

# MONTEVALLO Main Street Memories

## Klotzman's Department Store

by Clay Nordan – Montevallo Historical Society

**SHOP FRIDAY**  
Instead Of Saturday

This store will be closed all day Saturday until 6:30 P. M. on account Jewish Holiday.

**KLOTZMAN'S**  
Montevallo

WATCH FOR THE  
**UNION STORE CARD**

Insist that only UNION CLERKS serve you

LOCAL 785  
Retail Clerks International Protective Ass'n.



Rose Klotzman  
(circa 1950)

The Klotzman brothers, Sam and Joe, came to Montevallo from West Blocton and opened a dry goods store in the former C.L. Meroney building in the early 1930's. The Klotzmans were businessmen who had been part of the substantial number of Jewish merchants thriving in West Blocton as a result of the prosperity generated by the nearby coal mines. A similar economic environment had been created in Montevallo from its own mines, just a few miles outside of town, and supplemented by local farmers and the rapidly growing faculty, staff, and student body of Alabama College.

Joe and Sam dissolved their partnership in the 1940's, so Sam, his wife Rose, and within a few years, their son Harry, continued to operate the business until it closed for good in the 1980's. In the early years, the Klotzmans sold traditional mercantile goods but gradually phased out hardware and farm implements to specialize in shoes and ready-to-wear clothing for the entire family.

There is evidence in local newspapers from the 1930's that retail clerks employed by businesses located on Montevallo's Main Street were members of a union organized to represent their interests. It is not known if Klotzman's clerks were union members, but there were certainly other local retailers operating with union labor.

Also, the Klotzmans' religious faith compelled them to close their store for most of the day on some Saturdays to allow them to observe major Jewish holidays.

Sale Starts  
**FRIDAY**  
March 31

# KLOTZMAN'S

MONTEVALLO, ALA.

## Pre-Easter SALE

Sale Starts  
**FRIDAY**  
March 31

KLOTZMAN'S Annual Pre-Easter Sale has been planned for weeks. Now our new merchandise has arrived and we are offering the greatest values in years to make our sale a success. **DON'T MISS IT.** It will be the talk of the Town. Plan to come. We guarantee our prices to be the lowest possible. A complete stock for the whole family. Plenty of clerks to serve you. Don't miss this sale. The Store KLOTZMAN'S. The place Montevallo.

<p><b>Men's Wash Suits</b> One lot \$135 Liberty Standardized WASH SUITS On sale now for... <b>\$4.95</b></p> <p><b>Men's Shoes</b> One lot men's Dress Oxfords Plenty of blacks and a very good selection of whites. Plenty of large sizes. They are a real bargain now for only... <b>\$1.49</b></p> <p><b>Children's Oxfords and Straps</b> A complete stock Priced from <b>49c up</b></p> <p><b>Men's Ventilated SHOES</b> A good Oxford for work. Heavy sole and very comfortable. All sizes... <b>\$1.49</b></p> <p><b>Men's Work Shirts</b> A good grade blue Cambray. Well made. All sizes. On sale. On sale for... <b>49c</b></p> <p><b>Straw Hats</b> A complete stock of ladies', men's and children's straw hats... <b>15c</b></p> <p><b>Mens Felt Hats</b> A new lot just arrived. Spring styles. All sizes and styles. On sale for... <b>\$1 up</b></p> <p><b>Boys' Tennis Shoes</b> A complete stock of Tennis Shoes. All sizes... <b>59c 69c</b></p> <p><b>Men's Work Shoes</b> SPECIAL PURCHASE FOR THIS SALE Plains tan, lts. with rivets. Priced sale - \$1.95 value, sale price... <b>\$1.59</b></p>	<p><b>Ladies Topper Coats</b> A \$4.95 value. Newest shades. Sale price... <b>\$2.98</b></p> <p><b>LADIES SILK DRESSES</b> A complete line of Silk Dresses in newest colors and styles. Special for this sale <b>\$1.98</b></p> <p><b>Children's Silk Dresses</b> Motters, you should see these Easter dresses to appreciate their real values. Size 1 to 12. On sale at... <b>98c</b></p> <p><b>Shoes</b> Whites for Easter A table of white Easter shoes in short lets. All sizes... <b>\$1.00</b></p> <p><b>Ladies Tennis Oxfords</b> White and colored. Some with heels. Size 2 to 7. \$1.98 value. on sale for... <b>49c</b></p> <p>One lot \$1.49 sandals in patents. On sale at... <b>98c</b></p> <p>One lot \$1.98 Oxfords, white, all sizes... <b>\$1.49</b></p> <p>All our \$1.49 shoes, brand new styles in patent, jessamine, and white. All sizes... <b>\$1.98</b></p> <p><b>Infant Sun SUITS</b> 12c Value On sale for... <b>10c</b></p> <p><b>Men's Shirts and SHORTS</b> 12c Value Both for... <b>25c</b></p> <p><b>Men's Overall PANTS</b> All sizes Good grade... <b>95c</b></p>	<p><b>3 x 6 Washable Window Shades</b> Complete with rollers and brackets. All colors. Priced... <b>39c</b></p> <p><b>Special while they last 10 dozen Turkish Towels</b> Large size, white with colored border. The value. Sale Price... <b>10c</b></p> <p><b>100 yds Remnants</b> Made up in 1/2-yard to 1/4-yard pieces. Special, each... <b>5c</b></p> <p><b>300 pairs Men's Dress Sox</b> 12 cent Values. No mounds, special sale price... <b>5c</b></p> <p><b>Men's Dress Shirts</b> Fixed Colors Fast colors. The value. Sale Price... <b>49c</b></p> <p><b>Boys Shorts</b> New assortment of unadorned shorts in khaki and fancy patterns. These are regular the values. They are on sale special for... <b>59c</b></p> <p><b>Men's Wash Pants</b> A special purchase enables us to offer you the greatest values in pants. Standard Wash Trousers Size 28 to 42 All brand new... <b>98c</b></p> <p><b>Hardware Dept.</b> Our stock of John Deere, Syracuse and International Plows and parts is complete. We sell International Har- vester Co. Plows, Wagons, and Hay Machines.</p>
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**Next door to the Bank --Klotzman's, Montevallo**

The Jewish holiday traditions required the faithful to refrain from conducting business on those Saturdays until sundown. To minimize the financial impact of missing a big sales day, and knowing that shoppers from out in the country were in town all day, the Klotzmans and other Jewish merchants advertised in the *Montevallo Times* that they would be closed on Saturday in observance of a religious holiday but would open after sundown and stay open for business until 10:00 pm.

**Veterans Wreaths will be laid  
this year at Montevallo City  
Cemetery on  
December 14, 2024.  
Order your wreaths now  
for \$17 each at:**

**WWW.HISTORICMONTEVALLO.ORG**



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".