

## Avram Filipović's hardware shop in Uzun Mirko Street



Avram Filipović's hardware shop in Uzun Mirko Street  
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**Object:** Avram Filipović's hardware shop in Uzun Mirko Street

**Description:** Exterior view of a tidy metalware shop with a large display of products in its windows, most of them for household purposes. A wood stove and a few other items are positioned on the pavement in front of the shop's entrance. The shop is located in the ground floor of the 'Belgrade Crediting Institute' building in Uzun Mirko Street.

**Comment:** The brothers Avram and Svetozar Filipović were the owners of the foundry 'Gvoždje a.d.', along with Dušan Stojanović. Their main shop 'Avram Filipović i brat', known locally as 'Ferum', was located in Kralj Aleksandar Street (today Nikola Pašić Square), while a second shop was situated in Uzun Mirko Street. This photograph was probably taken for advertising purposes.

**Date:** Not before 1925, Not after 1940

**Location:** Belgrade, Uzun Mirkova ulica

**Country:** Serbia or Yugoslavia (contemporary)  
Yugoslavia (historical)

**Type:** Photographic plate

**Creator:** Grdijan, Svetozar (probably)

**Dimensions:** Negative: 90mm x 130mm

**Keywords:** 150 Behavior Processes and Personality > 156 Social Personality

550 Individuation and Mobility > 552 Names of Animals and Things

440 Marketing > 444 Retail Businesses

440 Marketing > 447 Advertising

**Bibliography:** Borba za vraćanje nepravедно oduzetog. Source: [http://www.b92.net/news/tema\\_dana.php?lang=srpski&yyyy=2003&mm=2&nav\\_id=100187&order=pri](http://www.b92.net/news/tema_dana.php?lang=srpski&yyyy=2003&mm=2&nav_id=100187&order=pri) (accessed 23.04.2016)

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