 1917. Sam's pre-war and war experiences are unknown. There is a record that he went to a displaced person camp in Schweinfurt, Germany before moving to the United States in January 1951. Ester and Sam married and then lived on a poultry farm in East Vineland. The family operated the chicken farm until 1967 when Esther opened her dress shop on Landis Avenue in downtown Vineland for twelve years.

Esther's Dress Shop

Esther operated Esther's Dress Shop for 12 years. Esther's dress shop was one of the first in the Vineland area to specialize in fashions for all sizes, and it offered modern styles. The shop had strong ties to the community, supporting various charities and civic organizations during its 12-year run. And was one of many fashion retailers located on Landis Avenue in Downtown Vineland. Esther retired in 1979 after running the shop for 12 years. She was 55 at the time.

Landis Ave Small Business Community

Esther's Dress Shop was one of the small businesses owned by Holocaust Survivors on Landis Ave in downtown Vineland. Some include Bernsitens Typewriters (Herbert Bernstein), Leeser Electrical Supply (Hal Leeser), and Finesse Fashions (Helen Finkelstein). Most of these businesses, founded by former poultry farmers, were family-owned and operated.

For more information see

South Jersey Holocaust Survivor Digital Archive, Sara and Sam Schoffer Holocaust Resource Center at Stockton University.

Esther Frydenberg Obituary, *Daily Journal*, Vineland, 8/23/2015, A4 (Newspapers.com).

Daily Journal, Vineland, 3/29/1977.

Profiles of South Jersey Holocaust Survivors by George D. Quinn (Project Lead), with contributions by Dr. Michael Hayse (Curator & Editor) and Biographical Information by Perscilla Bartley.