

The Family Store: A History Of Jewish Businesses In Downtown Asheville, 1880–1990

This exhibit is dedicated to all Jewish business owners who came to Asheville, each of whom was instrumental in shaping it into the city we know today.

The Family Store project does not include every Jewish

enterprise in Asheville. It includes only businesses in our core area — certain blocks of Broadway, Biltmore, Patton and Lexington Avenues, College and Haywood Streets and Pack Square.

The Family Stores



Wedding of Ida Pollock and Meyer Levitz, Asheville, 1913. Many people in this photo were early business owners.

- Pre 1915** Asheville's early stores when downtown begins to grow
- 1915-1929** The boom before the bust of the Great Depression
- 1930-1944** Includes the Depression and World War II
- 1945-1969** Covers the return of soldiers from World War I to the beginning of businesses moving to the malls
- 1970-1990** More businesses closed because children did not want to continue in the family business and small to midsize family stores could not compete with chain stores

The time periods listed to the left show the date the business began. They correspond to intervals in American history as well as Asheville history.

More information, including letters, photographs, documents and interviews is available at *The Family Store Collection* at UNC Asheville's Ramsey Library, Special Collections. Much of this information can be viewed online by doing a computer search: *Jewish Life in Western North Carolina*.

Directory of Store Names by Location and Time Period

College Street	Patton Avenue	Biltmore Avenue	North Main (Broadway)	Haywood Street	Lexington Avenue	
<p>Pre-1915</p> <ul style="list-style-type: none"> Harry Landlich Jeweler Israel Solerwitz Isaac Michalove Agitar Brothers Imperial Wine and Liquor House M. Grocery <p>1915-1929</p> <ul style="list-style-type: none"> Alta Shoe Shop H.C. Myers Naiman Electrical Contractors Abraham Michalove Swardberg & Thomas Isaac Swardberg Pollock's Family Shoe Store <p>1930-1944</p> <ul style="list-style-type: none"> Brown Book Comp. Ehrlich's Juvenile Shoe Shop Paranount Smoke Shop Paranount Sandwich Shop Carolina Tire and Recapping Company <p>1945-1969</p> <ul style="list-style-type: none"> Brod's Book Nook Shoe Land Asheville Mill End Store The Hobby Shop <p>1970-1990</p> <ul style="list-style-type: none"> Mill End Store Stoney Knob Adult Book Store Tips for Shoes Tops Uniform Center <p>Pack Square (Court Square/ Public Square)</p> <p>Pre-1915</p> <ul style="list-style-type: none"> Asheville Shirt Manufacturing The Boston Shoe Store I. Levy & Co. Asheville Mill End Store D. Gross & Sons J.B. Swardberg & Son National Daily Lunch Star Clothing Co. S.L. Blomberg Mitchelson Star Clothing Co. Mrs. Francis Rosenthal <p>1915-1929</p> <ul style="list-style-type: none"> A. Berman Albano Drecks and Fills The Boston Clothing Rosen-Fagan Co. Trives Clothes Co. S.H. Berman Daniel Robinson Knickbocker Fashion Shop Cooper's Clothes 	<p>Cocley's Eating House</p> <p>Bernstein Sogal</p> <p>Ike Swardberg</p> <p>1930-1944</p> <ul style="list-style-type: none"> Coff House News Stand M.B. Forman Maria's Dress Shop Martin's Dress Shop The Economy Store Carlson's Ladies Wear Harry's Clothing Store <p>1945-1969</p> <ul style="list-style-type: none"> Gordon's Jewellers Caroline Salvage Co. Victory Book Room Victory's Family Shoe Store Stirling Clothing Starling Jewellers <p>Patton Avenue</p> <p>Pre-1915</p> <ul style="list-style-type: none"> Asheville Shoe Co. Gern Clothing Store Isaac Swardberg Asheville Dry Goods Baltimore Clothing House Max Marcus The Baltimore The Enterprise, Baltimore Clifford and Shoe House E. Weiskopf The Fashion The Model Cigar and News Store I.W. Glaser Bon Marche DL Department Store DL Grocery W.H. Shofner The Guarantee Shoe Store Whitlock Clothing House Arthur Field Nathan Rosenfeld Mary Dry Goods The Peerless Fashion Company The Asheville Pharmacy Bowling Alley The Paris Millinery Jules Lowerbain <p>1915-1929</p> <ul style="list-style-type: none"> Asheville Dry Goods The Leader Department Store Ben Simon Clothing Goss Minery Co. Lowerbain-Rutenberg Paul's Hat Shop The Strand Blomberg Amusement Co. I.W. Glaser 	<p>The Model</p> <p>Albano</p> <p>The Man Store</p> <p>Jack's Clothing</p> <p>May's Shop <p>The Parisian Shop</p> <p>Ehrlich's Shoes</p> <p>Pollock's, Inc. Shoes</p> <p>Enterprise Department Store <p>The Style Shop</p> <p>Allen's Cut Rate Clothes Shop</p> <p>Galax Theater</p> <p>Freeman's Smoke Shop</p> <p>Joseph Newick Shoes <p>The Elbe Shoppe</p> <p>Railroad Salvage Furniture</p> <p>Samuel Robinson <p>The Paris Millinery <p>Asheville Specialty</p> <p>Moskoff's Credit Clothing Co. <p>E. E. Galer</p> <p>1930-1944</p> <ul style="list-style-type: none"> Brook's Clothes Stein's Clothing Ehrlich's Juvenile Shoe Shop Lucille Shoes Caroline Jewelry Co. Milton's Man Shop Star Store Samuel Dress Shop Darling Hat Shop Goss Minery Co. Hollywood Shop Rubenstein's Steelson's Men's Shop Friedrich's Clothes, Inc. Imperial News Stand Marilyn Slipper Shop, Inc. Superior Clothing Company Phil News Stand Maxwell Jewelry Co. Carolina Rayon Products Co., Inc. Carolina Auto Parts Co. <p>1945-1969</p> <ul style="list-style-type: none"> The Booterie Berman Brands Shoe Store Ken Jew May's Clothes Peoples Credit Clothing Brody's Store's Nest <p>1970-1990</p> <ul style="list-style-type: none"> A Dancer's Place Famous Brands Shoe Store Star Bootery </p></p></p></p></p></p>	<p>NY Tailoring Clearing and Pressing Club</p> <p>H.L. Fisher</p> <p>W.A. Pollock</p> <p>Bon Marche</p> <p>Palais Royale <p>I.W. Glaser</p> <p>Jennie Korman</p> <p>M. Levy</p> <p>R.B. Zager</p> <p>S.A. Friedlander</p> <p>C. Henry Swardberg</p> <p>H.C. Myers</p> <p>Fredericks Pawn Shop</p> <p>Asheville Furniture Co.</p> <p>The Racklet Store</p> <p>Martin Hat</p> <p>New York Pawn Books and Shoe Co.</p> <p>Glaser and Silver</p> <p>Isadore W. Glaser</p> <p>Friedelstein Pawn Shop</p> <p>A.R. Cooley, grocery <p>L. Goodman</p> <p>A. Whitlock</p> <p>Collateral Loan Office</p> <p>M. Zager</p> <p>S. Uppesky</p> <p>A.H. Whitlock</p> <p>Henry Grossman</p> <p>Berjamin Zager</p> <p>Biltmore Avenue</p> <p>1915-1929</p> <ul style="list-style-type: none"> The Emporium Department Store Levitt 5, 10 and 25 cent store Bane's, Inc. Guarantee Shoe Co. Social Smoke Shop The Famous Shop Samuel Sacks Caroline Rayon Store The Globe Shoes The Standard, Inc. A.H. Berman Asheville Plumbing and Heating Louis Williams Economy Shoe Store Kahn's Ladies Wear Mrs. H. Michalove The Fair Uncle Sam's Loan and Jewelry Cadison & Co. Goldbe Sample Company Phyllis Cadison Hymen Goldberg Mrs. S. B. Goldberg Kagan's Jewelry Lewis Blomberg Sporting Goods and Toys Guarantee Shoe Co. Palais Royal M.S. Schap Asheville Furniture Co. </p></p>	<p>Blomberg Amusement Co.</p> <p>Pressing Club</p> <p>People's Bargain Store</p> <p>Susquehanna Furniture <p>I. Goldstein Department Store I.H. Kahn Marks Levi The Enterprise</p> <p>Mrs. H. Michalove</p> <p>Alfred Schwartz</p> <p>S. Hammerstlag</p> <p>Samuel Letman <p>National Mercantile Company</p> <p>S.R. Kapler, grocer <p>1915-1929</p> <ul style="list-style-type: none"> Born Samuels and Co. Clothing <p>Broadway</p> <p>1915-1929</p> <ul style="list-style-type: none"> D. Gross & Sons Grand and Miller Isaac Miller Milton Swardberg Broadway Pharmacy Company Susquehanna Furniture Co. Broadway Bargain House Asheville Shoemake & Fixture Co. Sample Furniture T. Galumbach and Co. Phillip Fredericks Mag Co. Broadway Grocery <p>1930-1944</p> <ul style="list-style-type: none"> The Jewelry Bargain House Milton's Shirt Shop Milner Brothers Susquehanna Antique Co. Susquehanna Salvage Co. Southern Mill Products Co. Kaufman Bros Auto Parts, Inc. Southeastern Radio Supply Co. Phillip Fredericks Mag Co. Blomberg Ogar & Candy Co. The Kishman Manufacturing Co. <p>1945-1969</p> <ul style="list-style-type: none"> Artmore Furniture Co. Vanderbilt Shirt Factory Fashion Garment Co. Paul Ayers and Co. National Mercantile Co. <p>1970-1990</p> <ul style="list-style-type: none"> Artmore Warehouse Karl Jewelers Friedman's Jewellers Gold Cross Shoe Store Winner's Sports Shop Warner's, Inc. Martin's Cancellation Shoe Store Red Cross Shoe Store Jack Schurman Factory Outlet </p></p></p>	<p>Pre-1915</p> <ul style="list-style-type: none"> Asheville Lumber & Mfg Co. Moses D. Long <p>1915-1929</p> <ul style="list-style-type: none"> Faber's Cigar Store Berner's Fabian's The London Shop Mason Annette Sol Rubin Siri's Millinery Studio Chedelie Slipper Salon Milton's Litman's The Lunette Middlemont Florist Lowentown's Ladies Wear Maria's Hat Shop A.L. Price The Vogue A. Zuckerman S. Zuckerman Goldstein's School of Modern Dance Hyman Kaplan <p>1930-1944</p> <ul style="list-style-type: none"> Varsity Men's Shop Royes, Inc. Dora's Millinery Wilsons' Corner, Inc. Eleanor Dress Shop Eleanor Millinery Shop Betty Halls Richard's The Collegiate Shop, Inc. Worth's, Inc. Lee's Jewellers, Inc. Suzanne Hats Jean's, Inc. Lofman's Luggage Shop Lehman's Railroad Salvage Co., Inc. Railroad Salvage Furniture Maria's Hat Shop The Vogue Furrier Harry's Cadillac Co. Harry's Motor Inn <p>1945-1969</p> <ul style="list-style-type: none"> David's Men's Shop The Camera House Karl Jewelers Friedman's Jewellers Gold Cross Shoe Store Winner's Sports Shop Warner's, Inc. Martin's Cancellation Shoe Store Red Cross Shoe Store Jack Schurman Factory Outlet 	<p>Gene's Fashion Outlet</p> <p>Pepperman's Furniture Clearance Center</p> <p>Jacob Sugerman</p> <p>Center Home Furnishings</p> <p>Janet's, Inc.</p> <p>Rosenman's Gallery</p> <p>Lexington Avenue</p> <p>Pre-1915</p> <ul style="list-style-type: none"> N.Y. Junk and Hide Co. Jacob Sugerman Gross' Bowling Alley and Pool Room National Mercantile Company Michael Schas Max Rosen Asheville Candy Co. The Tab Co. Asheville Used Auto Parts Co. Max Rosen Blomberg Junk and Hide Co. <p>1930-1944</p> <ul style="list-style-type: none"> Susquehanna Salvage Co. Goldstein's Salvage Store Surprise Sale Store Lexington Drug Co. Rosen's Groceries Asheville Jobbing Co. Samuel Klein Produce M.M. Diamond Clothing Lewis Blomberg Dept. Store Rosen Wholesale Produce Co. Jacob Rosen Produce <p>1945-1969</p> <ul style="list-style-type: none"> Tops for Shoes The Dollar Store Ben's Family Store Emanuel Robinson Four Related Furniture Asheville Shirt Company Goldstein's Salvage Store Ben's Bargain City BGR Wine Shop Bar's Bargain City Goldsmith Feed and Produce <p>1970-1990</p> <ul style="list-style-type: none"> Artmore Warehouse Outlet The Madison Shop Tops Pin Money Shop Discount Form Fabric and Fashion The Uniform Center Pegasus Design

Every attempt has been made to identify businesses and owners, but a certain margin of error exists due to the short-comings of the compilers of the Asheville city directories over the years. They often could not resist to track down those who did not respond and they often were not good speakers of surnames. The discovery here, though, is 110 years of unrecorded history and an unexpectedly high number of Jewish businesses.

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