

## DUVAL & REID, "THE STYLE STORE SINCE 1928"

The building located at 318-320 West Reed is currently occupied by Duval & Reid Clothing Co. Unlike many downtown addresses, the history of that address could almost stop there! That's because since 1851, when a tract of land was given by the US government to Andrew Tedford, there have been only 4 owners and only one building at this site.

It is presumed that the current building was erected and first occupied by William Brothers Furniture and Undertaking in 1876. In 1878 the property was purchased by W F Elliott and in 1884 ownership was transferred to H M Porter. Frank B Forney engaged in the clothing business at this address in 1890 and subsequently purchased the property in 1903.

In 1928 Frank Forney sold the business to Will Duval and William M Reid, who owned a similar business in Richmond, Missouri. Mr. Duval remained in Richmond and Mr Reid relocated to Moberly. His son, William F Reid (Bill), is currently the senior member of the staff, along with third generation, William O Reid (aka Billy).

In 1969, after Mr. Forney's death, his heir sold the property to Bill Reid



In the 1960's flanked by Clark Shoe Store on the left and Mear's Drug on the Right



1966 Moberly's Centennial parade reviewing stand for dignitaries such as Gen. Omar Bradley.

This building is one of three adjoining buildings of the same Italianate-style brick with decorative terra cotta cornices spanning the entire width and continuing around the corner. There are also decorative precast window embellishments on the second-story windows. The entrance to the second story of Duval & Reid is shared with the building directly to the west. Sometime after Duval & Reid occupied the building, the street-level front was remodeled with the current script signage, black Vitrolite facing (opaque glass), and the deeply recessed entrance with angular display windows. The showroom ceiling was lowered in the 1960's, but the original tin ceiling is still intact above it. Some tin is still visible in the rear storage room and mezzanine

### Known upstairs occupants

1902 Moberly Headlight newspaper  
1902 J T Fry, dentist  
1905 David F Orr, dentist  
1905 William Maynard, printer  
1909 Homer C. Clark  
1909 M C Boswell, dentist  
1909 Dr. E.R. Hickerson, physician  
1940s-50s Masonic Lodge for African American men  
1960s NOMO Bow Hunters  
1990 a batting cage for the Reid boys was added and it remains

