

MONTEVALLO
Main Street
Memories

Hoffman's 5¢ to \$5 Store

by Clay Nordan – Montevallo Historical Society

In previous installments of this series, we introduced two Jewish merchant families with stores on Main Street in the mid-twentieth century, the Klotzmans and the Nathews. A third was Mr. & Mrs. Ellis Hoffman who operated a similar type “5¢ to \$5” store next door to Stone Jewelry. By the 1950’s the business had become primarily a well stocked clothing store for the entire family that included a nice selection of work clothes and men’s and women’s shoes. They did a big business on Saturdays and especially at “back-to-school” time.

Hoffman’s was the place to go for youth baseball caps and sneakers, such as U.S. Keds and P.F. Flyers, as well as required white shoes for Montevallo High School Marching Band members. Mr. Hoffman was a stickler for making sure that his customers got a proper fit when purchasing new shoes.

After the Hoffmans closed their business in the late 1960’s or 1970’s, the store became a “Top Dollar” discount store, part of a regional chain. A much needed restaurant, The Montevallo Grille, opened in the building in the 1980’s and operated for several years. Other restaurants have come and gone, with the Main Street Tavern being the most recent

Shop Before Saturday

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The following stores will be closed next Saturday and Saturday night, September 12, on account of religious holiday.

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JOE KLOTZMAN CO.
 HOFFMAN'S
 SAM KLOTZMAN



HOFFMAN'S

5¢ TO \$5

STORE

1940'S

Montevallo **HOFFMAN'S** 5¢ to \$5 STORE
 Alabama

NEW MERCHANDISE at LOW PRICES

Shop with complete confidence at Hoffman's
 We have a Large and Complete Stock and wonderful Values at Low Prices

LADIES SILK DRESSES Special values, new styles and Colors—Printed Silks at **\$1.98**

Ladies' Full Fashioned Hose In all the new shades, full length and knee length, extra good value for **59c**

LADIES' DRESSES Ladies Wash Dresses, made of good quality prints. Fast colors, new styles. Extra good values at only **98c**

Empire **Dress Lengths** 3 to 5 Yds. Silks in Plains and Prints **\$1.98**

TOWELS AN EXTRA GOOD VALUE IN TOWELS MILLION OF IN TOWELS FOR **10c** Longcloth AN EXTRA GOOD VALUE IN LONGCLOTH MILLION OF IN TOWELS FOR **95c**

Batiste Division, new patterns Guaranteed Fast Colors **15c and 25c** **THREAD** JULY THREAD IN SIZE **3 spools for 25c**

We carry complete outfits for the Baby **Dresses, Caps, Gowns, Kimonos etc.**

Bedspreads CRINKLE BEDSPREAD **69c and up** **Curtain Scrim** A WONDERFUL QUALITY VALUE—OVER ALL **10c yd**

Ladies' Panties From Fashion **15', 19', 25'** **Sheeting** GOOD QUALITY 42 INCHES **10 yds for 89c**

Ladies' Shoes A new line of Dress Shoes and Oxfords. All the new colors. Full variety of styles. **\$1.69 and \$1.98**

A Complete Line of Cosmetics and Notions

Prints 10c and 15c yd **Wash Dresses** Children's made of good quality prints. **59c**

SPECIAL All 10c La Perle **8c** **Children's** SILK DRESSES, new styles, **\$1.98**

MEN'S SHOES--Oxfords New styles in black, gray and white. Extra good values. **\$1.98 to \$2.98**

Mens Work Pants AT A SPECIAL PRICE OF **98c** **Boys Shirts** FAST COLORS, NEW PATTERNS **49c**

Mens' Shirts NEW DRESS SHIRTS, 2 **69c-89c** **Mens Work Shirts** **49c**

Children's Socks New colors, **5c, 10c, 15c** **Men's Shoes** From good quality. **\$1.98**

Men's Sox A GOOD VALUE AT **10c pr** **Boys Trousers** at **98c pr**

A Complete line of Kitchen Utensils in Aluminum and Graniteware

HOFFMAN'S

Montevallo, Ala.

Mens Hats New Colors—New Styles **\$1.00 - \$1.98**

long-term occupant before they moved a few blocks away into the old bus station garage. Janice Seaman's Indigo Cafe and Bar has offered fine dining here to locals and visitors alike since January of 2024.

Elegantly designed “pressed-tin” ceiling panels from the Hoffman era remain in place as one of the architectural features at Indigo that contribute to the vintage atmosphere.

Montevallo
Historical Society

Opening the Portals of Our Heritage

JOIN TODAY!
 Download Application at
www.historicmontevallo.org

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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 under “Local History”.