

# MONTEVALLO Main Street Memories

## The Little Shop of Personal Service

by Clay Nordan – Montevallo Historical Society

Moving east on the north side of Main Street just after Klotzman's and the Montevallo Lumber Co. office was a store space previously occupied in the 1930's by the I & N Quality store, a clothing and dry goods business owned and operated by Mr. Ike Nathews. According to the 1938 Montevallo Times announcement you see here, Miss Ethel Reasoner opened "The Little Shop of Personal Service" in this space – a ladies shop offering high-end hosiery, dresses, hats, handbags, and "unmentionables" (Google it). Customers were encouraged to "Bring Your Shopping Problems" to Miss Reasoner.

The Little Shop became a ready resource for local women and college students who otherwise would have to travel to Birmingham or Montgomery to find inventory of similar quality. The business did well for several decades, even though ownership changed more than once during its tenure on Main Street.

Based on inspection of advertising examples from locally published outlets, The Little Shop remained open well into the 1960's, apparently closing some time after 1967.

Something that made this store unique was the long entryway from the sidewalk leading to its doorway along which was a glassed-in merchandise display window.

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"A LADIES SHOP"

## The Little Shop To Hold Opening

Informal Party Thursday, September 29,  
Will Start New Store for Women

"The Little Shop of Personal Service," exclusively for women and girls, will hold its informal opening Thursday, September 29, from 7 to 10 p.m. While no merchandise will be offered for sale at these hours, Miss Ethel Reasoner, proprietor, extends an invitation to every woman to visit the new store and inspect its facilities and its stock of goods.

The shop will be open

for business Friday, September 30, offering a wide selection of dresses, accessories, lingerie, sportswear and hosiery. A nice, quiet lounge will provide comfort, and professionally trained personal attention will be given to every customer.

The location of "The Little Shop" is in the building recently vacated by Ike Nathews.

From the Sept. 22, 1938 issue of the Montevallo Times



At some point after The Little Shop became established, Stone Jewelry opened on the right-hand side of the entryway in a small space with access directly from the sidewalk. Falcon Art Supply occupies this entire Main Street space presently.

# Montevallo Historical Society

Opening the Portals of Our Heritage

Be Sure to Visit

[WWW.HISTORICMONTEVALLO.ORG](http://WWW.HISTORICMONTEVALLO.ORG)

Before Dec. 3 to Order your  
Wreaths (\$17) and Volunteer to help lay  
wreaths on veterans graves at Montevallo  
City Cemetery on December 14, 2024.

MONTEVALLO MAIN STREET MEMORIES is adapted from the series, THROWBACK THURSDAY, a Montevallo Historical Society and Montevallo Main Street partnership started in 2018. Each installment revisits commercial and residential life on Main Street and in the downtown area in the early to mid-twentieth century. The series remains available online and may be viewed at [www.historicmontevallo.org](http://www.historicmontevallo.org) under "Local History".