

HISTORY OF 323 WEST REED

One of the busiest corners in downtown is at 4th and Reed. And one of downtown's newest businesses opened at the Northeast corner in August 2010. It will be easy to remember it's address because it is also its name: 323 Tattoo! Owner, Jason Fancher, took painstaking measures to take the space back to an historical theme, complete with wood trim, chandelier, and a beautiful ornate buffet. Tattoos have become mainstream in the past few years and downtown is happy to have Jason's business located at this corner. Eldon Smith is the current owner of the building.

This location has been home to many businesses over the years: Earliest records show the occupants as C A Miller and Kelly Bros. Bakery.

From 1906 to 1946, the Moberly Trust Company occupied this corner. This was the first local bank to pay interest on savings accounts and time deposits, and the first bank to keep open on Wabash pay nights for the cashing of checks for the railroad employees. It also established the custom of keeping open Saturday nights for the accommodation of the working people. (Remember that is before ATMs!)

It's unknown when and why the pillars were removed from the front of the building. Also, unknown is what occupant decided to replace the street-level side windows with glass block.

In 1946 V.T.Goode, was a jeweler at this address. Then from 1959 to 1973, Tedford Florist occupied this corner. In the early 1970's Tedford Florist moved to 413 West Reed and in 1973 Horn's Music was listed as the occupant. Sam Tadrus owned the building from 1983 to 1992. In 1986 Bob Murray moved Bob's Photography from the side of the building to the primary space. Later occupants included Jean Alley (when denim became popular), the original location of Cinderella's Closet (owned by Jennie Purdy), and then Mary's Wallpaper.

In 2003 Alan West purchased the building and opened a Radio Shack franchise, followed in 2006 by the short-lived White's Communications. Another short-time tenant was The Third Place, a coffee house run by Maurice and Amy Reed. And, finally, 323 Tattoo worked on a remodel for several months before opening in the fall of 2010.



Moberly Trust 1908
exterior & interior



Tedford Florist 1966
Sidewalk Bazaar



323 Tattoo
Sept 2010



***Corrections or additions
to this history are welcomed***



Reed Street looking east -note cars parked in center of street