exington Avenue was known as Water Street until around 1896. The drovers who were traveling through the area on their way to market in distant cities with animals to sell would water their horses and livestock there. From around 1910 until 1978, lower Lexington was the site of the Asheville Farmer's Market. Growers would bring their goods

to town daily or weekly, often by horse and wagon, and sell from stalls along the street. After selling their goods at the market, farmers would do their shopping in downtown Asheville businesses along Biltmore and Patton Avenues and later Lexington. They would buy clothing, shoes and dry goods that they couldn't produce on their farms.

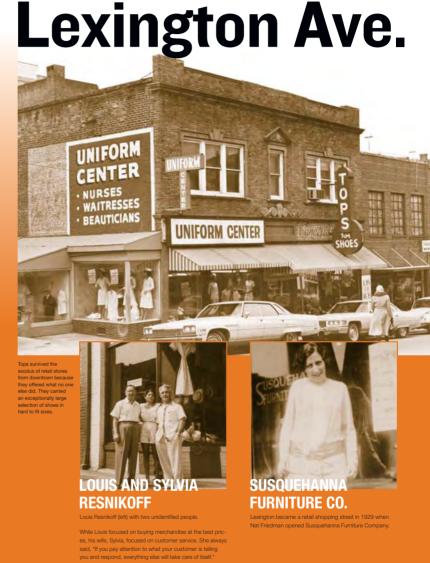
## Starting in 1913 Max Rosen sold

produce and later poultry from a variety of addresses on Lexington.

Louis Resnikoff came to Asheville after assurances from his friend, Izzy Goldstein (Goldstein's Salvage Store), that it was a good place to be in business. He opened the Bargain Center, selling general merchandise, in 1952.

The most successful part of
The Bargain Center was the
shoe department, so that was
moved into a separate space,
given the name Tops for Shoes
and expanded into a complete
selection for men, women and
children. The Resnikoffs also
opened a store that sold uniforms adjacent to Tops.

In 1932, the Surprise Sale Store, which sold clothing, was opened by Morris Diamond. Later, other discount price stores followed, offering affordable merchandise to the workers at the many small manufacturing facilities that existed above storefronts in downtown, such as the Vanderbit Shirt Factory on Tingle Alley, which later moved to the corner of Lexington and Walnut. These stores also served people who came into town from the surrounding countryside, often on Saturdaws.





locally in Artmore and Pearlman's Furniture Stores and decided to open his own store in 1956 Fox Reliable Furn ture. He came to Asheville after World War II because he married Asheville native. Buth Schandler Fox Her father had several businesses in Asheville including the Social Smoke Shop on South Main, a cigar store he opened in 1914. Later he ran a grocery store on Oak Street next to the First Baptist Church. It moved to Broadway in the 1960s and became a deli,

## A Sampling of Shops on Lexington

1935	Surprise Sale, general	56	1960	The Dollar Store (Kootcher)	27
	merchandise (Morris Diamond)			Ben's Bargain City (Feiner)	61
1936	Susquehanna Salvage Co., used furniture (Friedman)	24		Bargain Center (Resnikoff)	69
	Asheville Jobbing Co.,	46	1970	Uniform Center (Resnikoff)	23
	mill ends (Goldstein)			Artmore Warehouse Outlet	24
1946	Goldstein's	56		(Cooley, Fligel)	
1953	Ben's Family Store (Kootcher)	31		Tops for Shoes	27
	Goldstein's Salvage Store	52			
Charles and the			968 9	ida da d	
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