

HISTORY OF 526 WEST REED

Patterson's Department Store opened at 526 West Reed on May 13, 1948. The building was built and owned by Mr & Mrs William Fleming and Patterson's was it's first occupant. Their advertisements for the grand opening stated "It's all yours. The most beautiful store in Central Missouri." This was the first completely air-conditioned store in Moberly as well as the first store to have a passenger elevator.

The original 12,000 square feet of floor space consisted of two floors, with the ready-to-wear, children's wear, millinery and home furnishings department on the second floor. A shoe department, men's clothing and furnishing, piece goods, notions, finer foods, jewelry, cosmetics, and accessories were on the street floor. The display windows were bright, wide, and well lit. Especially striking was the display window on the second floor. A large, neon sign ran vertically from the first floor to above the roof line.

The floor space was increased in April 1953, to 20,000 square feet, when the adjoining second floor over the next-door Kroger Store was added. The new addition provided space for a complete home-furnishings department including a large stack of drapery fabrics. Furniture, carpets, lamps, and decorating accessories were added.

Originally there was a beauty salon on the second floor. In 1963, this was converted to the Bridal Shop and fine coats and dresses. In 1964, a large parking area to the rear of the store on Rollins Street was provided by Mr. Fleming. A new rear entrance was built for the convenience of Patterson's customers.

In the late 1970's there was extensive interior smoke damage to the department store from a malfunctioning air conditioner unit. The store was rehabbed and reopened. In 1983, much to the disappointment of their many loyal customers, the store closed it's doors for good..

Other businesses who have occupied this space since the demise of the popular retail store are: Office Mart, Hot Socks (upstairs), Orscheln Corporate storage, The Downtown Athletic Club (owned by MRMC), and Fitness 101.

A second fire did extensive interior damage on 12/28/1990 when the hot tub at Hot Socks malfunctioned and caused an electrical fire.

Locals, Marolyn & Ron Clements, owned the building for a short time in 2001. On July 21, 2001, it was sold to Family Life Fellowship and they continue to own it and use it for various activities focused on children and teenagers. Many citizens over the age of 40 still refer to the building as Patterson's, even though it has been closed for 27 years.



Photos from 1967 Sidewalk Bazaar



Additions and corrections to this history are welcomed