

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

The first Jewish-owned stores on Patton listed in Asheville's city directories are in 1887: Lubinsky at 14 Patton sold "merchandise" and also lived at that address, either behind or above, and Max Marcus sold "merchandise" at 10 Patton and boarded at same address.

In 1890 the Asheville Shoe Company, with no street number address, but owned by Moses D. Long, was located on Patton. He lived on Park Avenue with a large family. He later became a successful officer in the Asheville Cotton Mill.

More than 80 different Jewish-owned businesses were on Patton, mostly on the first two blocks, from 1880-1990. These stores primarily sold middle-of-the-road items, not cheaply made, nor fabulously expensive merchandise. They were items for the newly emerging middle class that was cropping up across America around the same time and at the same speed that Patton Avenue was becoming more commercial.

Patton Ave.



S & W

The S&W was the social hub of downtown Asheville. Ask any local above the age of 45 and they will talk about it at length. They'll mention the intricate art deco details inside, the excellent food at breakfast, lunch and dinner, and the Thursday night movies shown upstairs for the kids. Meetings, both formal and informal, were held there daily. Most of the store owners and many customers, along with doctors, attorneys, other professionals and their clients who were downtown, dined there often. You could count on seeing almost everyone you knew there. It moved to a mall in the 1970s and was bought out by another cafeteria chain, which has since closed.



Ike Swartzberg owned The Gem Clothing Store from 1913 until 1931. Many other members of the Swartzberg family owned stores downtown (see below for some examples). This picture is probably from the 1913-1919 period.

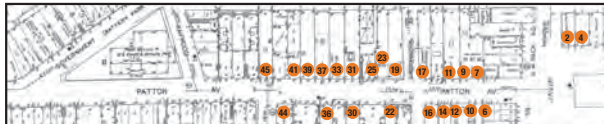


POLLOCK'S SHOES

Lou Pollock (holding child) owned several shoe stores downtown. Every Christmas Day, he sponsored a shoe giveaway for needy children. He was honored by having The Lou Pollock Cemetery, for Beth Israel Synagogue members, named for him while he was still alive. This photo is dated 1951.

The Middle-of-the-Road Street

Patton Avenue 1925



The Imperial Theatre, along with its entire block, was demolished in the late 1970s.



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| <ul style="list-style-type: none"> 2 Stein's Clothing (Stein), 1930 3 Stein's Clothing (Morris Huger, mgr.), 1930-1933 or 1934 2-4 Brooks Clothes (Benjamin Akers), mgr., 1939 between 1949-52 (changed to Webster?) Isaac Swartzberg, clothing, 1910 and 1911 Lucille Shops (Wm. B. Michalove, mgr.), ladies clothing, 1932-1933 or 1934 6 Ehrlich's Juvenile Shoe Shop (Herman Ehrlich), 1935 (only) Isaac Swartzberg, clothing, 1912 Gem Clothing Co. (Isaac Swartzberg), 1913-1921 Adams (A. and Dan Silverman), men's clothing, 1922-1924 Carolina Jewelry Co. (Morris Gross), 1930 (only) Milton's Men's Shop (Milton Swartzberg), 1932 (only) 6-16 E.C. Goldberg, newspapers and magazines, 1917 (only) 7 The Star Store (Eugene Schochet), general merchandise, 1935-1954 7-9 The Racket Store (Lewis Blomberg), dry goods, 1931 (only) The Racket Store (Lewis Blomberg, dry goods, 1932-1934 or 1935) The Outlet Store, (Isidore Goldstein, mgr.), general merchandise, 1939-1941 The Bootery (Sidney Schochet), shoes, 1946-1964 10 Max Marcus, merchandise, 1887 (only) The Leader (M. Blomberg), 1907 between 1971 and 1974 10-12 The Enterprise, Baltimore Clothing and Shoe House (Moses Swartzberg), 1899-1935 The Baltimore (Moses Swartzberg), 1899-1935 Asheville Dry Good and Clothing Company (Moses Swartzberg), 1900-1939 | <ul style="list-style-type: none"> 11 Asheville Dry Goods (Moses Swartzberg), 1910-1917 The Leader (S. Blomberg) department store, 1918-1919 The Charles Store (David Lowenberg, asst. mgr.), department store, 1929 (different mgr. after 1949) Lubinsky, merchandise, 1887 (only) E. Wecker, confectionery, 1896 (only) Kagan's Jewelers (Wm. and Charles Rosenfeld, Mrs. Kagan), 1931 Sample Dress Shop (Mrs. Sayde Sheptowitz), women's clothing, 1939-1940 The Hollywood Shop (Ben Schick), 1941-between 1967-59 Famous Brands Shoe Store (Fred Cooley, pres; Lillian Cooley, sec. Wm. Michalove, as), 1960 between 1971-74 A Dancer's Place (Sidney and Mary Schochet), dancewear, 1979-2006 17 Lewis Blomberg, tobacco, newsstand, 1880-1915 The Strand (Lewis Blomberg), theater, 1916-1919 16 The Fashion Ladies (Lowenberg and A. Kohn), ladies clothing, 1910 and 1911 Lowenbein-Rutenberg (Charles Rubenstein, pres.; J. Lowenbein, sec.-in-charge), ladies apparel 1914 (only) I.W. Glaser, clothing, 1916-1924 Joseph Novick Shoes, 1925 (only) Ben Simon Clothing, 1925 (only) Gross Military Co., 1929-1931 Darling Hat Shop (George Kramer), 1936 between 1949-52 The Star Store (Eugene Schochet), general merchandise, 1965-1981 The Bootery (Sidney Schochet), shoes, 1965-1981 The Star Bootery, Inc. (Sidney and Mary Schochet), shoes and clothing, 1981-1995 | <ul style="list-style-type: none"> 16-18 Poly Hat Shop (S.H. German, tailor), 1920 (only) 18 I.W. Glaser (Isaac Glaser), men's clothing, 1904-1908 Glaser and Stagg (Levi), 1909-1910 I.W. Glaser (Isaac Glaser), clothing, 1911-1914 Blomberg Amusement Co. (Lewis Blomberg), 1916 and 1917 The Model (Benjamin Cohen, mgr.), ladies clothing and millinery, 1928-1931 The Hollywood Shop (Ben Schick), ladies clothing, 1932-1940 18-22 The Man Store (Coleman Zagan), 1941 between 1957-59 19 Aidans (Albert and Daniel Giverny), clothing, 1925-1926 21-23 Bon Marche (Solomon Lipynsky), department store, 1912 RECORDED: 19-23 in 1914-1923 22 IXL Grocery Co. (Solomon H. Michalove), china and glassware, 1929-1931 IDL Department Store (Isidore), 1922-1940, 1960 between 1969-99 25 The Man Store (Coleman Zagan), 1922-1940, 1960 between 1969-99 Mindy's Shop (Isidore Salem, Mrs. Sayde Sheptowitz), 1923-1928 Rubenstein's (Moses Rubenstein), clothing, 1931-1933 or 1934 Pollock's Clothing (Lou Pollock), 1927-1928 Stephan Men's Shop (Milton B. Blomberg), 1936 between 1949-52 Pollock's Shoes (Lou Pollock), 1917-1919 Ehrlich's Shoes (William and Herman Ehrlich), 1928-1934 Ken Jewelers (Kerneth Rosen), 1953-1962 30 The Guarantee Shoe Store (M. Levy), 1893 (only) Cooper's Clothes (J.M. Cooper), 1928-1930 Field's (J.M. Cooper), clothing, 1931-1954 or 1955 Levi's Jewelers (Leon Loachman), 1956 between 1971-74 | <ul style="list-style-type: none"> 30B Phil's Newsstand (E.C. Goldberg), 1930-1933 or 1934 30.5 Imperial News Stand (E.C. Goldberg), 1934-between 1957-74 31 Imperial News Stand (E.C. Goldberg), 1935 33 Carolina Jewelry Co. (Morris Gross), jewelry, 1931-1963 (E. Jerry Gross added 1963) Superior Clothing Company, 1931-1932 35 The Emporium Department Store (Jack L. Blomberg) 1924-1925 The Style Shop (Harry Kowarski), 1926-1928 36B Phil's Newsstand (E.C. Goldberg), 1931 (only) 37 Allen's Out Rate Clothes Shop (Allen Silverman, mgr.), discount clothes, 1926 (only) 37/12 E.C. Goldberg, newsstand, 1936 (only) 38 Pollock's Shoe Store (Lou Pollock), 1926 between 1957-60 "Patton, next to Chazan St.," AM Field and Co., (Plathur F. Rosenfeld), watchmaker, 1910 and 1911 41 The Whitlock Clothing House (B. Whitlock, in 1900 add: A. Whitlock, mgr., in 1910 just A. Whitlock), 1896-1913 Galax Theater (Earl Michalove, mgr.), 1914 (only) Pollock's (Lou Pollock), shoes, 1946 (only) 41.9 Freeman's Smoke Shop (Harry and Cole Freeman), 1925 (only) 44 Field's Clothing Co. (Joseph Cooper, pres.-sec.; Louie Kell, mgr.-in-charge) between 1946-70 45 Lowenbein-Rutenberg, clothing, 1917-1921; 1923-1925 Mudlount Nurses (Mrs. Emily Busack, Max Crohn), 1922 (only) |
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