

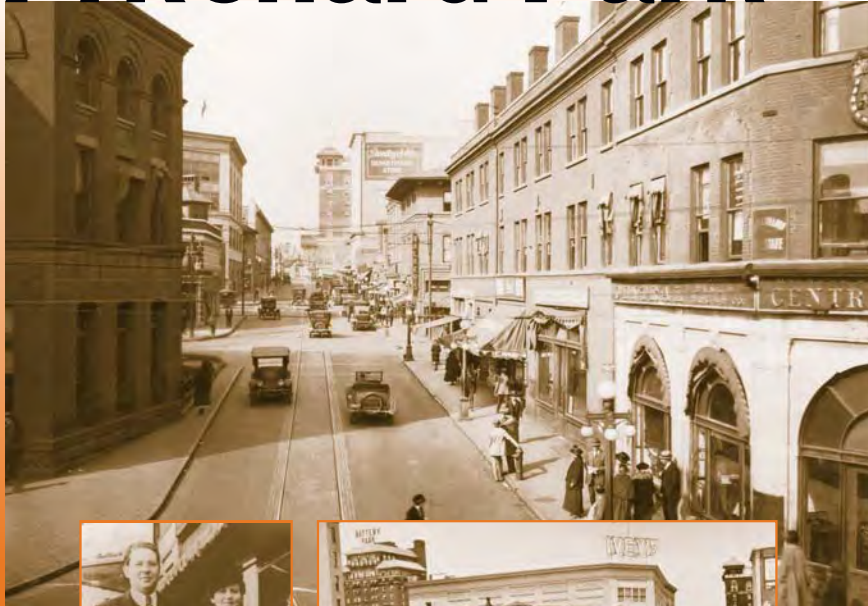
The Family Store: A History Of Jewish Businesses In Downtown Asheville, 1880–1990

Patton Avenue, College Street and lower Haywood Street form a triangle around what is now known as Pritchard Park. Between 1892 and 1930 the park space was occupied by the Federal Building with the city's main

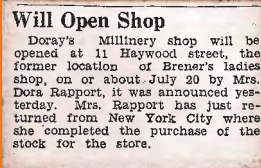
US Post Office inside. At that time, the block of College Street bordering the Federal Building was known as Government Street.

Pritchard Park

When E. W. Grove donated land for a new Federal building this triangle of land was conveyed from the federal government to the City of Asheville so that the surrounding streets could be widened with the remaining interior land to be used as a public park.



Haywood Street with old post office on left. Late 1920s.



Newspaper clipping announcing the 1936 opening of Doray's Millinery.



Sales receipt from 1915.



SWARTZBERGS

Milton Swartzberg, owner of the Varsity Men's Shop and his mother, Ann Michalove (see below), walking downtown.



HAYWOOD / COLLEGE ST.

Same view of Haywood as above. Karr Jewelers was owned by Ralph and Selma Roth. Early 1960s.

Lower Haywood Street

Haywood Street between Patton and College was anchored by the Central Bank and Trust on the corner, and included several small shops. Before the Depression, in the 1920s, these included Brenner's ladies clothing and Fater's cigar store right next to Asheville Central Bank.

After the Depression, the block included Varsity Men's Shop, Doray's Millinery, Brenner's, Eleanor dress and hat shops and Wilkins's Corner soda shop, a popular meeting place. The block was torn down in the 1960s and replaced with the present Wachovia Bank building.



PATTON AVE.
MOSKIN'S CREDIT CLOTHING

The **IXL** shop sold china, silver and glassware. It later moved to Haywood Street. The founder was Solomon Michalove, grandfather of Milton Swartzberg of the Varsity Men's Store.



IXL

Varsity Men's Shop

owned by Milton Swartzberg. Milton was related to two families that came to Asheville in the 1890s and owned numerous businesses in the downtown. His mother was Ann Michalove and his father was Isaac Swartzberg. Milton started the Varsity Men's Shop when he was 19 years old and later owned Milton's Man Shop on Patton Avenue.



HAYWOOD ST.
DORAY'S MILLINERY

Doray's Millinery

Owned by Dora Rapport, a member of the Blomberg family, which owned many stores in downtown Asheville between 1887 and 2006. Mrs. Rapport bought hats wholesale, but also made hats to sell to the ladies of the 1930s through the 1950s who wore hats whenever they went out.

Brody's

Carl Brody came to Asheville from New York City in 1946 looking for a "better way of life and a new location for his business selling juvenile furniture." (AVL Citizen-Times, 12/12/78) He had picked a location in Charlotte, but spent the night in Asheville on his way there. The next morning, the



BRODY'S

odor of logs burning in fireplaces influenced his decision to make his home in Asheville. Along with his wife, Florence, he ran a memorable toy store for more than thirty-five years.