The Rudolph Hertzog Department Store in Berlin (1882)

Abstract

Processes and patterns of production and consumption were changing rapidly in the Bismarckian era. However, as this and the following image suggest, trade and commerce remained highly gendered enterprises. The Rudolph Hertzog store at Breite Straße 12–15, Berlin, was founded in 1839. It developed into the best-known Berlin source for furniture, carpets, fashion goods, and fabric. Hertzog was one of the first businesses to offer fixed prices and print advertising, as well as an annual catalogue ("Agenda") that ran to 200 pages. The first image in this slide show, an 1882 woodcut, shows the sales floor for fashion and silken wares (*Verkaufsräume für Mode- und Seidenwaren*) on the store's ground floor: a few male salespersons can be seen among their female customers. The second image shows the operation room for export trades (*Effektuierungssaal für Exportgeschäfte*): no women can be seen among the staff here.

Source

Source: Two woodcuts by an unknown artist, published in *Über Land und Meer. Allgemeine Illustrirte Zeitung* (Stuttgart), Jg. 24, Bd. 48, no. 33 (October 1882): p. 671, 673.
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