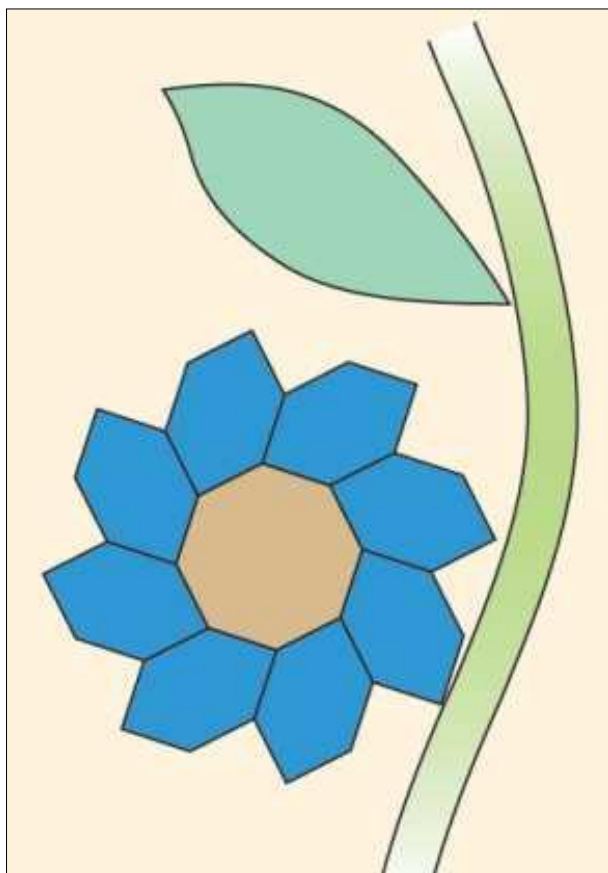


# Joyce Hoffbrand

Born 1933.

Compiled from internet sources by Alex Reid.

Available online at [www.livesretold.co.uk](http://www.livesretold.co.uk)



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# 1. Joyce Hoffbrand Remembers

*Joyce Hoffbrand remembers the Bradford Jewish community she knew when she arrived in the city in the early 1950's. Here she writes about her own family and the people she recalls from her first few years in Bradford. She married Eric Hoffbrand, whose family were in the tailoring trade. Included are her memories of the change from Spring Gardens, Manningham to Springhurst Road, Shipley, and the predicitions of synagogue member Quentin Nisse which finally came true in November 2012, when the Orthodox synagogue closed its doors.*

*The following was archived in 2021, with acknowledgement and thanks, from the [www.bradfordjewish.org](http://www.bradfordjewish.org) website.*

Eric Hoffbrand was born in Bradford in 1926, one of four members of the congregation born that year – Jack Morris, Eric, Daphne Beckwith (Couplan) and Irene Morris (Silver) – the same year as the Queen!

Eric was the son of Sam Hoffbrand whose sister and brothers were all in the tailoring trade. They were Edith Silverton, Abraham and Philip Hoffbrand. Both Sam and Eric served as secretary of the Bradford Hebrew Congregation (B.H.C.).

I came to Bradford in 1952 when I married Eric and at that time, the Synagogue was in Spring Gardens, just out of the centre of Bradford. I was a regular attendee with my sons and eventually became vice-Chairman of The Ladies Guild to Mrs Levin (who must have had a first name but we never used it!) One very funny memory I have is as follows: Mr Levin rung me one day and said (verbatim) “You’ll come for Mrs Levin and you’ll take her to the shul and you’ll get the silver from the sefarim and you’ll then have to clean it”. I did as I was told and the following Shabbat when Dr Cainer took the Sefer out of the Ark, he asked who had cleaned the silver. When told it was me, he looked with confusion at me and at the Sefer several times. When I got home I rang my father to ask what I had done and he said “You silly girl, if you were either pregnant or menstruating, you had made the Torah “posul”

(unkosher). As I was neither, I was able to ring Dr Cainer and reassure the Sefer Torah was still perfectly Kosher!

My eldest son, Andrew was Barmitzvah in Spring Gardens, but my youngest son, Paul was the second to be Barmitzvah at Springhurst Road. Stephen Morris was the first but Paul’s dinner was the first to he held in the shul hall, catered by the redoubtable George Manning. In about 1965 or so a meeting was held in the Midland Hotel to discuss the building of a new Synagogue in Shipley. The proposition was agreed to with the exception of our member, Quentin Nisse who said we were mad because there would be no congregation left in 20 years. He was out by some years but his prophecy has come to pass.

A sub committee was formed consisting of Eric Hoffbrand, Sidney Morris, Maxwell Abrahams and Jack Reuben. The architect, Basil Gillinson was employed and meetings held round dining room tables in our house. The building went ahead and, because Eric was nearest during the day, any problems would be sorted by him. He said that many a time he had to leave a patient in his dental chair to rush up the

road to sort something out. One thing he was adamant about – he HATED the material used for the interior of the of the building. It is called Lignacite and it is pretty grey, rough and ugly but it does not require maintenance which is why it was chosen. He called a meeting of the sub-committee but he was 9 course, overridden but when he retired he was presented with a table lighter made from a block of – LIGNACITE!

Paul Hoffbrand laying one of the foundation bricks at Springhurst Road Synagogue, Shipley, Audrey Morris is in the background.



My son Paul became the chairman of the children’s committee and I have a lovely photograph of him (below) laying one of the foundation bricks for the Springhurst Road Synagogue. He has always been interested in the secular side of shul management having been very active in Masorti Judaism and the foundation of a new home for St Albans Masorti Synagogue of which he is currently co-chair.

The mention of Masorti reminds me that Brian Levi had a thought about combining the two Synagogues in Bradford and he invited Rabbi Dr. Louis Jacobs to come to discuss it. Louis Jacobs was my father’s first cousin so when he came to Bradford, he came to me for lunch. But he said the idea wasn’t feasible due mainly to the question of conversion. And talking of conversion reminds me very firmly of Jill Drazen who converted in the Orthodox movement and joined me in shul during that time every Shabbat. She followed me as chairman of the Ladies Guild and at one of our functions she met Lady Jakobovits, the wife of the then Chief Rabbi. Lady J was so impressed with Jill that she invited her and Maurice to her next child’s wedding. Jill is an amazing person, sadly now suffering from dementia.



When it came to designing the kitchen in the new shul, Enid Abrahams was very influential in making the perfect Kosher kitchen and we all learned a lot from her. If you look in it, you will see our work surface is lower than the others – that was my contribution since I am much shorter than all the other ladies and I wanted somewhere where I could work in comfort!

A large part of my family life was connected with the shul – including the design of the notepaper I did when my husband bought the printing business which did the shul’s work. (Edward Hough & Co. Ltd) – and I’m sure if we all got together it would stir many more memories.

P.S. I came to London in 1982 when Eric died and my sons were already here – part of Quentin Nisse’s prediction!

The following memorabilia were included in Joyce Hoffbrand's article.

## Bradford man's SOS for his dress suits

**S**OMEWHERE on holiday at Paignton, Devonshire, is a Bradford tailor, Mr. Abe Hoffbrand, for whom an SOS message was received in the post today by Mr. S. Hodson, the clerk to the Paignton Urban Council.

The SOS originated from Mr. R. E. Rhodes, wholesale fruiterer, of 81, Diamond-street, Bradford.

Mr. Rhodes is one of Mr. Hoffbrand's clients who, unless he contacts Mr. Hoffbrand quickly, will be unable to dress for dinner when he sails for South Africa on 1 September.


Some time ago he ordered two evening dress suits for the voyage.

### SUITS LOCKED UP

In his letter to Mr. Hoffbrand Mr. Rhodes says the suits are locked up in Mr. Hoffbrand's shop in Manningham - lane, while Mr. Hoffbrand enjoys his Paignton holiday.

Mr. Hoffbrand is expected back at the weekend.

Mr. Raymond Rhodes, whose home is at Hull, is one of nine trade advisers to the Ministry of Food, and is vice-chairman of an association of fruit importers in Hull and Manchester which had been in charge of the buy-



Mr. Hoffbrand's lock-up shop.

ing from Poland of £250,000 worth of bilberries.

The association arranged for 500,000 baskets to be imported for the Government in response to an appeal from housewives for more fruit for pies and puddings for their menfolk in the heavy industry districts.

An article from the T&A from the 1960's, featuring a light hearted story about Abe Hoffbrand's tailors shop in Manningham, Bradford.

**N**OTICE is hereby given, that the Partnership heretofore subsisting between us, the undersigned, William Heywood and Alfred Charles Massey, carrying on business as Doll and Allied Trades Manufacturers, at 2a, North Albert-street, Blackpool, in the county of Lancaster, under the title or style of the WARMILL DOLL & ART MANUFACTURING CO., has been dissolved by mutual consent as from the 16th day of August, 1926, so far as regards William Heywood who retires from the said firm. The business will be carried on as usual by Alfred Charles Massey and all debts due to and owing by the late firm will be received and paid by him.—Dated this 16th day of August, 1926.

(109) **WILLIAM HEYWOOD.**  
**ALFRED CHARLES MASSEY.**

**N**OTICE is hereby given, that the Partnership heretofore subsisting between us, the undersigned, Phillip Hoffbrand, of 30, Infirmary-street, in the city of Bradford, and Abraham Hoffbrand, of the same address, carrying on business as Tailors, under the style or firm of HOFFBRAND BROTHERS, at 30, Infirmary-street, in the city of Bradford aforesaid, has been dissolved by mutual consent as from the tenth day of July, 1926. All debts due and owing to and by the said late firm will be received and paid by the said Phillip Hoffbrand who will continue to carry on the said business under the style of Phillip Hoffbrand.—Dated this fourteenth day of August, 1926.

(048) **PHILLIP HOFFBRAND.**  
**ABRAHAM HOFFBRAND.**

**N**OTICE is hereby given, that the Partnership heretofore subsisting between us, the undersigned, Charles Jeyes, Sidney James Gillam and William John Waller, carrying on business as Hat Manufacturers, at 24, Liverpool-road, and 43, Cheapside, Luton, Bedfordshire, under the style or firm of GILLAM & WALLER, has been dissolved by mutual consent as from the thirtieth day of June, 1926. All debts due to and owing by the said late firm will be received and paid by the said William John Waller and Charles Jeyes, trading as W. J. Waller & Co.—Dated this seventeenth day

**N**OTICE is hereby given, that the Partnership heretofore subsisting between us, the undersigned, Israel Lukover, Alex Lukover, Wolf Roith and Mancini Roith, carrying on business as Blouse and Gown Manufacturers, at 33, Artillery-lane, Bishopsgate, London, under the style or firm of I. and A. LUKOVER AND W. & M. ROITH, has been dissolved by mutual consent as from the 1st day of July, 1926. All debts due and owing to or by the said late firm will be respectively received and paid by the said Wolf Roith and Mancini Roith; the said business will be carried on in the future by the said Wolf Roith and Mancini Roith.—As witness our hands this 4th day of August, 1926.

(054) **ISRAEL LUKOVER.**  
**ALEX LUKOVER.**  
**WOLF ROITH.**  
**M. ROITH.**

Lieut-Col. **GEORGE NEWTON HALIFAX BARLOW**, Deceased.

Pursuant to the Trustee Act, 1925.

**N**OTICE is hereby given, that all persons having any claims or demands against the estate of George Newton Halifax Barlow, late of The Junior United Service Club, London (who died on the 11th March, 1926, and whose will was proved in the Principal Probate Registry on the 23rd April, 1926), are hereby required to send written particulars thereof to us, the undersigned, on or before the 20th October, 1926, after which date the said estate will be distributed, having regard only to the claims then notified.—Dated this 20th day of August, 1926.

(164) **LETHBRIDGE MONEY and PRIOR**, 25, Abingdon-street, S.W. 1 Solicitors for the Executors.

Re **AMY GERALDINE TRUEMAN**, Deceased.

Pursuant to the Trustee Act, 1925.

**A LL** persons having claims against the estate

Entry in the London Gazette from 20th August 1926 regarding dissolving of tailoring business partnership between brothers Abe and Philip Hoffbrand. Source: <http://www.london-gazette.co.uk/issues/33193/pages/5540/page.pdf>

## 2. The New Synagogue

*The following is archived, with acknowledgement and thanks, from the Bradford Jewish Heritage Trail, by Nigel Grizzard and Benjamin Dunn, published in 2013.*

In 1905, the Orthodox Community built their own purpose built synagogue, a stone's throw from Bowland Street. This was at Spring Gardens, over-looking the valley from which the Bradford Beck flows out into Shipley and the River Aire. This westward flow would later be taken up by the Jewish population, as they would drift towards the leafier and more suburban parts of Bradford, beyond Heaton and Frizinghall and into Shipley.

This domed building was funded by subscriptions from prominent local businessman and Councillor Jacob Moser, who was in fact a member of the nearby Reform Synagogue. Before relocating to this purpose built place of worship, the Orthodox congregation prior to 1885 initially met in a room in Tyrrel Street, in the centre of Bradford, a short distance from the City Hall. The first Orthodox Synagogue was at 22 Houghton Place, between the years 1885 and 1905. In 1890 a rival congregation was founded at 25 Houghton Place, however both congregations had merged by 1899.



*The old Synagogue at Spring Gardens, Bradford.*

By 1969 it was clear that the old Synagogue, built all that time ago at the turn of the century had served its purpose in serving the local community. The community was no longer local, and therefore a new building had to be constructed. Built in the similarly named Springhurst Road, the very modern new shul would open in 1970. Designed by the architect Basil Gillinson and its own members with their own needs in mind, even down to the height of one of the worktops in the kitchen suiting the small stature of the then chairman of the Ladies Guild, Mrs Joyce Hoffbrand. It was Joyce who turned her creative talents to designing the logo for the shul (synagogue) stationery.

The committee at the time of its building included Joyce's husband Eric Hoffbrand, Jack Reuben, Maxwell Abrahams and Sydney Morris.

The Community gradually moved further and further away, and diminished rapidly after the 1990s. In the summer of 2012 it was finally decided to put the key on the hook for good, and it was closed on 10th November 2012, a very sad day for all concerned. The remaining members would be absorbed into Orthodox synagogues in Leeds and Harrogate.



*The new Synagogue, opened in 1970 in Springhurst Road, Bradford.*

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### 3. Joyce Hoffbrand's Wall Hanging

*The only other trace of Joyce Hoffbrand on the internet (if indeed it is the same Joyce Hoffbrand) are these instructions for creating an intermediate-level wall hanging on the theme of the English Country Garden. They are archived, with acknowledgement and thanks, from Patchwork and Quilting Magazine, July 2005.*

#### English Country Garden

A combination of English piecing and applique were used to make this charming wallhanging. Designed and made by Joyce Hoffbrand. it is an ideal project for those who prefer to work by hand.

#### Materials

50cm of background fabric

50cm of backing fabric

50cm of wadding

Scraps of coloured fabrics for flowers, leaves and stem  
(you need a piece 10 x 5in for the basket)

Matching stranded embroidery thread

#### Finished Size

14 x 40in (36 x 102cm)

Skill Level: Intermediate

#### Getting Started

Cut a strip 15 x 42in across the width of the background fabric. This will be trimmed after the appliqué is in position.

Mark the position of the stem down the centre of the fabric and then mark the position of the basket.

Join sufficient 1in bias strips to give a total length of 30in. Fold in the two long edges to the middle, WS together, and press well to give a bias strip. (You can buy bias makers to make this job quicker.)

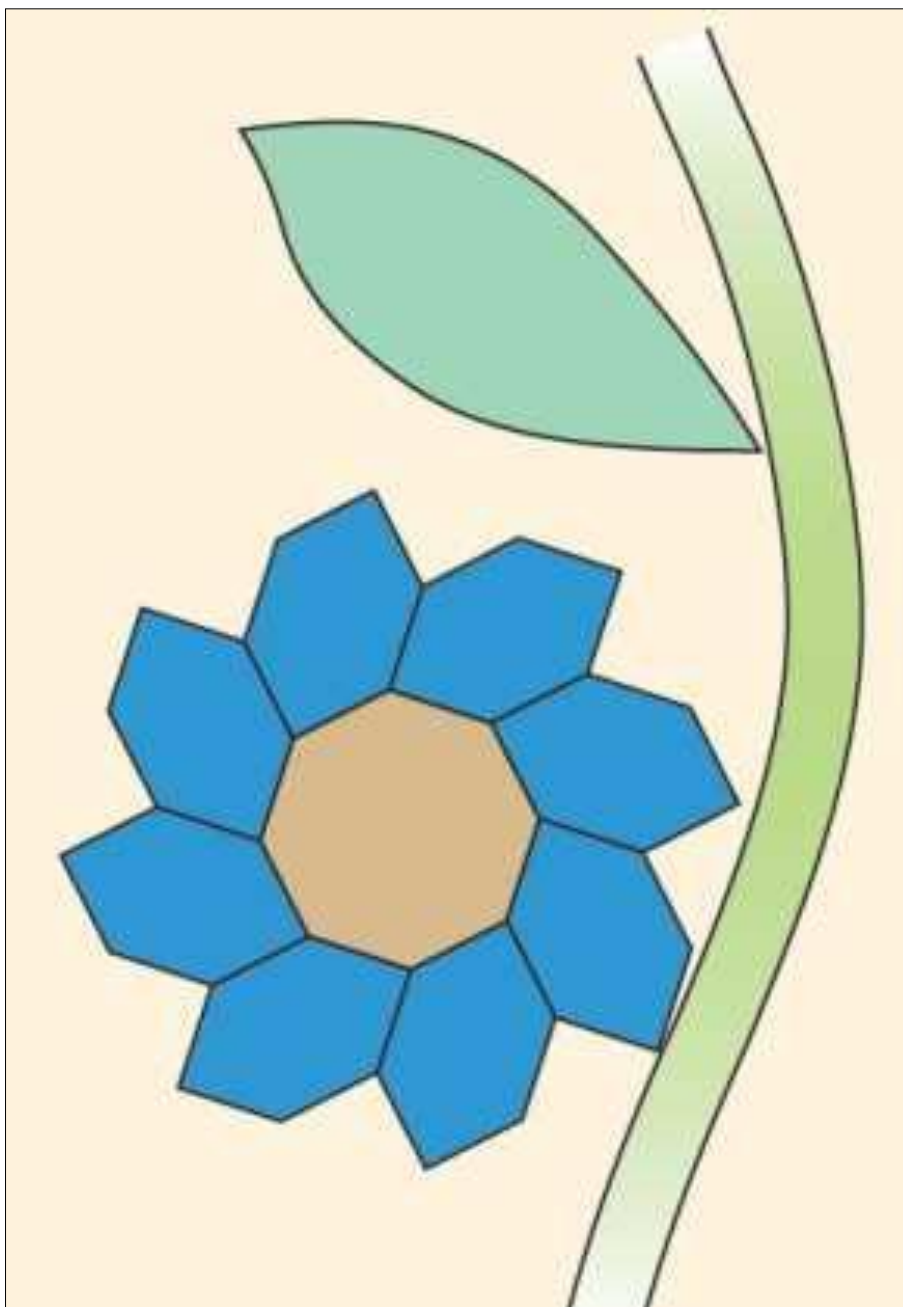
Appliqué the stem in position on the background fabric: if you want the leaves to be under the stem at any point remember to leave a small space unstitched to tuck the leaf into later.

Trace the basket template, draw round the template onto the WS of the fabric and flip the template to make the full basket shape. Cut out 1/4in larger all round. Press under the excess fabric to the WS and appliqué in position at the bottom of the flower stem. Making the handles and finishing the bag





## The Flowers



Using English piecing, construct the flowers using the templates given. You will need one of the smallest size flowers and two each of the others. Remove the papers but press well to keep the outer edges in position. Using spray starch will help keep them firm.

Appliqué the flowers in position; you can choose whether to have them overlapping the stem as shown in the photo or just touching as shown in Figure 1, or use a combination of the two styles.

Prepare eight leaves by tracing the template and cutting out as before. Appliqué in position between the flowers – the lower leaves can overlap the basket for added interest.

## **Quilting and Finishing**

Place the backing fabric RS down and smooth the wadding on top. Place the finished appliqué on top making sure that it is centrally placed.

With two strands of embroidery thread, outline the flowers in stem stitch through all three layers. 3

Outline the leaves as above and add veins if wished.

Make some binding from the remaining background fabric or from a contrast fabric and use to bind your quilt.

Attach a sleeve or two decorative hanging loops. And don't forget to add a label on the reverse.

Position of flower and leaf

Figure 1: Position of flower and leaf

### **Other Ideas**

It is possible to enlarge the design to make a larger wallhanging or a bed topper by placing three baskets evenly on a length of fabric 50 x 40in and then adding a contrast border and 1/2in binding. A bed topper is ideal for covering just the foot of the bed and it gets less wear than a whole quilt

You can add embellishments to the flower centres such as French knots or other decorative stitches

There is no particular reason why this hanging is the width it is; if you want to make it smaller you could either have less of a border around the appliqué or make the flowers a little smaller. A shorter version could be made too

For a table runner, why not make the design symmetrical with larger flowers in the centre that get smaller towards the edges and exclude the basket.

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