

merchandise. For the next twenty years, Bailey's Department Store was an important part of Euclid's Downtown shopping district. As Euclid's only department store, Bailey's provided one-stop shopping for the entire family. Homeowners could always find appliances, rugs, draperies, and linens for sale. Families could choose from many selections of clothing for work and leisure. Bailey's also had a large toy department, which was a favorite stop for children of all ages, particularly at Christmas time.

In February of 1966, Bailey's closed for an extensive remodeling. For about a month, the store received new fixtures, signwork, and interior construction. The store opened again on March 9, 1966 and was called Bailey's Wonder Mart. By this time, all of the Bailey Stores had been acquired by Miracle Mart, Inc., a company from New York that operated a chain of discount department stores.

Not surprisingly, all of the Bailey Stores, including the one in Euclid, would be operated as such. The concept was not successful and, by 1969, all of the Bailey stores had closed.

Sources:

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- Euclid News Journal*, November 22, 1951.
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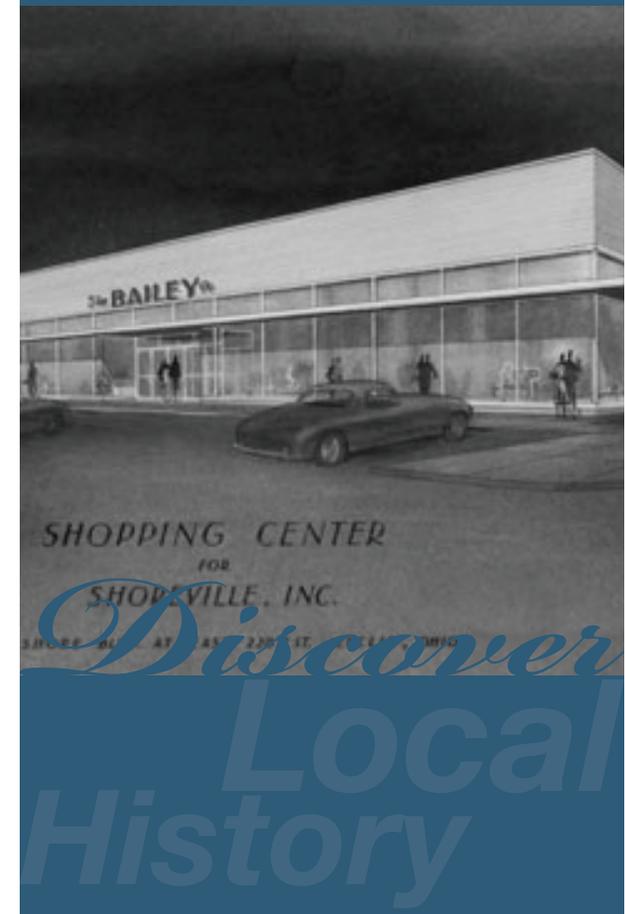


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BAILEY'S DEPARTMENT STORE

*A popular store in downtown Euclid
from 1951 to 1969*



For nearly two decades, Bailey's Department Store was a well known fixture of Downtown Euclid. Located at East 228th and Lake Shore Boulevard, Bailey's offered a wide variety of products for the home and workplace. Many of the employees who worked in Bailey's were Euclid residents and their personal service went a long way in promoting the store. In 1881, a small dry



Ribbon cutting ceremony: L to R: L. G. Oppenheim, Bailey's President; Mayor Kenneth Sims; Fred Koenig, branch manager.

goods store was opened at Ontario and Prospect Avenues in Cleveland by Lewis A. Bailey and Joseph Crothers. By the early 1900s, Bailey's humble store was replaced by a huge seven story building. A ten story addition soon followed. The Bailey Company then began to open branch stores. An east side branch was opened at 10007 Euclid Avenue in 1929 followed by a west side branch at Detroit and Warren Roads in the 1930s. These stores were remodeled during

the 1940s and 1950s. Bailey's opened its Euclid Branch on November 23, 1951. The building was designed by Architects Weinberg and Teare. The structure consisted of yellowbrick and concrete with a generous amount of glass to provide a shiny appearance. The storefront ran 140 feet along Lake Shore Boulevard and extended 250 feet deep on East 228th Street. Parking fa-



Shoppers at Bailey's Department Store.

cilities were available in the front and back of the store. Combined, the lots could hold 1,000 cars. The interior of Bailey's Department Store was designed by George Anderson of the Columbus Show Case Company. All of the fixtures were made of oak. The walls had soft colored paint and paper to provide a pleasant atmosphere. All of the front windows had open backgrounds that blended the displays with the interior. The lower level of the store had the home fur-

nishing department along with sections for appliances, fabrics, linens, and bedspreads. The floor at street level had the departments shoes, clothing (men, women and children), drugs, and greeting cards. The mezzanine level featured various service departments, such as the beauty salon and the credit offices. Customers of Bailey's Department Store were offered some special services.



Shoppers entering Bailey's at grand opening sale, 1951.

There were 30 day charge accounts and several budget plans available to all of Bailey's customers. Bailey's had coupon and will call plans. Will call is similar to today's lay-away, where a customer can have an article held for a short period of time and pay for it later. With each purchase, customers were given merchant stamps which could be used toward future purchases. Bailey's also made it a practice to stock full lines of most nationally advertised "name brand"