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Mooresville's Treasure Trove #11 (Revised January 2023)

Bill Buckley, Indiana Room Librarian

Then . . . and Now

Historic Mooresville, IN Scenes and Places

Taken from the Past and Brought into the Present

Then... North Side of West Main Street (1890s-1960s)

In the 1890s, two buildings were constructed at 8 and 10 West Main Street. According to the 1902 and 1910 Sanborn fire insurance maps, the westerly building (10 West Main Street) housed a grocery/hardware store between at least 1902-1910. A drugstore was situated there during the 1920s. Around 1930 Ad Sellars, who had been in partnership with Cal Bellows until 1929 running Sellars & Bellows dry goods store, purchased the buildings and opened a department store. In July, 1933 Sellars sold¹ the business to Leon Adler. Adler's Department Store (*see Figures 1 and 3*) operated there until closing on Feb. 18, 1967.

Adler's sold clothing, dry goods, and footwear. According to the *Mooresville Times*, June 10, 1965, Leon Adler stated that, in the 1930s, his "stock was largely for a farming community with Saturday night [being] the big sales time when the farm families poured into town for a social and shopping evening that kept up until 11 p.m. and later." In addition to the store, Adler also managed an educational film business, in which he produced and distributed films worldwide.

Gradually, during the post-World War II years and the 1950s, Mooresville grew into a suburban community, and this was reflected in the changing tastes of Adler's clientele. Customers insisted upon a greater variety of stock with more

¹ No pun intended.

style variations. Clothing fads came and went quickly, posing inventory problems for businesses trying to keep up with the latest fashion trends.

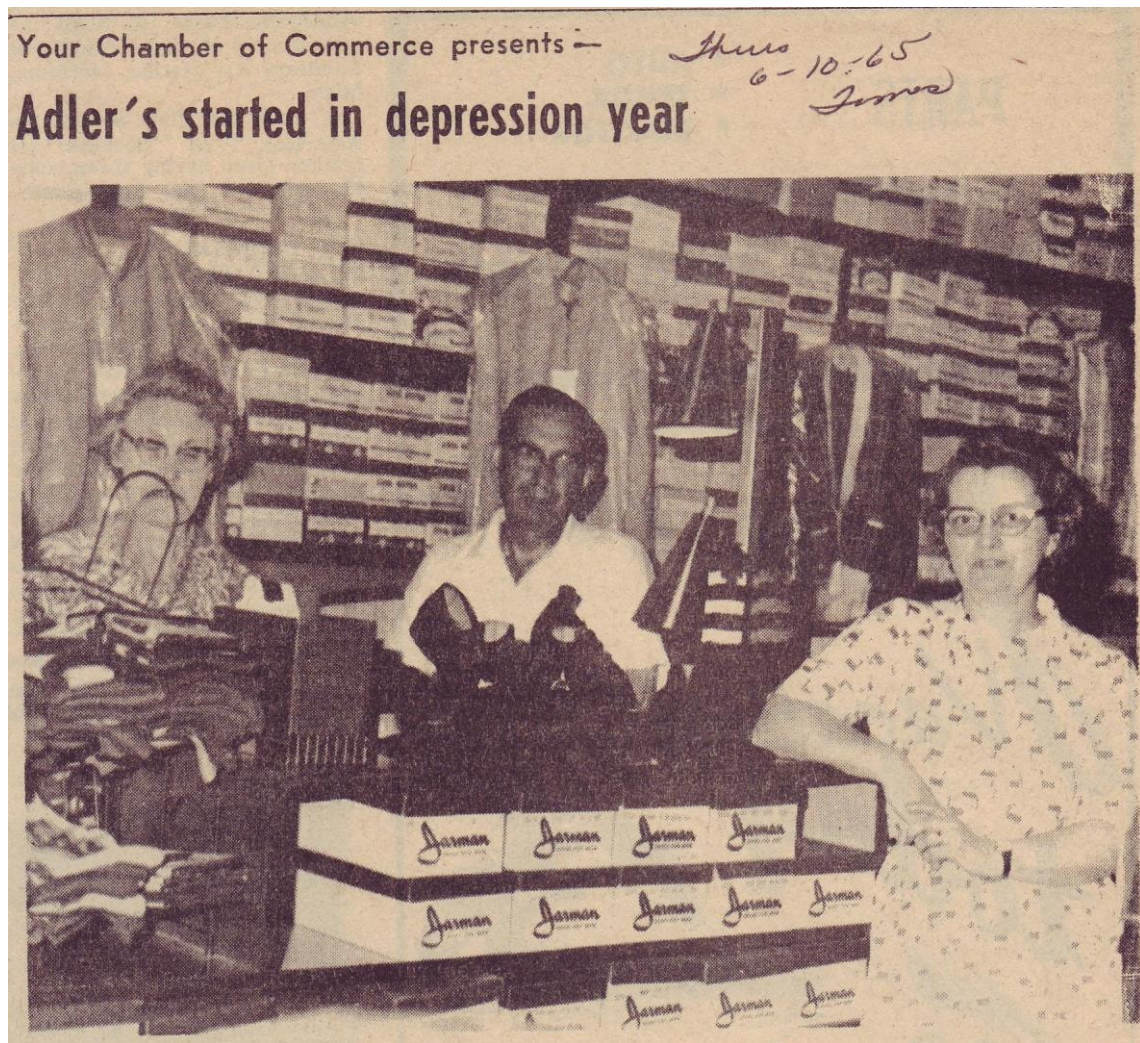


Figure 1. Leon Adler's Department Store at 10 West Main Street. Photo and headlines excerpted from the Mooresville Times, June 10, 1965, in which the accompanying article stated: "He [Adler] is aided in running the store by Edith Plummer and Alice Jane Giffin." Since the article had no photo caption, the reader is left to infer that Leon, Edith, and Alice Jane are pictured here.

The north side of West Main Street was home to many other firms when Adler's Department Store operated there. Next door to the west was land that, around 1906, Howard W. Lindley purchased from Mary R. Moon and Bertha Moon Munson, upon which Lindley constructed the building that became Lindley and Charles Widner's hardware store. This became Lindley & Jessup Hardware (ca. 1910) (see Figure 2) when Charles sold out. Lindley & Jessup conducted business at 12 West Main Street between 1910s-1920s, until William Jessup sold his interest to Lindley, and H. W. Lindley Hardware continued until 1944, when it was sold to William B. Nelson, who, with son Charles, started Nelson & Son

Hardware (see Figures 3, 4, and 5). William B. Nelson began working at Lindley & Jessup in 1918, learning the skills that enabled him to successfully purchase and operate the store. Upon his father's retirement in 1960, Charles Nelson became full owner, and he and his wife, Dorothy, ran the store until 1981, when they retired. Among many of Mooresville's lifetime residents, "Charlie" Nelson (1918-2009) was a "living, breathing encyclopedia" filled with an amazing array of historical anecdotes and facts about the town and surrounding community.



Figure 2. Lindley & Jessup Hardware circa 1910. Pictured are (left to right): Howard W. Lindley, Will Horton, Mr. Wolfe, and Mr. Thompson. In 1944, Lindley sold the store, which became Nelson & Son Hardware. (Photograph by J.P. Calvert.)

Eight West Main Street was home to a harness and buggy shop between at least 1902 and 1920, according to the Sanborn fire insurance maps from the period. Several grocers operated there: Boyd's Market (1926-1947), Hinshaw's Market (1947-1953), and Moore's AG Market (1953-1967) (see Figure 6). Ward's Apparel conducted business there during the 1970s. Today, Yellow Moon Antique Mall occupies the premises.

The two-story structure at 6 West Main Street was built in approximately 1906 by A. R. Cooper, Jr. (Al) and Fred Cooper, along with their father, A. R. Cooper, Sr. Cooper's Drugstore was a fixture there from around 1906 to 1947, when the establishment was sold to Gene Hayes. Hayes Drugstore conducted business there between 1947 and 1965, and Tri-County Sports was situated there in the early 1970s. Main Street Photography started there in 1978 through circa 2010. It became Ralph & Ava's Restaurant thereafter.



Figure 3. In this mid-1960s photograph, Adler's Department Store and Nelson & Son Hardware appear at the westerly end of the north side of West Main Street, close to the 1916 Carnegie building that housed Mooresville Public Library. Harold Moore's AG Food Market is right of an unidentified pedestrian, who may have been the intended central subject of this photograph. Hayes Drug Store appears on the right.



Figure 4. Dorothy and Charles Nelson owned Nelson & Son Hardware at 12 West Main Street. Charles and his father, William B. Nelson, purchased the business from Howard W. Lindley in 1944. Charles and Dorothy operated the store until their retirement in 1981. (Photograph excerpted from the Mooresville Times, Aug. 12, 1971.

Figure 5. Nelson & Son Hardware ad in the Mooresville Times (indicated as 1974 in red ink, but the picture caption says, "August 1953" and identifies the owner, Charles "Brake" Nelson.) The ad shows a 1970s phone number (Pre-1960s phone numbers were 2-3 digits – see Figures 10B, 11B, 12, 13A-B).





Figure 6. "Mr. and Mrs. Harold Moore, with some help from Ada Moore, Harold's mother, have operated Moore's Market, 8 W. Main St., as a typical home owned family store since 1953 when they bought it from Glenn Hinshaw. [...] Glenn Hinshaw's ownership was preceded by that of Glenn's father, Charles Hinshaw, and before that Burnice Boyd operated the store for 21 years." Mooresville Times, May 27, 1965.

Figure 7 shows West Main Street as it appeared circa 1910. Figures 8-17B showcase the businesses that occupied the north side of West Main Street during the 20th century, along with some of their advertising.




Figure 7. This circa 1910 photograph (taken by J.P. Calvert) shows West Main Street as one looks across the intersection of Indiana and Main Streets. On the right (north) side there is (from nearest to farthest) Farmer's State Bank (on the corner at 2 West Main Street), and then, masked by trees, the buildings comprising 6 through 12 West Main Street, which, at that time, housed Cooper's Drugstore (6), a harness & buggy shop (8), a grocery (soon to become a drugstore) (10), and Lindley & Jessup Hardware (12). Across the street (on the south side of West Main – left in photo) is (from nearest to farthest) the Lindley Block (1 W. Main St.), which burned to the ground on Dec. 27, 1925, Carlisle & Gilbert Furniture & Undertakers (9 W. Main St.), Pace Thompson Dry Goods (11 W. Main St.), and Taggart's Bakery & Restaurant (15 W. Main St.) The white house at the end of West Main Street (on the horizon) was adjacent to the current location of the Mooresville Public Library.

Figure 8. This advertisement for Adler's Department Store appeared in the Mooresville Times (September, 1964).

Sept 1964


BACK to SCHOOL! Shoppers Center



See our line of
Dresses
for School
\$2⁴⁹ to \$4⁹⁸

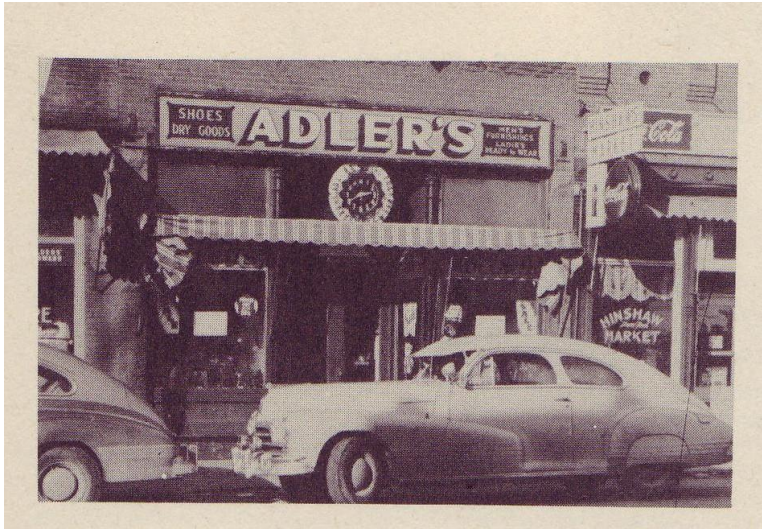
Car Coats for
Girls of All Ages
4⁹⁸ to 16⁹⁵

A Complete line of
Gym Wear
for Girls - Boys
Late Styles
In Girls
School Shoes
2⁹⁸ to 6⁹⁵

We Feature
JARMAN SHOES
for the
**High School
& College Crowd**
Boys School
Shoes
 \$2⁹⁵ to 7⁹⁵

From Campus
No. 1 line of Sportswear
Sport Shirts Sweaters Slacks
Jackets Coats

ADLER'S
DEPARTMENT STORE
Downtown Mooresville



Figures 9A & 9B. Adler's Department Store advertisements in the 1951 (left) and 1964 (below) Wagon Trails (Mooresville High School yearbooks).

**ADLERS
DEPARTMENT STORE**

Phone: VE 1-2540
West Main Street
Mooresville, Indiana

Figures 10A & 10B. Nelson & Son Hardware advertisements in the 1964 Wagon Trails (right) and the 1946 Wagon Trails (below, left) (Mooresville High School yearbooks).

**NELSON & SON
HARDWARE**
Housewares — HANNA Paints
Garden and Plumbing Supplies
12 Main Street Phone VE 1-2050
Mooresville, Indiana

**NELSON & SON
HARDWARE**
FILTER QUEEN AIR PURIFIER
and
DEMOTHING UNIT
Phone 49

MOORE'S MARKET
Choice Meats — Quality Groceries
Phone: VE 1-0681
8 West Main Street
Mooresville, Indiana

Figures 11A & 11B. Moore's AG Grocery (Market) advertisements in the 1959 (right) and 1964 (above, right) Wagon Trails (Mooresville High School yearbooks).

MOORE'S  **GROCERY**
Choice Meats ** Quality Groceries
8 West Main Street
Phone 30
MOORESVILLE, INDIANA

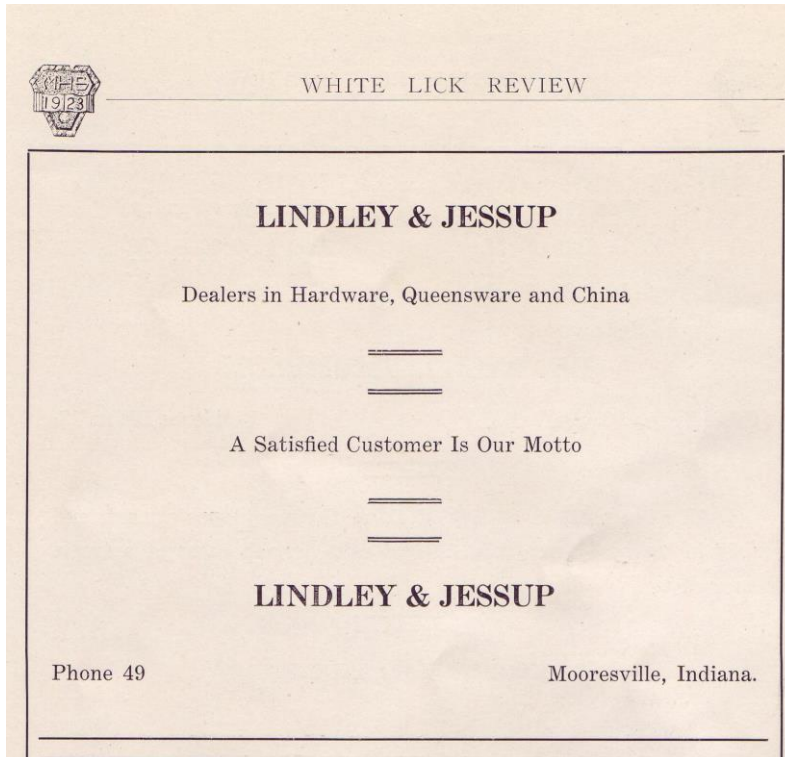


Figure 12. Lindley & Jessup Hardware advertisement in the 1923 White Lick Review (Mooresville High School yearbook).



Figures 13A & 13B. Ads for Hayes Drug Store in the 1959 (left) and 1958 (top of next page) Wagon Trails (MHS yearbooks)

HAYES DRUG STORE

West Main Street Phone 88

MOORESVILLE, INDIANA



HAYES DRUG STORE

West Main Street

Phone 88

Mooreville, Indiana

A. R. COOPER
DRUGS, WALL PAPER, PAINTS
AND SCHOOL SUPPLIES




Figure 14. (left) Advertisement for A.R. Cooper's Drugstore in the 1911 Mooreville High School yearbook, the 'Levenite'. Cooper's Drugstore was the predecessor to Hayes Drugstore at 6 West Main Street.



1873

1923

THE FARMERS STATE BANK

For fifty years the success of this organization has depended upon the personnel of which it has been composed. Realizing this fact in the selection of employes, the highest efficiency and greatest service to customers has always been uppermost in the minds of the directors, and as result of this endeavor, this institution has employed seventeen graduates of the Mooresville High School.

HONOR ROLL

R. D. Sellars (1892)	Edith Shephard (1913)
A. B. Calvert (1899)	Gail A. Mills (1914)
E. F. Hadley (1899)	Paul W. Reynolds (1917)
Maggie Carter (1905)	Claude W. Crose (1917)
Carl White (1905)	Wm. R. Parr (1918)
Emma S. Joyner (1907)	Bernice Long (1919)
H. W. Townsend (1910)	Raymond H. Julian (1920)
Pearl C. Ballard (1912)	W. Arthur Hadley (1923)
C. Alden White (1923)	

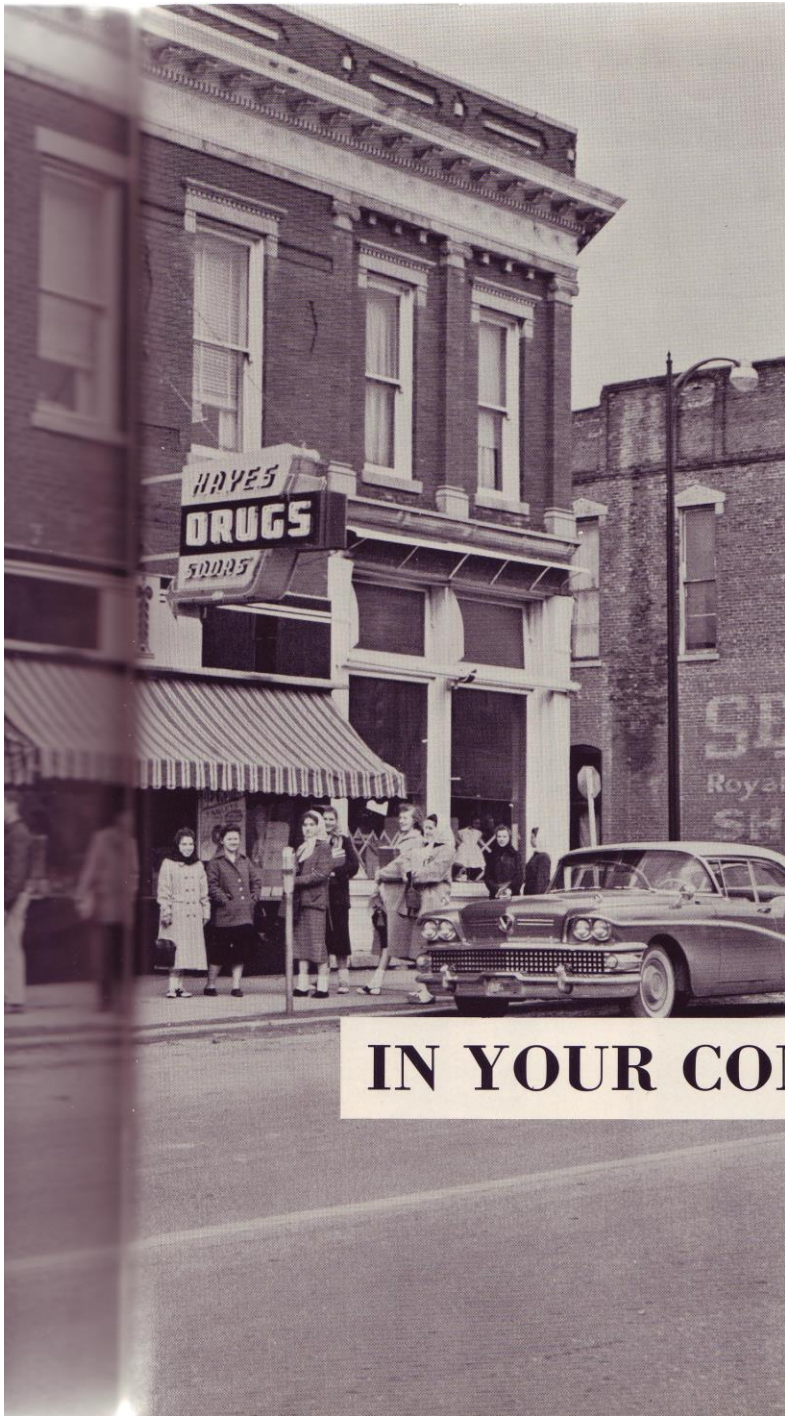
Figure 15. Advertisement for the Farmers State Bank in the 1923 White Lick Review (MHS yearbook) honoring its 17 employees who were Mooresville High School graduates.



Figure 16. The 1964 Wagon Trails (Moorsville High School yearbook) shows the former home of the Farmers State Bank (corner, above mailbox) as well as Hayes Drugs, Moore's Market, and Adler's Department Store (to the left).



Figure 17A. The left page from a 1959 gatefold from *Wagon Trails* (Moorsville High School yearbook), showing the north side of West Main Street, with the edge of Adler's Department Store (left), Moore's AG Market (center), and Hayes Drugs (right), appearing.



IN YOUR COMMUNITY

Figure 17B. Page 2 of the 1959 gatefold in Wagon Trails (Mooresville High School yearbook), which showed the remainder of the north side of West Main Street. The intersection of Main and Indiana Streets appears at the right, above the parked car.

Now... North Side of West Main Street (May, 2008)



Figures 18A & 18B. The north side of West Main Street (May, 2008), showing (above, left to right) the old Carnegie Library, 12 (and part of 10) West Main Street; and (below, L to R) part of 12, and 10-8-6 West Main Street.

PHOTOGRAPH CREDITS:

All black-and-white photographs courtesy of Mooresville Public Library, Indiana Room historical photograph collection, except as otherwise noted.

All May, 2008 color photographs taken by William R. Buckley.

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Last revised on 9/4/2021 by wrb.