

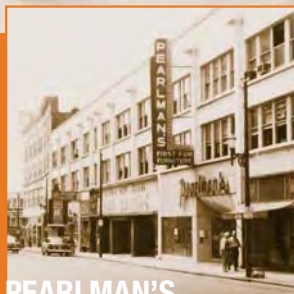
# The Family Store: A History Of Jewish Businesses In Downtown Asheville, 1880–1990

Haywood Street was Asheville's premiere shopping district from 1945-1970. E.W. Grove removed Battery Park Hill in the mid-1920s which opened the city's expansion. The new Bon Marché was built, as well as the Flat Iron Building on Battery Park Avenue. By the 1950s, all major department stores were located here, including Winner's, J.C. Penney and Ivey's. Also along Haywood were housewares stores includ-

ing The IXL Store, Pearlman's Furniture and The Bon Marché Home Store. Smaller shops included Worth's, Lee's Jewelers, Cancellation Shoes and Vogue Furriers. One of Harry's Motor Inns, which were auto service centers, was next to The George Vanderbilt Hotel, and his Cadillac dealership sat across the street. In the early 1970s, Haywood Street began a decline with the opening of area malls.

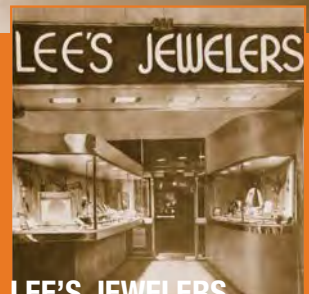
## Haywood St.

**Harry Winner was always in his department store** greeting customers when he wasn't in New York picking out the latest styles. He was a hands-on owner, seldom in his office. He subtlet certain departments—the shoe department and the men's department—to more effectively run the areas he liked—all the rest. As he began to modernize his store in the 1960s, he realized that adding an automated elevator would cost the elevator operator her job. He asked her to become a salesclerk. He arranged for other department stores to hire African American sales people who would begin working on the same day in order to integrate their sales forces simultaneously and in a low-key way. His wife, Julienne, said recently, "He did it because he knew it was the right thing to do."



**PEARLMAN'S**

Pearlman's Furniture began in 1927 when Barney and Hattie Pearlman started selling furniture from damaged and salvaged railroad shipping lots in a storefront on Patton Avenue. By 1932, his family had a large store on Haywood.



**LEE'S JEWELERS**

Leon Lachman started Lee's Jewelers in the early 1940s at 31 Haywood Street and moved to Patton Avenue in the mid-1950s, following the trend. He stayed in business until the early 1970s.

Vogue Furriers closed in 1980 after 61 years in business on Haywood Street. The Grand family had moved to Asheville from Canada because their daughter had tuberculosis. Sadly, she died shortly after the family arrived. Prominent Asheville architect Henry Gaines designed the new art deco store in 1937 at 42 Haywood Street.



**1920s  
HAYWOOD STREET**

### 1896-1974 MICHALOVE FAMILY

Solomon H. Michalove came to Asheville as a peddler. He found that his customers were more interested in his cups and dishes than his clothing so he decided to specialize in china and glassware. By 1896 he was able to open a small store on College Street. He advertised that a prize of a set of dishes would go to the person who came up with the best name for his store. A woman sent in the name IXL,

which meant "I excel," and Mr. Michalove approved heartily. The original IXL dealt in groceries as well as china, glassware and quensware, a type of stoneware dishes. The store on Haywood was the premiere IXL, carrying the finest crystal, silver and china. The Michalove family was involved in more than 20 downtown Asheville businesses between 1896 and 1974. The Michaloves are also related to the Pearlmans and the Swartzbergs, all families that had many businesses in downtown Asheville over the years.

### 1910-1981 ROSEN FAMILY

Cancellation Shoes was owned by Marty Belovin. His wife, Ida, and his salesman and brother-in-law, Phil Rosen, were the second generation of Rosens to live in Asheville. Their uncle, Max Rosen, appears in the city directory in 1910. He owned a variety of businesses on Lexington, mostly produce and chickens. Jake, their father who arrived in 1922, was a poultry butcher known as "The Chicken Man." The third generation of merchants was carried on from 1978-1981 when Phil's son and daughter-in-law, Richard and Susan Rosen, owned Samantha's shoe store located in the former Winner's Department Store.

### Haywood Street 1951

Business Name	Location	Business Name	Location
Winner's Sport Shop	20	Cancellation Shoes	44
Worth's	21.5, 27	IXL Store	44
Bon Marché	33, 48	Pearlman's Super Furniture Store	56
Winner's, Inc.	34	Harry's Cadillac	70
Winner's, Men's Shop	38	Harry's Motor Inn	69.5
Vogue Furriers	42		

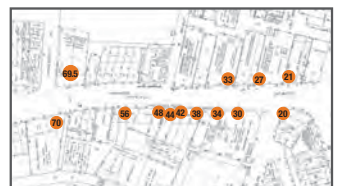


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