



VARIETY STORES



The Variety store, often called "Five and Dime" or "5 and 10 Cent Store", was often considered to be the "everyman" department store, because they had many of the same departments, only less expensive merchandise.

The Boston Cheap Variety Store and the Chicago Variety Store were two of the earliest variety stores in Mattoon. They apparently sought to give themselves some big city credibility by their choice of names.

Other locally owned stores followed.

Kellerman Variety	1604 Broadway	1900
The Leader Notions	2006 Western	1900
Campbell Variety Store	1516 Broadway	1902
McCusker & Albert	1904 Western	1902
Tremble Variety Store	1516 Broadway	1904
Shrock Variety Store	1615 Broadway	1908

GREAT CLEARING SALE!

AT THE

Boston Variety Cheap Store

EDW. MATZENAUER'S

Chicago Variety Store,

**No. 9 West Broadway,
Mattoon, Ill.**



"Truthfully Told;
Truthfully Sold"

Day After Day,
Week After Week
Year After Year,
THE INDEX SAVES
YOU MONEY
By Selling
Popular Goods at
Popular Prices.

**INDEX NOTION
CO.**
(MATTOON'S VARIETY
STORE)



The two powerhouses in this category arrived in Mattoon in the early 20th Century, F.W. Woolworth in 1914 and S.S. Kresge in 1928.

The arrival of the Woolworth store prompted a host of other locally owned stores that copied the Woolworth format

Index Notions Co	1813 Broadway	1916
Ashbrook Co Variety Store	1820 Western	1916
McElroy Notions	1523 Broadway	1924
Economy Store	1620 Broadway	1924
Steele Consolidated Variety	1611 Broadway	1927

For many years, Woolworth and Kresge competed alongside each other at 1607 and 1603 Broadway, respectively.

In 1955, Kresge took over the entire first floor of the Demaree Building by expanding into 1601, which had been a Piggly-Wiggly grocery.

In 1958, Woolworth moved to a new location at 1501 Broadway and tripled its size.

Both stores were known for their lunch counters and the inviting smells of fresh popcorn and roasting peanuts.

F.W. Woolworth would close for the last time on Christmas Eve, 1971.

S.S. Kresge closed on Broadway in 1974, when a new Kmart opened in the Cross County Mall.



Ben Franklin would open at 2004 Western, in 1940. The store is remembered for the fact that it had entrances on both Western and Prairie Avenues. Ben Franklin would relocate to the Good Neighbor Shopping center in 1959 and would for a short time, occupy both the empty Kresge and Woolworth buildings on Broadway.

F.E. Walters opened at 1509 Broadway, in 1948, emulating the Woolworth and Kresge format, but without a lunch counter.

In an effort to compete with the national stores, Walters gave Green Stamps with purchases.

The store is remembered for its wooden floors, close packed merchandise and its back entrance on the alley behind the Burger King. The store closed in 1965.

