

Max Gurwicz Enterprises

Gurwicz Family



Location

331 Tilton Road
Northfield, NJ
Atlantic County

Years Active

1954- Present

Max Gurwicz Enterprises in
Northfield, NJ

About Max and Ed Gurwicz

Max Gurwicz was born in Vilna, Poland (today Vilnius, Lithuania) in 1905. Max married Helena Levin before the war, and they had two children, John and Ed. During World War II, Max, Helena, and their sons were forced into the Vilna Ghetto, but they all survived the harsh conditions. After liberation, they made their way to Zeilsheim displaced persons camp in occupied Germany. In 1948, Max, Helena, Ed, and John arrived in the United States aboard the Marine Tiger. They settled in New Jersey, where the family operated poultry farms in Galloway Township and Dorothy. The Gurwicz family began building homes and chicken coops for other Holocaust survivors arriving in Atlantic County. This set them up for a transition to real estate development.

Ed Gurwicz, the older of Max's two sons, was a partner in the business. Ed was born in Warsaw, Poland, in 1932. In the 1950s, when the family was still operating their poultry farm, Ed served in the U. S. Army as an officer and paratrooper. Max and Ed Gurwicz engaged in many civic and charitable causes, including community initiatives to commemorate the Holocaust. Ed Gurwicz was a member of the United States Holocaust Commission, which created the United States National Holocaust Memorial Museum in Washington, DC. Max Gurwicz passed away in 1982. Ed Gurwicz continues to lead the company he co-founded with his father almost seventy years ago.

Max Gurwicz Enterprises

Max Gurwicz & Son, Inc., was founded in 1954. It became a prominent real estate development firm in Atlantic County. From the mid-1950s onward, Max Gurwicz enterprises have developed many residential and commercial properties, including apartment complexes, planned residential communities, hotels, motels, shopping centers, and office buildings. When Max passed away, his son Ed Gurwicz succeeded in leading the Gurwicz family enterprises. Today Gurwicz Enterprises maintains a significant presence in the South Jersey home and commercial construction market.

Atlantic County Property Development Companies Owned by Holocaust Survivors

Several real estate development companies in Atlantic County were owned and operated by Holocaust Survivors. These Holocaust Survivors originally settled in South Jersey as poultry farmers and helped other Holocaust Survivors to buy and develop farms, as well as build homes and chicken coops. As poultry farming became less profitable, these enterprising immigrants moved completely into real estate development. The companies they founded include Kiedjan & Trocki Development in Northfield (Pinchus Kiedjan & Jack Trocki), J&M Land in Northfield (Richard Simon), M&M Land (Sidney Simon) and Schoffer Enterprises, previously Seashore Development in Egg Harbor Township (Sam Schoffer).

For more information see

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

"Local Real Estate Family Celebrates Successes, talks building upon Future," *Press of Atlantic City*, 4/19/2021.

Schoffer, L. B. (2009). *A Dream, A Journey, A Community: A Nostalgic Look at Jewish Businesses In and Around Atlantic City*. Comteq Publishing.

Photo Source: Max Gurwicz Enterprises website (<https://www.gurwicz.com/directions.html>)

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