



A Postcard of Duga (Radićeva) Street, 1909

RADIĆEVA STREET

The Long Street, which today is Pavel Radić Street, was one of the most important streets in the City. It leads from the suburbium to the Stone Gates, the main entrance to Gradec. By 1632 it was already cobbled and was known as a clean and orderly Street. During the 19th Century a number of shops opened to supply the people of Zagreb with a variety of manufactured goods and comestibles. It was home to the famous K Salvatoru Pharmacy and two bookshops – Franjo Župan's and Emil Hirschfeld's. The latter was extremely popular as it was from here that one could acquire the latest books from the Frankfurt Printing House. Additionally, it was here that Franjo Šolc opened a patisserie that was awarded a diploma from the inaugural Dalmatian-Croatian-Slavonian Economic Exhibition that was held in Zagreb in 1864.

Even two 'factories' producing playing cards operated in Duga Street – Ferdinand Fellner's and Josip Bäck's. It was here that Ćiril Milošević opened the first ever off-the-rack tailors in 1793. The costumes for the first Croatian opera *Ljubav i zloba* (Love and Evil) by Vatroslav Lisinski, first performed in 1846, were made in the same premises.

Walk north up the hill along Radićeva Street to the Illirian Square where you will find the next sign.



Radićeva Street, 1954



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