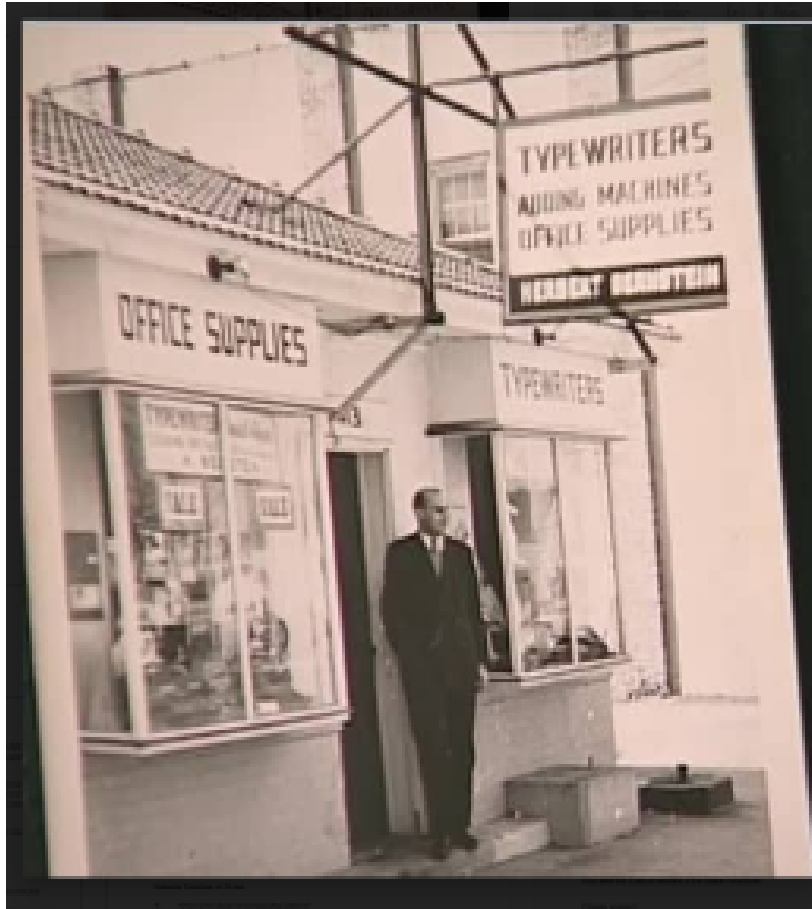


Bernstein's Typewriters

Herbert & Ursula Bernstein



Location

413 Landis Ave, Vineland, NJ
Cumberland County

Years Active

1948 - 1979

About Herbert Bernstein

Herbert Bernstein, who was born in Vienna, Austria, was able to escape Vienna for Switzerland in 1938. His parents stayed in Vienna and were deported to the Nazi killing site of Trostenets in Belarussia, where they were murdered in 1942. Herbert

immigrated to the United States in 1945, and settled in Vineland in 1948. Unlike most Holocaust Survivors in Vineland, the Bernsteins never owned a chicken farm. He established himself first as a typewriter repairman before establishing his own sales and repair business. Bernstein was an avid philatelist (stamp collector); he won awards for his collection of rare stamps, and wrote a weekly column, "Stamp-ing Ground," in the *Times Journal*, Vineland's daily newspaper, educating readers about the hobby and history of stamp collecting.



Herbert Bernstein was involved in the Vineland Historical Society and curated many historical artifacts, including documents dating back to the 1700s. In addition, during the 1970s, Bernstein was a leader in the effort to restore the Batsto mansion in Wharton State Forest. He served as the chairman of the Batsto Restoration Commission.

Herbert Bernstein, a leader of the Vineland Historical Society displays a 1758 survey of the Vineland area (Vineland Times Journal 9/20/1975)

Bernstein's Typewriters

Bernstein's Typewriters operated in Vineland, New Jersey from 1948 to 1979. This typewriter shop provided the Vineland community with modern typewriters and office supplies as well as service and repair of older typewriters.

This business machine and office supply store on Landis Avenue remained family-owned until it closed upon his retirement in 1979, when Herbert Bernstein was 60. Herbert and his wife, Ursula, a fellow Holocaust Survivor, moved to Philadelphia, where they spent the remaining years of their lives. Herbert passed away in 1982 at age 64 and Ursula in 2014 at age 89.

Advertisement for Bernstein's Typewriters, Vineland Times Journal 10/24/1950

An advertisement for Bernstein's Typewriters. On the left is a detailed illustration of a portable typewriter, labeled 'HERBERT' on the front. To the right of the typewriter is a block of text: 'World's famous light-weight Portable Typewriter, Standard Keyboard, Model 1951. 2 YEARS GUARANTEE 68.50, Tax Incl. USED PORTABLE & OFFICE TYPEWRITERS All Brands, Guaranteed for one year, from 19.50 up'. At the bottom right, in large bold letters, is 'HERBERT BERNSTEIN' followed by 'Tel. VI 7-4767'. At the bottom left, in bold letters, is '236 Landis Ave.'.

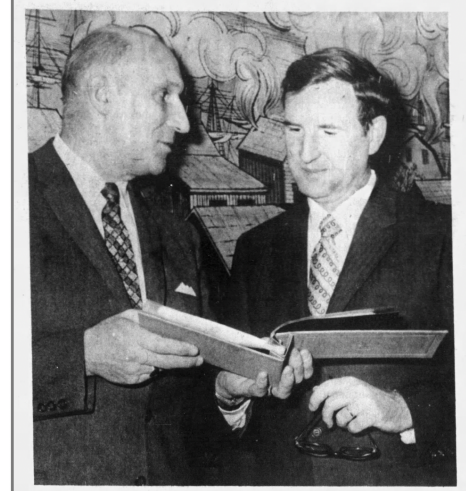
World's famous light-weight Portable Typewriter, Standard Keyboard, Model 1951.
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HERBERT BERNSTEIN
Tel. VI 7-4767

236 Landis Ave.

Herbert Bernstein was appointed Chair of the Batsto Village Restoration Commission by the New Jersey Department of Environmental Protection Commissioner Richard Sullivan, who served under Governor William T. Cahill (*Vineland Times Journal* 12/9/1970)

Landis Avenue Small Business Community

Bernstein's Typewriters is one of the small businesses owned by Holocaust Survivors on Landis Ave in downtown Vineland. Some include Esther's Dress Shop (Esther Frydenburg), Leaser Electrical Supply (Hal Leaser), and Finesse Fashions (Helen Finkelstien). 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.

Ursula Bernstein Testimony, USC Shoah Foundation Visual History Archive.

Vineland Times Journal (Newspapers.com).

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