

## Index

- Abusch-Madger, Ruth, 193  
 Addison, Joseph, 111  
 Adorno, Theodor W., 26, 242  
 Advertisements, xiv, xv, 30, 31, 32, 35, 44, 147, 150, 167, 199  
   American companies, 72  
   and consumer culture, 29  
   and nationalism, 145–152  
   for cooking, 39  
   for Jews, 29, 72  
   for kosher, 27, 175, 197  
   for sparkling wine, 153  
   holidays, 63  
   marketing campaign, 26  
   newspapers, 27, 29, 30, 50  
   religious, 62–65  
   target group, 144  
   vs editorial pages, 32  
   with Star of David, 42–55  
 Advertising agencies  
   Jac. Strenlicht, 58  
   Joseph Jacobs Organization, 74  
   Rudolf Mosse, 59  
 Agudat Israel, 166  
 Alcohol, 18, 23, 196  
   war on, 11–14  
*Alliance Israélite Universelle*, 118  
 Altona, 217  
*American Jewish Committee*, 179  
 Americanization, 71  
 Amsterdam, 162  
 Antisemitism, xvi, 7, 17, 20, 23, 55, 92, 153, 173, 199, 210, *See also* boycott  
   and consumer culture, 197  
   and the marketplace, xvi, 103, 122–123  
   and the social question, 7  
   as a cultural code, 4, 22  
   in the USA, 71  
   pre-1933, 40, 135  
   rise of, 197  
   World War I, 229  
 Arendt, Hannah, 23, 26, 27, 88, 97–102, 171  
 Aristotle, 82  
 Aryanization, xiii, 140  
 Asch, Adolph, 201  
 Assimilation, 14, 36, 70, 72–74, 92, 164, 174, 186, 221, 223  
 Auslander, Leora, xii, 32, 214  
 Australia, 66  
*Auto-Club* 1927, 142  
 B'nai B'rith order in Berlin, 56–59, 197, 198, 215  
 Bach, Rudi, 191  
 Bad Salzflun, 134  
 Baer, Abraham, 12, 13  
 Bagel, 79  
 Bahya ibn Paquda, 88  
 Bar/Bat Mitzvah, 76, 130, 210, 216  
 Bar-Gal, Yoram, 160  
 Baudrillard, Jean, xiv, 242  
 Bauhaus, 213  
 Bauman, Zygmunt, 26, 75, 174

- Beauty of Zion Wine, 158  
 Bell, Quentin, 218  
 Ben Israel, Menasseh, 108–110, 112  
 Benjamin, Walter, 174  
 Bentham, Jeremy, 108  
 Berkowitz, Michael, 156  
 Berlin, xii, 7, 40, 46, 57, 59, 124, 182, 193, 195, 200, 206  
 Berliner, Wilhelm, 165, 169  
 Bern, 219  
 Bernstein, Elizabeth, 76  
 Berslau, 192  
 Biale, David, 78, 101  
*Bildung*, 6, 86, 186  
   as signifier of Jewishness, 186, 211  
 Blue Box, 158  
 Blum, Max, 57  
 Board of Deputies of British Jews, 233  
 Borden Company, 72  
 Borochoy, Ber, 79, 112, 249  
 Borut, Jacob, 135  
 Boston, 178  
 Bourdieu, Pierre, xiii, xiv, 26, 106, 130, 131, 150, 190, 195  
 Boycott, 22, 120  
   counter, 136  
   economic, 121  
   German goods, 141, 230–233  
   Jewish-owned businesses, 103  
   movement, 230  
   strategy, 129  
 Braudel, Fernand, 244  
 Breitbart, Siegmund, 44  
 Bremen, 38, 40  
 Brenner, Michael, 28  
 Brewer star. *See* Star of David  
 British Board of Trade, 184  
 Brooklyn, 178  
 Buber, Martin, 189, 225–226  
 Publitz, 190  
 Buck-Morss, Susan, 240  
 Budapest, 214  
 Bulgaria cigarette factory, 48–55  
  
 Capitalism debate, 8  
 Captain Webber's Organization, 230  
 Carlebach, Josef, 36  
 Carmel wine, xi  
 Central Association of German Citizens of Jewish Faith. *See* *Centralverein*  
  
*Centralverein*, viii, 11, 59, 60, 61, 62, 119, 120, 128, 132, 133, 134, 135, 136, 140, 153, 154, 155, 166, 177, 221, 229  
 Chamberlain, Houston Stewart, 38  
 Chanukah, 63, 64, 158, 210  
 Child, Josiah, 110  
 China, 214  
 Chlorodont toothpaste, 39  
 Christmas, 210  
 Coblenz, Marta, 215  
*Coburger Nationalzeitung*, 125  
 Coffee, 37–39. *See also* *Kaffee Hag* houses, 220  
   Café Bauer, 200  
   Café Leu, 201  
 Cohen, Andy, 72  
 Cohen, Lizabeth, 105  
 Cologne, 146  
 Conspicuous consumption, 221  
 Consumer culture  
   ambivalence, 32  
   and civil rights, 102  
   and identity, 68  
   and Jewish history, 29  
   and religion, 29  
   and the Great War, 55  
   capitalism, xiv, 26, 66, 85, 143, 222  
   definition, 29  
 Consumer education, 226–230  
 Cookbooks, 191, 194  
 Costera Meijer, Irene, 145  
 Costs of Jewish living, xvii, 175–183  
 Croner, Else, 180, 224, 226  
 Crowell, Oliver, 109  
 Cultural economy, xvii, 236, 237–239  
  
 Daniel, Max, 190  
 Daunton, Martin, 114  
 Davies, Christie, 94  
 de Grazia, Victoria, 105  
 Delacroix, Eugène, 214  
 Department stores, xiii, 18–22, 23  
   boycott, 22  
   Landauer Brothers, 191  
   Liberty & Co., 157  
   Tietz, 6, 33  
   Wertheim, 157  
*Der Deutsche Automobil-Club e.V.* (DDAC), 142  
 Dessler, Elijahu Eliezer, 86

- Deutscher Verein gegen den Mißbrauch geistiger Getränke E.V.*, 12
- Dewey, John, 70
- Die Vereinigung traditionell gesetzestreuer Rabbiner*, 215
- Dinner parties, 195–197
- Dirt and Trash writings, 4–7
- Dohm, Christian Wilhelm, 112, 115
- Douglas, Mary, 94, 247
- Dr. Oetker, xi, 149, 202
- Dresden, 17, 48, 49, 52, 53, 58
- du Gay, Paul, 238
- Duisburg, 36
- Düsseldorf, 6
- Economic warfare, 230
- Edelheim, Margarete, 229
- Efron, John, 16
- Egypt, 162, 163
- Eher, Franz, 53
- Elazar, Daniel J., 101
- Empire Marketing Board, 149
- England, xiv, 109
- Erich Hamann (chocolate manufacture), 40
- Feuchtwanger, Leon, 141
- Fine, Leonard, 78
- Finnegan, Margaret, 155
- Fischer, Samuel, 10
- Fontane, Theodor, 131
- Food riots, 179
- Ford, Henry, 199
- Förster, Paul, 17
- Foucault, Michel, 248
- France, 33, 187, 214
- Franck, Georg, 243
- Frauenbund* (League of Jewish Woman), 227
- Frederick the Great, 181
- Freud, Sigmund, 89, 93
- Fromm, Erich, 88
- Galicia, 209
- Gaus, Günter, 98, 99
- Gaza (journalist), 224, 230
- Gellately, Robert, 20
- German Social Democratic Party, 13
- Germany, xiv  
 animal protection, 14  
 antisemitism, 3  
 book culture, 10  
 consumers, 31  
 Enlightenment, 86  
 First World War, 11  
*Gemütlichkeit*, 214, 215  
 holiday in, 131  
 national interest, 139  
 Nazi, 230  
 pre-1933, xv  
 Gestapo, 142  
 Gift-giving, 210  
 Gitelman, Zvi, 101  
 Goffman, Erving, 144  
 Gold Medal Flour, 72  
*Goldene Medinab* ('land of Gold' or 'golden land'), 69  
 Goldschmidt, Moses, 213  
 Google Jew, 76  
 Göring, Hermann, 17, 53  
 Goslar, Hans, 223  
 Gotha, 16  
 Graetz, Heinrich, 95  
 Great Arab Revolt, 170  
 Great Depression, 177  
 Greenblatt, Stephen, 248  
 Gutman, Herbert, 178
- Halter, Marilyn, xii
- Hamburg, 49, 99, 203, 213, 217
- Happiness, xv, 74  
 and the marketplace, 84  
 definition, 82  
 Jewish concepts of, 85–89  
 material wealth, 87  
 World Database, 83
- Hartog, Carl, 195–197
- Haskalah*, 205
- Heidegger, Martin, 97
- Heine, Heinrich, 43
- Heinze, Andrew R., xii, 71
- Helgoland, 131
- Herzl, Theodor, 156, 166
- Hexagram. *See* Star of David
- Hildesheimer, Hirsch, 200
- Hilton, Matthew, 114
- Hirsch, Henriette, 200, 203–205, 206–209
- Hirsch, Samson Raphael, 86, 209
- Hirschfeld, Isidor, 131
- Hirschman, Albert, 83, 107, 110, 240
- Hitler, Adolf, 37, 135, 141, 230
- Hoeflich, Eugen, 197
- Holland, 114

- Hollandär, Ludwig, 177, 221  
 Holocaust, xvi, 78, 171, 203  
 Home economic schools, 227  
 Horkheimer, Max, 242  
 Household expenses, 184–186  
 Hyman, Paula, 178
- Insurance, 60, 64, 164  
   businesses, 153, 164  
     Allianz, xii  
     Phönix Life, xii, 163–171  
     Swiss *Basler*, 165  
   department of the JNF, 163  
 Israel, xiv, 67, 171  
   consumer culture, 79
- J. S. Fry & Sons chocolate company, xi  
 Japan, 214  
 Jewgle. *See* Google Jew  
 Jewish Museum Berlin, 77, 195  
 Jewish National Fund (JNF), 157, 158, 165, 166, 167  
   insurance, 167, 169, 171  
 Jewish press. *See* Newspapers  
 Jews, ix  
   “real”, 208  
   alcohol consumption, 13  
   ambivalence, 32  
   and business practices, ix  
   and capitalism, x, 246–247  
   and family life, 164  
   and holidays, 63, 161  
   and money, ix  
   and non-Jews, 76, 88, 169, 189, 192, 209, 211, 219, 220  
   and objects, 210  
   and taste, 187, 209  
   and the economy, 108–111  
   as cattle traders, 139  
   as holidaymakers, 129–135, 199  
   as *homo economicus*, 110  
   as modernizers, 111  
   as moneymakers, x, 184  
   belonging, 29, 66, 179, 201, 234  
   boycott, 121, 124–129  
   boycotts by, 136–138  
   city, 197  
   comfort food, 200–202  
   consumer choices, 210  
   cookbooks, 35, 72  
   costs of Jewish living, 175–183
- Diaspora, 164  
 economic history, 248–250  
 economic rationale, 179  
 economic sensibilities, xvi  
 emancipation, xv, 4, 29, 69, 80, 102, 105–107, 112, 116, 118, 130, 182, 215, 225, 226  
 Germany, 192  
   home, 206–209  
   humor, 91–96  
   identity, 23, 27, 78, 171, 174  
   in America, 68–71  
   in the publishing world, 6  
   integration, 186, 211, 225  
   Jewish consumers, xiv, xviii, 27, 35, 39, 72, 173–174, 190  
   Jewish Question, 67, 78  
   liberal, 221, 222  
   marketplace, 62  
   music, 39  
   non-Jewish, 28, 109  
   Orthodox, xi  
   privileged, 100  
   Sephardic, 213  
   spending, 184–189, 218, 220, 227  
   style, 211–216  
   taxes, 181  
   under National Socialist, 138–143  
   virtual, 77  
   Yiddish-speakers, 69  
 JNF. *See* Jewish National Fund  
*Judenporzellan (Jewish porcelain)*, 181–183
- Kaffee Hag, xi, 37–39, 40  
 Kallen, Horace, 70  
 Kant, Immanuel, 83  
 Kaplan, Marion, 186, 227  
 Karp, Jonathan, 111, 114  
*Kartel Jüdische Verbindungen (Federation of Jewish Fraternities)*, 198  
 Katzenstein, Simon, 13  
 Kautsky, Karl, 249  
 Keren Hayesod (the Foundation Fund), 168  
 Keynes, Maynard, 242  
 Kimchi, Dov, 158  
 Kirshenblatt-Gimblett, Barbara, 203  
 Klemperer, Victor, 192–193, 213  
 Kosher, xi, 33  
   certificate, 33, 175  
   cheesecake, 75  
   chocolate, 36, 147

- coffee, 37, *See also* coffee  
 consumption of, 197  
 cooking, 228  
 costs, 177, 179  
 household, 193  
 market, 75  
 meat riots, 179  
 non-kosher, 194  
 supervision, 75  
 Kosmin, Barry, 180  
 Kraemer, David, 194  
 Kreuter, Salomon, 48  
*Kuneral Werke* (margarine  
 manufactures), 44  
 Kurfürstendamm riots, 229  
 Kuznets, Simon, 249
- Lagerfeld, Ilse, 48  
 Laissez faire economy, 117, 119  
 Laqueur, Gerda, 192  
 Lash, Scott, 243  
 League of Jewish women shoppers, 232  
 Leon, Abram, 249  
 Levy's Rye Bread, 76  
 Lewald, Fanny, 188  
 Liebermann, Max, 214  
 Lipton, Betty, 193  
 London, 107, 157, 198  
 Luxury, 218–222  
   women, 223  
 Luzzatto, Simone, 109
- Maisel beer, 45  
 Margarine, 42, 44, 150, 175  
   Hadassah, 36  
   Tomor, xi, 33–36  
 Marketplace, 27, 32, 42, 44, 117, 173  
   ambivalence, 42  
   and civility, 107–108  
   antisemitism, xvi, 122  
   citizenship, 112–117  
   free, 116  
   identity, 190  
   Jewish, 62, 117–121  
   moderation, x  
   multiculturalism, 78  
   tolerance, 138  
   Zionism, xvii  
 Marx, Karl, 234, 241, 249  
 Mason, Jackie, 75  
 Maxwell House Coffee Haggadah, 72, 74
- May, Karl, 5  
 Mayer, Henrietta, 195  
 Meat riots, 177–179  
 Melbourne, 193  
 Mendelssohn, Moses, 106, 112–117  
 Menger, Carl, 240  
 Menz, Gerhard, 236–237, 238  
 Mercedes-Benz, 31, 149  
 Mill, John Stuart, 82  
 Miller, Michael, 22  
 Minz, Leo, 61  
 Montefiore, Charlotte, 100  
 Montesquieu, Charles de, 110  
 Moscow, 157  
 Multiculturalism, 25, 78  
 Munich, 54, 124
- Napoleonic era, 68  
 National Socialism, 44  
   advertisements, 149  
   and the marketplace, 123  
   rise of, 121, 140  
   struggle against, 233  
   women, 229  
 Nelson, Benjamin, 108  
 Nestlé, xi  
 Netherlands, 214  
 New Objectivity, 212, 214  
 New York, 37, 46, 68, 73, 177, 182, 202  
 New York Giants, 72  
 New York Times, 178  
 New York Yankees, 72  
 Newspapers, 7, 33, 194, 202, 227  
   and advertisements, 30  
   editorial, 30  
   in coffee houses, 200  
   insurance, 164  
   Nazi, 53  
   titles  
     *Allgemeine Zeitung des Judentums*, 117  
     *Augsburger Allgemeine Zeitung*, 43  
     *Berliner Tageblatt*, 60  
     *CV-Zeitung*, 59, 60, 61, 62, 133,  
       135, 177  
     *Der Israelit*, 39, 56, 60, 145  
     *Der Stürmer*, 54  
     *Die Jüdische Frau*, 215, 229  
     *Die jüdische Presse*, 200  
     *Die Neuzeit*, 117  
     *Die Tat*, 9  
     *Die Welt*, 124

- Newspapers (cont.)  
*Forverts* (Forward), 74  
*Gemeindeblatt der jüdischen Gemeinde zu Berlin*, 61  
*Ha-Tsefirah*, 223  
*Im deutschen Reich*, 59  
*Israelitische Familienblatt*, 158  
*Jewish Chronicle*, 145, 147  
*Jüdische Rundschau*, 60  
*Jüdisches Adressbuch für Gross-Berlin* (Jewish Address Book for Greater Berlin), 198  
*Menorah*, 212  
*Ost und West*, 61  
*The Jewish World*, 156, 181, 191, 224, 228  
*The Jewish Year Book*, 198  
*Völkischer Beobachter*, 50  
*Westdeutscher Beobachter*, 6  
 Yiddish, 72  
 Nord, Philip, 20  
 Norderney, 131
- Oppenheim, Moritz Daniel, 35, 209
- Palestine, 118, 162, 164, 166, 170, 228  
 Palestine products, 228  
 Palestine shops, 157  
 Palestine Wine, 158  
 Paris, xii, 43  
 Pennell, Joseph, 209  
 Penslar, Derek, 120, 249  
 Peter Walker & Son brewery, 145  
 Philippson, Ludwig, 117–119  
 Pinn, Karl, 224  
 Pissarro, Camille, 214  
 Pleckon, Elizabeth H., xii  
 Plesch, János, 214  
 Poland, 161  
 Pollack, Herman, 211  
 Porcelain, 45, 181, *See also Judenporzellan*  
 Portland, 74  
 Posen, 12, 201  
 Prinz, Joachim, xvii  
 Proust, Marcel, 203  
 Pryke, Michael, 238  
 Pschorr brewery, 53
- Rahden, Till van, 56  
 Rathenau, Walter, 222–223  
 Reemtsma Company, 49  
 Reemtsma, Phillip F., 50, 53  
 Reich Federation of Jewish Front Soldiers (RJF), 166  
 Reicke, Ilse, 229  
 Rembrandt, 214  
 Rich, Rachel, 174  
 Riesser, Gabriel, 116, 117  
 Risk, 246–247, 248  
     commercial, 164  
 Roselius, Ludwig, 37, 39  
 Rosenstein, Conrad, 201, 216  
 Roth, Cecil, 219  
 Rudhart, Ignaz von, 116  
 Ruppin, Arthur, 14, 180, 192, 202  
 Russia, 13, 185
- S. Fry & Sons, 146  
 Sabbath, 95, 206  
     candles, 207  
     Jew, 234  
     oneg, 96  
 Sacramento, 74  
 Sallis-Freudenthal, Margarete, 194  
 Salomon, Albert, 182  
 Schatz, Boris, 157  
 Scherk, Ludwig and Alice, 46–48, 188  
 Schipper, Yitzhak (Ignaz), 94, 95  
 Schnur, Harry Carl, 53  
 Schöck, Stephan, 13  
 Scholem, Gershom, 42  
*Seminar für Buchhandelsbetriebslehre an der Handelshochschule*, 236  
 Shakespeare, ix  
*Shebitah* (Jewish ritual slaughter), 16  
 Shipping companies  
     Hamburg-Amerika-Linie (HAPAG), 40, 162  
     Lloyd Triestino, 162  
     North German Lloyd, 40  
 Shlain, Tiffany, 78  
 Sholem Aleichem, 92, 95, 223  
 Sidgwick, Cicely, 210  
 Simmel, Georg, 23, 24, 66, 244–245  
 Skorra, Thekla, 182  
 Slater, Don, 144  
 Smith, Adam, 114, 123  
 Sombart, Werner, 8, 246, 247  
 South African, 141  
 Star of David, 42–55, 77  
 Stern, Selma, 215  
 Stolz, Josef, 194

- Storm-trooper (SA), 52, 229  
 Straus, Raphael, 120  
 Strauss, Herbert, 213  
 Stuttgart, 191  
 Sumptuary regulations, 216, 218–221  
 Switzerland, 198  
 Sznajder, Nathan, 80
- Talmud, 188  
 Taylor, Fredericj Winslow, 242  
 Teuscher, Simon, 219  
 Thomas, Hans, 9  
 Thompson, E.P., 244  
 Tietz, George, 59  
 Tietz, Leonhard, 6  
 Tirosh-Samuelsen, Hava, 85  
 Trust, 245–246  
*Tryfa* (strictly not kosher), 192
- Urry, John, 243  
 Usury, 108
- Vajda, Béla, 43  
 Van den Bergh, Simon, 33  
 Van den Bergh(food manufactures), xi, 35  
 Venice, 109  
*Verband Deutscher Schokolade-Fabrikanten*, 146  
*Verein für Sozialpolitik*, 241  
*Verein jüdischer Hotelbesitzer und Restaurateure e.V.*, 137  
*Verein zur Förderung rituelle Speisehäuser*, 136, 198  
 Vienna, 46  
 Volkov, Shulamit, 3, 4, 18, 21, 28, 87, 123  
 Voltaire, 107
- Wagner, Richard, 15, 38  
 Wandsbek, 217  
 Warsaw, 223  
 Weber, Alfred, 241  
 Weber, Max, 217, 241, 246–247, 248  
 Weber, von Ernst, 15
- Weissman Joselit, Jenna, xii, 74, 216  
 Weizmann, Chaim, 79  
*Westdeutsche Nahrungsmittelwerke mbH*, 36  
 Wex, Michael, 88, 92  
 Wiener, Alfred, 120  
 Wieser, Max, 10  
 Wildavsky, Aaron, 247  
 Williams, Raymond, 239  
 Williams, Rosalind, 19  
 Wobick-Segev, Sarah, 200  
 Wolf, Benedict, 146  
 Wolf, Rebekka, 194  
 Wolfratshausen, 227  
 Women, 8, 13, 19, 62, 87, 178, 188, 210  
   and assimilation, 223, 225  
   and boycott, 127, 129, 230–233  
   and the meat riots, 178  
   as consumers, 127, 180, 222–226, 233  
   as homekeepers, 186–189, 226  
   as initiators of consumer culture, 9  
   emancipation, 188, 229  
   hairstyle, 215  
   in the restoration era, 215  
   masculinized, 222  
   National Socialism, 21  
   spending, 186  
   suffrage movement, 155  
 Württemberg, 140  
 Würzburg, 45, 213
- Yemen, 220  
*Yisbuv* (Jewish settlement in Palestine), 185
- Zangwill, Israel, 69, 70, 92  
 Zionism, 60, 79, 80  
   and consumer culture, 80, 155–163  
   and normalization, 81, 112  
 Zionist movement, xvi, 43  
   congress, 169  
   consumer education, 228  
   insurance, 163–171  
   leaders, 163, 171