



The Columbus *Fashion Story*

—a historical retrospective
celebrating the city's
bicentennial, 1812–2012



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in the Gladys Keller Snowden Galleries, Geraldine Schottenstein Wing
of Campbell Hall at The Ohio State University.



NEW FASHIONABLE BOOT AND SHOE STORE.

M. & F. FASSIE,

High Street, between Town and Rich,
Have just opened the above business in
Armstrong's new building.

By doing good work in a fashionable style, and in a faithful
manner, they respectfully ask for a share of the public pat-
ronage.

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HATS, CAPS,
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GENTS' FURNISHING GOODS,**
No. 1 GWYNNE BLOCK,
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**A. C. HEADLEY & CO.,
DRY GOODS,**
Nos. 230 & 232 SOUTH HIGH STREET,
COLUMBUS, O.

**JOS. GUNDERSHEIMER,
MERCHANT TAILOR,**
And Dealer in
Brady-Made Clothing & Gents' Furnishing Goods.
Nos. 6 & 7 NEIL HOUSE (opp. State-House), COLUMBUS, O.

EST. Fashion Department under the Supervision of J. B. FERRISDALE, of New York.
The National Institute of Clothing, Manufacture and Fashion, 1890. Special mention given to Chicago, Ill.

COLUMBUS FASHION FOUNDATIONS:

Dressmakers, Tailors, Manufacturers, and Merchants

Columbus began as a town on the edge of the frontier in 1812 and for all intents and purposes was considered rural for the first 50 years of its existence. It was only after the U.S. Civil War, 1861-64, that the United States experienced tremendous growth and rapid industrialization, Columbus included. By the 1890s, Columbus' population had almost quadrupled. Improvements in communication and rail transportation created a national marketplace that could be fed not only by agricultural products, but by the factory-produced goods made in the city. Columbus was the nation's buggy and shoe capital and, with its central location within the United States, had the advantage of being a prime distribution center for those goods.

Clothing throughout most of the 19th century was predominantly custom made—not bought already made and available in multiple sizes on racks in a clothing store. Male tailors made men's and boy's apparel, which was purchased from a "merchant" tailor, a "gents' furnishings" shop, or a "clothier." Female dressmakers and milliners created gowns and hats for ladies and girls. Dry goods establishments sold the fabrics, trims, and buttons necessary to create the clothing, and, later in the century, also sold the ready-made clothing that was becoming more and more prevalent. Coats, underwear, simple skirts, and shirtwaists were clothing items available from dry goods merchants. Each type of fashion manufacturer and retailer was represented in Columbus.

The Columbus city directory from 1852 lists 11 dressmakers, 8 milliners (hat makers) 13 merchant tailors/men's clothing shops, 22 boot and shoemakers/shops, and 21 retail dry goods merchants. These numbers steadily grew throughout the second half of the century, along with Columbus' population. The number of dressmakers reached an all-time high of 350 in 1895, compared to 111 manufacturers/sellers of men's and boy's clothing. Using the city's population of 88,150 persons in 1890, 350 dressmakers represents one dressmaker for every 250 people living in Columbus. With these numbers, not every woman was making her own clothes at home for her and her family; some were having outside help.



DRESSMAKERS



In the 1890s, Columbus had several instructors of and schools for dressmaking. Mrs. A. Kirschner taught both the Taylor's and Persian Tailor System of cutting ladies' garments. Mrs. C.F. Moll, the state manager of the Woman's Industrial Association Building on South Fourth Street, ran the Ladies' Tailor School of Cutting, which offered classes during the day or evening with German or English teachers. Thomas and Mary Higgs opened a dress factory and dress cutting school at 100 N. High Street in 1887. They had been listed as dressmakers in Columbus since at least 1880, having the entrance to their business in 1885-86 accessed through the White, Denman & Company's Dry Goods store at 80-82 N. High Street. Their factory/school lasted less than 10 years. By 1895 it was no longer in operation, but Mr. Higgs was listed as the sole ladies' tailor in town—a new category listing in the city directory, but one that would continue to grow in the 20th century.

Of the dressmakers living and working in Columbus around the turn of the 20th century, only three are represented in Ohio State's Historic Costume & Textiles Collection (HCTC): Daisy Schaefer, Kate Hoffer, and Mary McCormick. We are able to identify Daisy Schaefer and Kate Hoffer because they sewed labels into their garments with their names on them—*Miss D. Schaefer, Columbus, Ohio*, and *Hoffer, Columbus, Ohio*—not a very common practice at the time. Of course, Parisian couture garments had their designers' labels in them, and it is likely that this practice was followed by the finer dressmakers throughout the fashion world. We know about Mary McCormick only through family history documents that identify her as Rose Lazarus' dressmaker. We can attribute the lace dress we own that belonged to Rose Lazarus as one made by Mary McCormick based only on this information, because the dress does not have a dressmaker's label in it.

D. Schaefer, Daisy, first appears as a dressmaker in the city directory in 1887. She resided with her family in the old South End, on Briggs Street near Beck Street in the present day German Village neighborhood. She worked on and off with her older sister Nettie while still living at home, and partnered with Nellie Schatzman in Schatzman & Schaefer starting in 1891. The business was located on E. Town and Fifth Streets, a fashionable neighborhood, but relocated to the YMCA building in 1892. Three years later, Daisy had her own shop at No. 27 Columbia Block while still living on Briggs Street.

The *D. Schaefer* dress in HCTC dates from this late 1890s time period and is of exquisite craftsmanship. It is a silk paisley warp print, two-piece dress in colors of purple, pink, and green. The bodice is accented with bright magenta taffeta covered with black netting



trimmed with black glass beads. The leg-of-mutton sleeves, which create a very fashionable broad shouldered silhouette, are finished with a narrow band of green velvet that is repeated in a small waist sash. The dress was purchased by Mrs. John E. Brown, nee Fannie Barker. She was born in McConnelsville in 1868 where her father Charles ran a successful dry goods business that had been around since 1825. Fanny's ancestors relocated from New England to Ohio and were active in the abolitionist, temperance, and women's suffrage movements in the mid-19th century. She married in 1889 and moved to Columbus with her husband, a noted doctor of otolaryngology (ear/nose/throat). Fanny would have been about 30 years of age when she purchased this dress from Daisy Schaefer. Her waist was still small as her first and only child was not born until 1904 when Fanny was 36 years of age.

In 1899, Daisy and Nettie Schaefer moved with their mother to 145 Cleveland Avenue where the business listing is under Nettie's name. A year later, they were joined by their older sister Louise, also a dressmaker. From 1907 to 1915, Daisy was listed without Nettie, and by 1915 had returned to a fashionable E. Town Street location. Sometime between 1920 and 1930, Daisy and her sisters, now in their 50s, moved to San Diego, California, where they lived out their years as dressmakers.



Warp printed silk taffeta bodice and skirt with magenta silk and black lace contrast. Worn by Fannie Barker Brown (1868-1940), 1897-98. Gift of Mrs. John E. Brown Jr.

Kate Hoffer opened her dressmaking business in 1899 at 1409 N. High Street. Her husband Frank was then working as a barber. By 1901, the dressmaking business listing was under Frank's name. It must have been a more lucrative business than barbering, because by 1902 Frank was listed as a tailor. By 1910 the business was located at 256 Oak Street, while the Hoffers resided on fashionable E. Broad Street at number 1039—with Frank listed as a dressmaker and Katie as a ladies' tailor.

Like Daisy Schaefer, Kate was of German descent. Born in West Virginia in 1861, she was seven years older than Daisy. She married Frank in 1884 and had two daughters who were 16 and 13 when the dressmaking business opened. The Historic Costume & Textiles Collection owns three dresses with Kate and Frank Hoffer's label. Two of the dresses have the label printed on a binding that doubles as the skirt's waistband. The third has the name printed on the waist tape of the bodice.



The first two dresses were donated by Mrs. Bruce Harris, granddaughter of Thomas Clarence (T.C.) Heisey, youngest son of the founder of the Heisey Glass Company in Newark, Ohio. The dresses most likely belonged to members of the Heisey family. T.C. had two sisters, Emma and Alice, who were in their early to mid 20s when these dresses were made between 1903 and 1906. One is a warp printed silk, blue flowers on white, and the other is a white China silk trimmed with ribbon flower "fringe." The white dress has a waist significantly smaller than the blue/white dress, indicating that these dresses were most likely worn by different women. Both dresses have low necklines and elbow length sleeves, indicating that they were worn for an evening occasion such as a dinner or dance.

The third Hoffer dress in HCTC is definitely a wedding dress, made almost entirely of lace over silk taffeta with a chiffon layer sandwiched in between. This dress was worn by Lucile Joyce on the occasion of her wedding to James Edward Hagerty, October 26, 1907. Dr. Hagerty had been a professor at Ohio State for six years at the time of his marriage and would have a long and illustrious career with the university. They had five children together.

Lucile was the daughter of John Joyce who immigrated to the United States in 1851 and was the founder of the Green-Joyce Company. It was a highly successful dry goods business that began operation in 1884. Sadly, John Joyce died of a heart attack shortly after his daughter's wedding in January 1908. After his passing, the Green-Joyce Company continued to operate until 1929, when it became a victim of the stock market crash.



Warp print silk taffeta and silk tulle bodice and skirt with front panel trimmed in metallic bows and blue flowers, c.1903-1908. Gift of Mrs. Bruce Harris.



Off-white silk wedding dress from 1907. Bodice and skirt consist of Battenberg lace. Bodice has hand-painted organza attached to right side that extends around the neck to form the high collar. Worn by Lucile Joyce upon her wedding to James Hagerty. Gift of Thomas Macwood.

TAILORS

The Historic Costume & Textiles Collection owns three men's suits with Columbus, Ohio, tailors' labels in them, and one evening coat with a ladies' tailor label. The earliest documented suit is a three-piece, brown, wool herringbone made for Dr. Joseph E. Barricklow when he was 53 years old. A label in the suit reads *Burns Columbus O.*, with a date of December 24, 1903. Dr. Barricklow was a dentist with an office on the northeast corner of Broad and High Streets.

The narrowly cut four-button suit is the height of men's fashion at this time and shows little wear



because Dr. Barricklow had it for only two years—he passed away in 1905. According to the *Centennial History of Columbus and Franklin County, Ohio, Volume 2*, Burns was run by James Henry Burns, an “importing tailor to men and women” who “draws his patronage from among the better class of the citizens of Columbus.” Burns, the son of a tailor, was born in Zanesville and moved with his family to Columbus as a boy when his father, Michael, set up a tailor shop on the corner of Gay and High Streets. After receiving a degree in “a commercial course” from Notre Dame University, he joined his

father in managing the tailoring business. In 1894, he established a ladies' tailoring department and was known as the oldest ladies' tailor in Columbus at the time of the city's centennial. Burns was “one of the leading establishments of Columbus, setting the standard for activity in this line in the capital city.”



Three-piece wool tweed suit, c.1903.
Worn by Dr. Joseph E. Barricklow
(1855-1905), a dentist. Gift of
Mrs. William Bohannon.



B. Frosh & Sons created a formal tailcoat in 1905 for Daniel Webster Williams. Bennett Frosh was one of Columbus' many Jewish tailors, having his business for 25 years in the city. Like Burns, he also moved

to Columbus from Zanesville where he had worked as a tailor and his brother David was a peddler. He operated his establishment in Columbus variably as "Frosh" or "B. Frosh" at 204 N. High Street, opposite the Chittenden Hotel, until his son Louis joined the firm in 1905. Frosh advertisements appeared regularly in Ohio State football game programs.

Daniel Webster Williams, born in Jackson, Ohio, in 1862, was a noted journalist whom President Theodore Roosevelt appointed as Consul to Wales from 1905 to 1907.

While there, Williams attended several formal state functions where a tailcoat would be required attire. Williams' father had emigrated from Wales in 1839 as a young man, so Daniel was probably familiar with the language. It was while practicing law from 1886 to 1889 that Williams discovered his love of writing and bought the *Jackson Sun Journal*, which he owned until 1923. During his life he was appointed to the Ohio Senate (1909-10) and also wrote a regular column for the *Columbus Citizen*, "Under the Open Sky," until his death in 1932.



Daniel Webster Williams (1862-1932). Williams was counsel to Wales 1905-1907 and owner and editor of the *Jackson Sun Journal* 1889-1923.

The number of ladies' tailors in the capital city had reached 10 by 1905, reflecting the newer fashions for ladies' suits and tailored coats. The Columbus ladies' tailor represented with a garment in the collection has the label

M. Pollatsek, Ladies Tailor, Columbus, Ohio. The "M" is Max Pollatsek.

He and his wife Johanna immigrated to the United States from Hungary in 1894, and by 1903 he had established a ladies' tailoring business in Columbus. While Johanna is listed variously as a seamstress or ladies' tailor in various directories, she was not always working for Max's enterprise. The business met with some success, however, because eventually

by 1920 they lived in their own home, with Johanna staying at home while Max worked. A decade later, Max no longer had his own business, but is listed as a designer of women's apparel at a local store. The custom ladies' tailoring business had faded away in favor of specialty boutiques and department stores selling ready-made merchandise by this time.

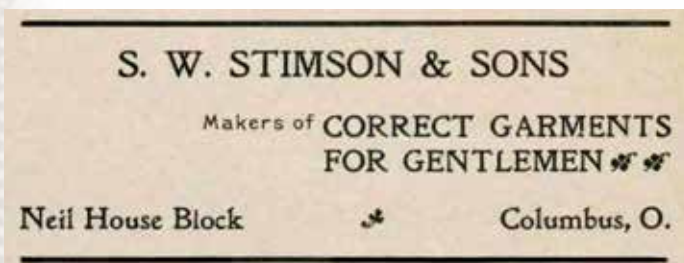
The garment with the Max Pollatsek label is an evening coat of black lace and braid over black satin, trimmed with pleated silk chiffon. Overall lace garments such as this coat and the wedding dress of Mrs. Hagerty were the height of fashion between 1905 and 1910. The coat was donated by

Advertisement for Frosh tailors from 1903 Ohio State football program. Image courtesy of The Ohio State University Archives.



Elizabeth Shedd Mykrantz and either her mother, Agnes Jeffrey Shedd, or mother-in-law, Alice McCormick Mykrantz, could have been the proud owner of this elaborate coat. Both were women whose husbands ran successful Columbus businesses. Frederick Shedd ran the E.E. Shedd Mercantile Company, founded by his father in 1852. It remained in business until 1938. Frank F. Mykrantz founded Mykrantz & Sons Drugs Company.

Boyd G. Martin acquired his tuxedo from the S.S. Jackson tailors in October 1928. He also had a tailcoat, vest, and pair of pants made from the same company in the same year. In the general division of labor in tailoring shops, the pants and vests were made by women, while the more complicated coats were made by men. The label in the tuxedo states *S.S. Jackson, Inc., Successors to Stimson Tailors. Columbus, O.* Mr. Martin may have received his Jackson-tailored clothes as a wedding gift from his older sister (Alice) Winifred who was married to a tailor, Paul Jackson, the son of Samuel S. Jackson, owner and founder of S.S. Jackson, Inc. Paul was also the company's treasurer.



Advertisement for Stimson tailors from 1901 Ohio State football program. Image courtesy of The Ohio State University Archives.

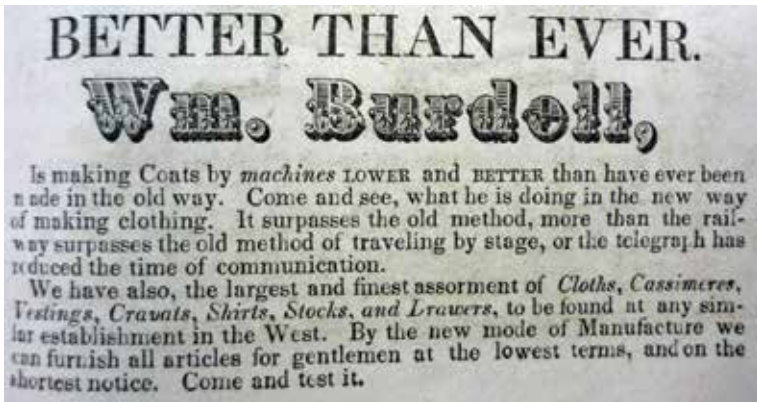
Stimson Tailors was founded by Stephen W. Stimson in 1877. He moved his family to Ohio from Vermont and worked at Ohio Merchant Tailors in Columbus from 1871 to 1876 before setting up his own business. Stephen's sons William and Charles L. joined their father as tailors, eventually taking over the business.

Charles' son, Charles H., also was in the family business as a young man. By 1920, however, he had left Ohio for California. Starting in the early 1920s, Samuel Jackson worked for William at Stimson Tailors until William died in 1928. He was the last Stimson family member in the business, as his brother Charles had preceded him in death. S.S. Jackson, Inc. assumed the business upon William Stimson's death.



S. Lazarus & Sons Co., men's and boys' merchant tailor, branch store on the corner of Broad and High Streets, 1877-1896. Courtesy of the Ohio Historical Society.

MANUFACTURERS



Although most fashion was custom made, there were some men's ready-to-wear clothes available as early as the 1830s in shops that catered to customers who were not usually around for the two weeks it took to make custom-made clothes. The perfection of the sewing machine in the 1850s was a major technological advancement for both the custom-made and

ready-to-wear clothing industries. In the 1852 Columbus city directory, William Burdell advertised this "new way" of making clothing by comparing it to recent and improved means of transportation, the railway, and the latest means of communication, the telegraph.

One benefit brought to the fashion industry by the U.S. Civil War was the development of men's sizing standards, which were a necessity to the mass production of army uniforms. These standards, along with the sewing machine, helped the ready-made clothing manufacturing industry in the United States grow and prosper. This in turn helped the men's clothier and gents' furnishings businesses in Columbus, such as the S. Lazarus' store, because they sold finished, ready-made goods. Simon Lazarus had opened his shop a decade earlier with his step-brother, but within a short time was the sole proprietor. He seized an opportunity to advance his business once the war was over by recognizing that returning soldiers needed civilian clothing. In an effort to capitalize on this demand, Simon traveled to menswear manufacturers in Rochester, New York, to purchase a better class of ready-made merchandise.

M.C. Lilley & Company was a Columbus business that would benefit greatly as a manufacturer of uniforms, but it did so after the war. In her dissertation, *Fraternal Regalia in America, 1865-1918: Dressing the Lodges, Clothing the Brotherhood*, Harriet Wain McBride states that by 1870 the M.C. Lilley Co. occupied an entire four-story building at 253-255 S. High Street, with a glass-fronted showroom and retail store on the first floor. This size of an operation



Knights Templar wool frock coat uniform manufactured in Columbus by the M.C. Lilley & Co. for Mr. Ray Gilbert in 1927. Gift of Ms. Marilyn Middleton.



M.C. Lilley & Co. factory located at the intersection of Sixth and Long Streets, c.1892. Image courtesy of The Ohio State University Archives.

favorably positioned the company for growth at the onset of the “Golden Age of Fraternalism,” 1870-1910, when 20 percent of American men belonged to one fraternal organization or another. Clothing played an important role in ritual ceremonies for these societies, and M.C. Lilley

manufactured ritual costumes and attire, but the majority and most commercially profitable form of fraternal regalia were the military-style uniforms. These also were produced for state militias, telegraph operators, and railway workers.

In 1882 the *Evening Dispatch* ran a story on Lilley’s new building on Gay Street. Of its 249 employees, more than two thirds—both male and female—were engaged in producing clothing and regalia, including sewers, embroiderers, tailors, leatherworkers, and milliners. The 1887 *Report of the State Inspector of Workshops and Factories* listed The M.C. Lilley & Co. as the second largest employer in Columbus with 420 employees. In J.A. Miller & Company’s, *A Glimpse at Columbus and her Industries*, written in 1890, the “M.C. Lilley & Co. regalia manufactory” was considered to be one of five “mammoth” manufacturing operations in Columbus and one of “the five largest manufacturing companies in the world...exporting its uniforms and equipment for military and other organizations around the world.” In 1892 the Lilley Company moved into new headquarters at the intersection of Sixth and Long Streets. The second, third, and fourth floors were devoted to various aspects of garment production. The company made not only clothing for fraternal societies but also metal decorations and fasteners to embellish the garments—buttons, buckles, studs, and grommets—and custom-designed suitcases to hold and store elaborate and odd-shaped artifacts, such as feathered hats, shoulder epaulets, capes, and gauntlets.



The buttons on Mr. Taylor’s frock coat carry the state seal of Ohio, so this uniform is likely related to his tenure as Ohio’s Judge Advocate General when appointed to that position by Governor Nash for the years 1900-1904.

HCTC owns several M.C. Lilley manufactured garments and accessories. The earliest is a military-style frock coat with gold shoulder epaulets and matching bicorn hat that belonged to Henry Clay Taylor. Mr. Taylor was a Civil War veteran and member of the Grand Army of the Republic (GAR), an organization for which M.C. Lilley & Company made uniforms. Henry’s brother, Edward Livingston Taylor, served under Captain M.C. Lilley in his volunteer militia in 1861. The buttons on Mr. Taylor’s frock coat carry the state seal of Ohio, so this uniform is likely related to his tenure as Ohio’s Judge Advocate General when appointed to that position by Governor Nash for the years 1900–1904, rather than any association with the GAR. The label in the hat reads *The M.C. Lilley & Co., Manufacturers of Military and*



James Hagerty (1869-1946). Image courtesy of The Ohio State University Archives.

Society Goods, Columbus, Ohio, while the coat label does not include the “Military and Society Goods” reference. Two other military-style frock coats are uniforms for the Knights Templar fraternal organization. There is also a Knights Templar bicorn hat. These date to a later time of manufacture because the labels state only *The Lilley Company*, which was used in the 1920s.

An academic gown and mortarboard in the collection also carry M.C. Lilley labels as well as the initials *J.E.H.* They are the cap and gown of Dr. James Hagerty, Ohio State professor of sociology and social administration, 1901–1940. He was the first chair of the Department of Sociology, first director of the School of Social Administration, and first dean of the College of Commerce and

Journalism. A new building was constructed for it in 1924 on the Oval. It was later named for Dr. Hagerty in 1947. Hagerty would have purchased this gown after receiving his PhD in 1900, as its blue velvet trim indicates a degree of



Label of James Hagerty’s graduation robe. It reads *J.E.H. M.C. Lilley and Co. Manufacturers, Columbus, Ohio.*

Doctor of Philosophy. In 1907 Dr. Hagerty married Lucile Joyce, whose father was one of the founders of the successful Green-Joyce Dry Goods Company in Columbus.

In addition to uniforms, Columbus manufactured shoes. Between 1880 and 1975, shoe manufacturing was a major industry in the city. One out of every eight shoes made in the United States in 1900 was made in Columbus. In 1901, Wolfe Brothers Shoes manufactured 7,000 pairs of shoes a day.

According to Osman Castle Hooper’s *History of the City of Columbus OH*, published in 1920, the shoe industry began



Navy wool frock coat with navy cotton velveteen collar and cuffs, gold epaulets, and a double-breasted front opening with 16 brass buttons. The coat and matching bicorn belonged to Henry Clay Taylor. Gift of Fred G. and Henry C. Taylor.



Godman shoe factory located at 347 W. Broad Street, 1901. Image courtesy of Columbus Metropolitan Library.

in Columbus in 1849, but was revitalized when H.C. Godman began manufacturing high-class shoes in 1880. There was a general impression at the time that good shoes could not be manufactured west of Lynn, Massachusetts, but Godman changed that opinion. In 1890, Robert F. and Harry Wolfe, sons of a cobbler, started their own shoe business. Both worked for Godman shoes in the beginning but later established their own company. Profits from the Wolfe Brothers Shoe Company were later used to purchase two newspapers: the *Ohio State Journal* in 1903 and the *Columbus Dispatch* in 1905.



Wedding shoes purchased at the Lazarus store. Top: white kid one-strap shoe with beaded vamp, c.1895. Gift of Mrs. Frank Mykrantz. Bottom: white kid oxford-style shoe with silk ribbon laces worn by Mary Henrietta Falkenbach Morris. Gift of Mrs. Frank Morris.



Besides Godman and Wolfe, other shoe manufacturers in Columbus were the Riley Shoe Co., Kropp Shoe Co., G. Edwin Smith Shoe Co., the Fenton Shoe Co., Bradford Shoe Co., C&E Shoe Co., and Walk-Over Shoe Co. The Walk-Over name was adopted by George E. Keith in 1899 for the shoes his family began making in Massachusetts. HCTC owns several pairs of women's shoes with a *Walk-Over, Columbus, Ohio* label. In 1902, the company became a part of popular culture when Fred Neddermeyer composed "The Walk-Over March," a two-step that he dedicated to the Walk-Over Shoe Company in Columbus.

Cover of sheet music for "The Walk-Over March," dedicated to the Walk-Over Shoe Co., 1902. Image courtesy of Columbus Metropolitan Library.

MERCHANTS



George S. Beall (1859-1903). Beall was the owner of a dry goods store that operated at 97 N. High Street, 1885-1906. Image courtesy of Columbus Metropolitan Library.

Women's fashions did not benefit from the same standard sizing system that was set up for men around the time of the U.S. Civil War, but there were some developments toward that end. Ebenezer Butterick introduced the commercial paper pattern in 1863 as a means to facilitate the making of clothing by both dressmakers and women at home. This was a step toward some form of size standardization that was necessary for the eventual mass production of women's clothing. Most fashions for women in the 19th century were tight dresses, requiring custom fitting. That changed toward the end of the century, however, to include separate skirts and blouses and styles that were looser in fit that could be mass produced.

Coats, capes, and jackets were some of the first women's garments to be mass manufactured, along with petticoats, nightgowns, wrappers, and shirtwaist blouses, all of which were available in the 1890s. By 1902, even ladies' tailor-made suits could be purchased through the Sears catalog. While catalogs such as Sears and Marshall Field's were the mainstay for non-urban areas, cities such as Columbus could offer this merchandise in dry goods establishments or ladies' and gents' furnishings stores.



Black velvet jacket, c.1900. Sold at George S. Beall Co. Columbus, Ohio. Gift of Mary Kuhn.

Women's ready-made outerwear in HCTC from a Columbus store includes a short, black velvet jacket, c. 1905, with a *Geo S. Beall Co. Cols O.* label. The George S. Beall Co. was the name of a small retail dry goods company at 97 N. High Street from 1885 to 1906. Beall moved his operation from Parkersburg Wood, West Virginia, to Columbus, and in 1885 was one of 43 dry goods merchants in the city. Unfortunately, we do not have any information about who wore this jacket other than that it came from a house in the Bexley neighborhood of Columbus.

Miles, Bancroft & Sheldon Dry Goods store. Image appears in *A Glimpse at Columbus and her Industries*, JA Miller & Co., November 1890.



Although the Geo. S. Beall Co. was considered a dry goods business, it was listed under the “cloaks & suits” heading in the 1905 city directory to let its clientele know that this type of merchandise was a specialty. Also included in that listing is Vance’s Cloak House, later known as E.W. Vance & Bros Exclusive Cloak and Fur House. Edwin W. Vance moved to Columbus from Cincinnati where he had been working as a dry goods clerk. His store first appears in the city directory in 1894 at 75 N. High Street, next door to Burns Tailors at number 73. His brother Herman joined him in business for a few years before Edwin partnered with Carey C. Winans in 1908 to form The Vance-Winans Co. Winans had started as a buyer for the Vance Cloak House in 1903. *The American Cloak and Suit Review* announced in 1914 that Winans had taken over the business of the company and that, “The Vance-Winans Co. is the largest store in Central Ohio dealing in women’s ready-to-wear garments exclusively, and has progressed to this point under the management of Mr. Winans...and in future will be known as The C.C. Winans Co.”

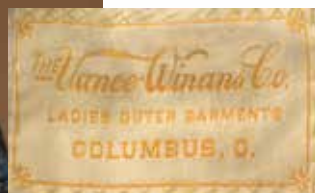
The evening coat with a blue silk satin and gray silk velvet floral pattern carries the label *The Vance Winans Co. Columbus, O.* While its shape and length imply it could date from the late 1920s, the wording of the label indicates a date before 1914. Upon looking closer at

the fashion magazines featuring narrow, hobble skirted fashions of the early 1910s, one will find coats with just this silhouette and length. This coat, like the Daisy Schaefer dress from 1897, belonged to Fannie Barker Brown. The coat is

beautifully made, and like most of Mrs. Brown’s clothing, reflects the quality of belonging to a wardrobe of a woman of status and means in society.

A far more practical yet still elegant woman’s linen duster coat with a subtle lavender vertical stripe in HCTC bears the *The Walter J. Dwyer Co., Columbus* label. In 1905 Walter J. Dwyer was the manager of Armbruster’s Dry Goods, a store that sold hosiery, underwear, furnishing goods, cloaks, and suits. Two years later he shared the listing as Armbruster-Dwyer Co. and was not only manager but also vice president. By

Blue and gray voided velvet on satin coat with gold lace collar, c.1912-1914. Sold at The Vance-Winans Co., Columbus. Worn by Fannie Barker Brown. Gift of Mrs. John E. Brown Jr.





A linen duster with narrow white/lavender vertical stripes purchased at Walter J. Dwyer Co. Worn by Blanche Truesdell, c.1911-1913. Gift of Wilt Truesdell.

1911, however, he had split with Armbruster and established his own

firm, Walter J. Dwyer Co., about a block south. The business was promoted as “Outfitters for Women, Misses and Children,” and also sold lace, curtains, and draperies. By 1914, the name of Walter’s store had changed to simply Dwyer’s, selling a larger variety of goods: furs, cloaks, suits, waists, dresses, corsets, underwear, curtains, draperies, millinery, and umbrellas. By 1915, however, the store was no longer in existence.

The duster belonged to Blanche (Mrs. Carl E.) Truesdell who purchased it around the time her son Wilt was born (1912). Dusters were practical, lightweight overcoats whose purpose was to keep the dust off one’s clothes when riding in open vehicles such as Henry Ford’s Model T, first launched in 1908 and considered the first affordable automobile, making this type of travel available to middle-class Americans. Blanche and Carl seemed to fit into this level of society as his occupation in 1910 was a painting conservator and, in 1920, manager of a restaurant.

The duster pictured to the right is one of the earliest pieces of clothing the HCTC has with a Lazarus label attached. The other early items are women’s shoes. Lazarus’ first foray into providing goods for women and girls came in 1887, when the store that sold only men’s and boy’s clothing added a family shoe department.

The duster belonged to Irene Lewis and dates to the time of her marriage to Arthur King in 1912. One of Arthur’s jobs was that of purchasing agent for an automotive body company, perhaps giving him access to an automobile. He also worked as a ceramic engineer and bank appraiser in his lifetime. This duster is not of the same high quality material and construction as Blanche Truesdell’s, perhaps indicating a lower price.



Floor-length linen duster with pink, blue, and black embroidery from trousseau of Irene Lewis King, c.1912. F & R Lazarus & Co. Gift of Mrs. Walter Venzke.



The Union

morehouse-
fashion
columbus

THE
FASHION
COLUMBUS, OHIO

LATYUS
Wedgwood
ROOM
columbus, ohio

Mrs. Eugene Gray
COLUMBUS, OHIO.

THE UNION
COLUMBUS


The French Shop
192 East Broad Street
COLUMBUS, OHIO


MONTALDO'S

RETAIL:

Specialty Boutiques, Dry Goods, and Department Stores

“Department Store” appears as a new category in the Columbus city directory for 1907, but there were only three listings: The D.C. Beggs Co., The Home Store, and Columbus Dry Goods Co. In 1910, there were only four, as most general retail operations were still listed under “Dry Goods.” “Clothing-Retail” was another listing, one that had been around since 1886. Early on it referred to men’s clothing only, but with the advent of women’s ready-made garments, it could have included shops selling women’s clothing as well. By 1910 there were 66 retail clothing shops listed in the city directory.



Beggs Department Store, 1908. Image courtesy of Columbus Metropolitan Library.

SPECIALTY BOUTIQUES

The increase in availability of ready-made women’s clothing through retail stores at the beginning of the 20th century meant significant competition for the dressmakers and ladies’ tailors who made custom clothes. There were still 254 dressmakers listed in Columbus in 1915, and 13 ladies’ tailors. A new type of store, however, the “ladies’ furnishings” shop, was about to have a major long-term effect on the dressmaking business.

While shops selling ready-made men’s apparel appear as early as the 1852 Columbus city directory, “Ladies’ furnishings” does not appear as a city directory listing until 1875. The two vendors listed, however, did not sell finished, ready-made garments—only “trimmings” for ladies dresses. In 1885, these two were joined by a cloak seller who was cross-listed under “ladies’ furnishings” but sold only outerwear as ready-made garments. It is not until 1910 that one sees the listing again, with two vendors, The Skirt Shop and The F. & R. Lazarus & Co., which had only the year previous begun to sell women’s clothing. By 1913 there were 10, including The Vance-Winans Co., The W.J. Dwyer Co., The Fashion, and MacDonald’s Shop for Women.



Allen Gundersheimer and Albert H. Reiser opened The Fashion on the northwest corner of State and High Streets in 1911, as a store that specialized exclusively in ladies’ apparel. The Gundersheimer family was one of the earliest in Columbus and its retail

industry, preceding Simon Lazarus' arrival. The Fashion and Lazarus would be competitors for decades, ultimately located across High Street from one another, until The Fashion closed in 1968.

Ladies' furnishings shops were stores that specialized in women's clothing. They combined high-quality dressmakers' goods with the convenience of ready-to-wear garments. Several early specialty shops in the capital city started with a resident dressmaker in-house. Macdonald's Shop for Women, located at 50 N. High Street, was one of the first of these shops to arrive on the scene in 1913. The store would remain in business through 1928.

HCTC owns two dresses from the MacDonald's store. One is made with gold silk velvet and lace worn by Mrs. Fannie Barker Brown (mentioned previously). Mrs. Brown's dress

dates to the early years of the store's operation, c. 1915. The other dress was worn by Mrs. Frank Long and dates from the early to mid 1920s. This dress is an orange silk crepe with gold metallic lace trim having an Art Deco pattern and inset gores of cascading clear crystal beads. Additionally, the dress is trimmed with rhinestones. Mrs. Long was the wife of the founder of Long's Book Store, which for years was located on the corner of 15th Avenue and High Street. She was also a concert coloratura soprano who performed in Columbus and abroad under her stage name, Mary Manley. The elaborateness of this dress, plus the reflective quality of the rhinestones, would make it very appropriate for stage.



A gold velvet dress with a lace bodice and underskirt, c.1910-1915. Worn by Fannie Barker Brown. Purchased at Macdonald's Shop for Women. Gift of Mrs. John E. Brown Jr.



Light orange, sleeveless, silk dress with rhinestones and silver beading. Worn by Mary Manley Long, c.1920-1929. Dress was purchased at Macdonald's Shop for Women in Columbus, Ohio. Gift of Dr. Frank Long.

Mrs. Eugene Gray was another early arrival on the “ladies’ furnishings” scene. Mabel Gray opened her first store in the Emporium building at 12-16 N. High Street in 1917. By 1920, however, she had relocated to 118 E. Broad Street, one of a few pioneers who began a trend that resulted in Broad Street’s becoming the premier location for both men’s and women’s specialty apparel. Her husband was a successful stockbroker in Columbus, and she sold upscale dresses and suits, some with designer labels, until the store closed in 1952. The store Milgrim’s moved into Mrs. Gray’s location on Broad Street from 1953 to 1961 and assumed her clientele. Following Milgrim’s came Adelaide’s, which would eventually move farther east on Broad Street to a location in Park Towers across from Franklin Park.

One dress in HCTC, whose Paris designer label had been removed according to donor Ann Barry, was bought from Mrs. Eugene Gray’s store by her grandfather, S.S. Jackson (the tailor) following the stock market crash in 1929. Mrs. Gray’s store was across the street from Jackson’s tailoring establishment and Mr. Jackson wanted to purchase a nice dress for his daughter-in-law when she accompanied him and his son to a tailoring convention in Chicago. Mrs. Gray sold him the dress at a steep discount, but removed the Paris label before doing so, and her store label as well. The dress is peach silk crepe trimmed with small silk ribbon flowers, and has a zigzag hem with rhinestones.

The number of ladies’ specialty shops grew in the capital city during the 1920s while the number of dressmakers significantly decreased. The French Shop opened in 1923 on N. High Street, across from Macdonald’s Shop for Women. Of the 28 listed ladies’ furnishings stores, 15 of them were located on High Street and four on Broad. The three shops that joined Mrs. Eugene Gray



Peach silk chiffon beaded and appliqued dress, 1929. Purchased for Winifred Martin Jackson from Mrs. Eugene Gray in Columbus. Gift of Anne Barry.



Multi-color, floral print, silver Lurex long coat and pant set, c.1970. Purchased at Adelaide’s. Gift of Mrs. Richard Ross.

on Broad Street were The Grace Doyle Shop, Margaret Sullivan, and The Baccante Co. By 1925, The French Shop joined the others on Broad Street and Madison's opened on High.

In 1929 Montaldo's, a high-end ladies' specialty shop started by two sisters in Independence, Kansas, a decade earlier, opened a branch in Columbus on Broad Street. Given the numbers of extant garments with this store's label in HCTC, many well-to-do women in and around Columbus patronized the shop, along with the neighboring Mrs. Eugene Gray. The earliest dated dress with a Montaldo's label, c. 1930, was given to HCTC by Anita Eisenstein, whose husband, Harold, ran Gallery Players for years. Montaldo's sold dresses designed by American designers throughout the 1940s, 50s, and 60s. Fran Orndorff worked at Montaldo's for 30 years, beginning in the 1960s, and was the store's manager when it closed in 1995. She saw to it that important European designers such as Emmanuel Ungaro and Christian LaCroix, which were added to the store's offerings during its later decades, made their way to HCTC.



Christian Lacroix knit skirt, yellow jacket, and purple bodysuit, c.1985-1989. Gift of The Friends of the Collection.

DRY GOODS AND DEPARTMENT STORES

When ready-made clothing began to replace custom-made garments at the end of the 19th century, a retail revolution was starting to take place. Wholesalers, such as Marshall Field's in Chicago, hired H. Gordon Selfridge to expand its retail operation. Dry goods merchant R.H. Macy in New York, and men's clothier John Wanamaker in Philadelphia, began to create vast retail stores in their respective cities. This was the beginning of the golden age of the department store. Columbus too would have its own large retail emporium in the guise of the F. & R. Lazarus & Co., or, simply, Lazarus.

During the 1880s the F. & R. Lazarus & Co. store became the biggest in Columbus and the largest in central Ohio. Fred and Ralph Lazarus were known far and wide as the "square-dealing clothiers." Lazarus was still exclusively a men's and boy's clothier in 1907 when the new listing of "Department Stores" appeared in the city directory. The family-run operation was

on the verge of a major change, however, in step with the changes in the industry. Fred and Ralph had purchased a piece of property on the northwest corner of Town and High Streets, directly opposite their existing store, and were in the process of building a new six-floor building that was to sell "everything ready to wear" including women's fashions. When the store opened in 1909, the volume of sales almost doubled that of the previous year. The new store was such a success that additional merchandise and departments were added in 1911 and 1914, and a bargain basement was added in 1917. It would not be listed as a department store until 1920, however, when there were 12 other department stores in the city.



LIVE CHICK will break its shell—a dead one never. We have "broken our shell," and have earned the reputation of being a "live" concern. We welcome you, one and all, residents of Columbus, and the surrounding country-side to our new home, the largest and greatest ready-to-wear concern in the middle west.

Our new home is your new home, and as such we hope to greet you tomorrow morning. Come and see the Escalator (the moving stairway), the Niagara Soda Fountain, the large Aviary filled with singing canaries on the mezzanine, and all of the other attractions.

Come prepared to make a good long visit. The ladies will be delighted with our complete ready-to-wear departments dedicated to their needs. Come all, bring your families, and make yourselves thoroughly at home.

Our Twenty New Departments

LADIES' CLOAKS	LINGERIE	HANDKERCHIEFS
SUITS	MUSLIN UNDERWEAR	VEILINGS
SKIRTS	KNIT UNDERWEAR	PERFUMERY
WAISTS	CORSETS	TOILET ARTICLES
PETTICOATS	GLOVES	BOX STATIONERY
FURS	NECKWEAR	NOVELTY JEWELRY
LEATHER GOODS		BELTS

Corresponding Lines for Misses, Children and Infants.

Everything Ready-to-Wear

1851 Lazarus 1909

SUNDAY, APRIL 15, 1909

The second and third earliest garments with Lazarus labels in HCTC are from the 1920s. This was a decade when the quality of ready-to-wear improved greatly and women with little income could buy clothes that looked like those of a wealthy woman. This is obvious when comparing beaded dresses found in Ohio State's collection from both Lazarus and Mrs. Eugene Gray. We have anecdotal

Lazarus Costume Room, 1909. This evolved into the French Room and later the Wedgewood Room. Courtesy of Lazarus Family Archives, the Ohio Historical Society.



evidence that Mrs. Gray acquired some of her merchandise in Paris, and in addition, a contemporary dress from Lazarus bears a label that states *Made in Paris, exclusively for the F. & R. Lazarus & Co.* All are made of silk and very comparable in look.



During the 1920s the F & R Lazarus & Co. store opened its “Collegienne Shops” in response to newly recognized needs of younger female customers. One of the first Lazarus specializations for women, the Collegienne Shops offered coats, suits, dresses, lingerie, shoes, and sportswear in junior sizes for a more youthful body type. A navy blue silk georgette dress in HCTC with a youthful style typical of the late 1920s has a Lazarus Collegienne label, *Félice Fashion, For the Junior Miss, The F. & R. Lazarus & Co.* In 1960 the Collegienne Shops’ name was updated to Junior Circle.

Lazarus was more than the largest department store in Columbus; it was one of the most significant and influential department stores in the United States due in large part to changes in retail merchandising practices implemented by Fred Lazarus Jr., who was vice president from 1917 to 1944. On a trip to Paris in 1927, Fred Jr. noticed dresses grouped together by size rather than price, which was the current U.S. practice. He realized that arranged this way, customers were able to find a wider selection of merchandise in their size and discovered that they frequently bought more expensive dresses than was their initial intention. He brought this idea back to Columbus and implemented it in the Lazarus store. He is still credited with establishing this U.S. merchandizing standard.

The most significant business venture Fred Jr. executed came about in 1929 and would have an enduring legacy. He met with Lincoln Filene, President of Filene’s Sons & Co. Department Store in Boston, and Walter N. Rothschild Sr., President of Abraham & Straus in Brooklyn, to create

Navy silk chiffon dress with long sleeves, dropped waist, and layered skirt, c.1920-1929. Label: *Félice Fashions; For the Junior Miss, The F&R Lazarus & Co.* Gift of the Friends of the Collection.

the holding company, Federated Department Stores. This was a shrewd move to consolidate resources, diversify capital and financial risk, and provide venues to train and promote store executives and employees. Federated started slowly throughout the Depression of the 1930s and war years of the 1940s, but when Fred Lazarus Jr. took charge as president in 1944, the company made additional store acquisitions that resulted in major profit increases. By 1965, Federated was the largest department store chain in the United States.

Fred Lazarus Jr. also is credited with convincing President Franklin D. Roosevelt to change the date on which the American Thanksgiving holiday was celebrated. In 1863, President Abraham Lincoln established the holiday to be celebrated on the last Thursday of November. However, in 1939 the last Thursday of November was also the last day of the month, making for the shortest possible retail shopping season between Thanksgiving and Christmas. According to his nephew, Charles Y. Lazarus, Fred Jr.,

“firmly believed that the retail business, Lazarus, in particular, could do a lot more business between Thanksgiving and Christmas if the calendar was changed so Thanksgiving always fell on the fourth Thursday in November. That way there was more time between Thanksgiving and Christmas, and, hence, more shopping days... He personally convinced FDR that Thanksgiving should be changed for the benefit of consumers.”

Congress made it official and nationwide in 1941. Retailers across the United States have Fred Lazarus Jr. to thank for these extra shopping days.

While it may have been the largest department store in the city, Lazarus still had several competitors in the retail fashion business in Columbus. In 1920 there were 13 other department stores listed in the city directory.

Armbruster Co.	The Home Store
The Boston Store	John Katz
John M. Caren & Co.	Miller's Fair
Columbus Dry Goods Co.	The F & R Lazarus & Co.
Nathan Danziger	Morehouse-Martens
The Dunn-Taft Co.	J.C. Penney
	Z.L. White & Co.

The Union and The Fashion, department stores that would compete with Lazarus on High Street for Columbus' retail dollars for the next several decades, were not yet included in this listing. S.M. Levy, listed



Brown corduroy Norfolk suit, c.1970-1979.
Gift of Mrs. James Olsen.



Advertisement for The Union from 1909 Ohio State football program. Image courtesy of The Ohio State University Archives.

in various documents as Solomon, Sol, or Samuel, came to Columbus from Chicago on the invitation of Governor William McKinley to set up a store. Levy opened The Union in 1894 as a gents' furnishings shop, adding women's cloaks and dress goods during the 1910s. The store was in a white building that was a landmark at the corner of High and Long Streets for decades. In 1968 The Union moved into a location across from Lazarus and remained there until 1980. The store would eventu-

ally be razed to create the City Center mall. Sol's daughter, Fran, married Allen Gundersheimer, the founder of The Fashion, originally a ladies' furnishings shop.

Several of the department stores listed in 1920, including Armbruster, Columbus Dry Goods, Dunn-Taft, Morehouse-Martens, and Z.L. White, along with Lazarus, could trace their beginnings back to roots as dry goods stores. Charles Richardson Martens and Max Morehouse started in dry goods and merged their individual stores in 1907 to form Morehouse-Martens.

The store became a favorite of Columbus' carriage trade society and was known for its high-end merchandise. Morehouse-Martens also operated the first professionally staffed beauty salon in a department store, with credit going to Imogene Morehouse. When asked by her husband how she thought he could increase the foot traffic in the store, Imogene reportedly replied,

“The merchandise gives them a reason to come to the store; a place to make women feel pampered will give them reason to stay in the store.”



Morehouse Fashion at 130 S. High Street in 1955. Courtesy of Columbus Metropolitan Library.



World's first air-cargo freight flight arriving at Columbus Driving Park on November 7, 1910. Max Morehouse greets pilot Philip O. Parmalee on his arrival with two bolts of silk cloth from Dayton. Image courtesy of Columbus Metropolitan Library.

Max Morehouse also is credited with commissioning the first commercial air-cargo flight in 1910. Retail store operators were always looking for innovative gimmicks to create publicity and bring customers into their stores. Realizing the public interest in “flying machines,” Morehouse commissioned the Wright Brothers to fly 200 pounds of silk from Dayton to Bowlands, Morehouse and Martens Dry Goods in Columbus. The plane landed in Driving Park. The Wrights charged Morehouse \$5,000 (equivalent to approximately \$120,000 today); however, Morehouse

more than recovered his money for the flight by selling small pieces of the silk attached to a postcard that celebrated the world's first cargo delivered by airplane.



MUSLIN UNDERWEAR — THIRD FLOOR

Underwear Department of Z.L. White Department Store, c.1908. Courtesy of Columbus Metropolitan Library.

In 1951, Morehouse-Martens merged with its next door neighbor, The Fashion, under the auspices of The Allied department store chain to become the combined, Morehouse-Fashion. In 1963 the name changed back to The Fashion. At that time, the store was located on High Street directly across from Lazarus.

The department store with probably the longest reach back in Columbus history is the Dunn-Taft & Co. Store, predating Simon Lazarus' founding of the Lazarus store. Daniel Henry Taft established a dry goods company, D.H. Taft, in Columbus as early as 1843. Daniel Jr. clerked in his father's store before partnering with Joseph Dunn in 1889 to start a dry goods operation, The Dunn-Taft Co. The Dunn-Taft Store existed in Columbus on High Street until 1941.

A pair of tan pumps from 1893 with black patent leather toes in HCTC bears the label *Z.L. White & Co., Columbus, O.* They were worn by Henrietta Williams Merrill and matched a dress that she wore for her wedding. Zenus Leonard White opened his first dry goods store at 102-104 N. High Street in 1884 with partners, but he bought them out of their share in the business a year later, becoming Z.L. White & Co. In 1915, the store became the Z.L. White Department Store. It opened next door to its original location at 106 N. High Street. That location would later house J.C. Penney.

In addition to the High Street stores, there were smaller department stores located in working class and immigrant neighborhoods just east and south of downtown. Danziger's was located on Mt.

Advertisement for Dunn-Taft & Co. from Ohio State football program, c.1908. Courtesy of The Ohio State University Archives.

**TO O. S. U.
BOYS AND GIRLS**

<i>For the Girls</i>	<i>For the Boys</i>
SUITS COATS and GOWNS	Shirts, Underwear, Hosiery, Neckwear, Umbrellas, Traveling Bags, Stick Pins and Jewelry Novelties of all sorts
<i>For street and evening wear and all other ready-to-wear apparel</i>	AT REASONABLE PRICES

DUNN TAFT & COMPANY
84 TO 90 NORTH HIGH ST.

Vernon Avenue and Ephraim Schottenstein had opened his first clothing store on S. Parsons Avenue in 1914.

Ephraim immigrated to Columbus with the rest of his family in 1908 at the age of sixteen. His father worked as a peddler selling shoes—seconds from Wolfe and C&E Shoes. Ephraim too started as a peddler before he took over the Abe Kauffman clothing store. In 1916, he married Anna Zussman from Cincinnati. Her father ran a successful wholesale dry goods business there and the couple and their store were able to weather the Depression by getting merchandise to sell in their store from Anna's father when credit was tight. Through-



Geoffrey Beene wool double-knit and twill chemise style dress with matching coat, 1966. Gift of Gladys Geanekopulos.

out the next several decades, Schottenstein's sold discounted and liquidated merchandise at a value, building a loyal clientele. The store became a household name, and shopping there on Sunday afternoons a family tradition.

By mid century, Columbus boasted 133 department stores and specialty clothing shops for both men and women. By the 1950s Columbus achieved an all-time high of 159 apparel stores listed in its city directory. Although the majority of stores were still located downtown, some stores began to branch out into suburban neighborhoods following their customers' move out of the city. The Union had branch stores on Lane Avenue, near the university north of downtown and in the Town & Country shopping center east of downtown. Town & Country was developed by Dan Casto in 1949 as the first shopping center in America—another first for Columbus. The Boston Store was located in Town & Country also, and The Fair had moved out on Cleveland Avenue to the Northern Lights shopping center. New to the fashion scene in 1950 was Cole of Columbus, a specialty store for women's apparel, located on the north side of town in the Beechwold neighborhood. The area around Broad and High Streets downtown was no longer the only location in which to find the latest fashionable styles.

A few other changes took place during the 1950s. Morehouse-Martens and The Fashion merged,



A cocktail dress with a cut-out black lace leaf motif over white silk taffeta, c.1950-1960. Gift of Mary L. Bishop.

Fashion closed in 1968 and The Union moved its downtown store to that location across from Lazarus. Madison's had locations in the Town & Country and Kingsdale shopping centers as well as the Northland Mall. Lazarus had branch stores at Northland and Westland, and a little store called The Limited opened in the Kingsdale shopping center in 1963.

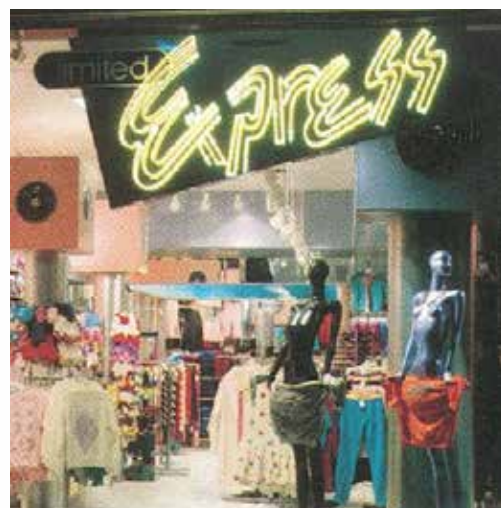


becoming Morehouse-Fashion. Mrs. Eugene Gray finally closed her store in 1952, only to have Milgrim open in that location in 1953. The French Shop, Montaldo's, and Jane Rumberger's were still located nearby, within a block of each other on Broad Street. Lazarus' French Room had recently changed its name to the Wedgwood Room and sold designer clothes by Maurice Rentner, Herbert Sondheim, and Howard Greer, among others, but held the exclusive right to sell Christian Dior merchandise.

In the 1960s, the trend to move out of downtown continued. The Union opened two more stores, one in the Graceland shopping center and another in the Northland Mall. The



Pink and green plaid, long halter dress with matching jacket, c.1970. Gift of Mrs. John Stevens.



Courtesy of Joseph Hancock

Retail Malls and Specialty Brands

CITY CENTER

The later decades of the 20th century witnessed the decline of the large downtown department stores as populations increasingly moved to the suburbs and retail practices changed. Enclosed malls were popping up in every suburb, anchored by large department stores. Between these anchors were specialty retail brand stores that would dominate the industry in the 1980s, 90s, and into the 21st century—especially those associated with Columbus' own The Limited, Inc. and later Limited Brands.

In an effort to revive their downtowns, many cities developed enclosed malls in older, neglected buildings while others built some from scratch. Columbus' City Center, a 1,200,000-square-foot, three-level enclosed shopping mall opened to much fanfare in 1989, anchored by Marshall Field's and Jacobson's stores with a skywalk connection across the street to the Lazarus Department Store. Locally owned, The Limited Inc. announced that all of its specialty retail brands would have a presence in the new mall, including the upscale Henri Bendel. An additional anchor store location was never developed, however, perhaps forecasting the future of the ill-fated mall.



Within a few short years, large suburban malls would be developed around the city's beltway, drawing away traffic from the downtown location. The Mall at Tuttle Crossing opened in 1997 to the northwest, followed by Easton Town Center to the northeast in 1999, and finally by Polaris Fashion Place to the north in 2001. Both City Center's customers and tenants flocked to the new destinations. Jacobson's went bankrupt in 2002, leaving one anchor location vacancy. Declining sales led to the demise of the Lazarus downtown location after 153 years in 2004, leaving only one anchor store remaining. City Center eventually closed in 2007 and was demolished in 2009.

THE LIMITED, ETC.

On August 10, 1963, Leslie Wexner opened a ladies' clothing store called The Limited in the Kingsdale Shopping Center in Columbus' Upper Arlington neighborhood. The name came from an idea to limit the assortment of merchandise sold to women's separates—skirts, sweaters, shirts, and blouses—rather than the complete line of women's clothing that included dresses and coats. He learned from working in his parents' store, Leslie's, that separates brought in the most profit. This concept of specialization was also popular at the time



1976 advertisement for The Limited. Image courtesy of Limited Brands.



1982 advertisement for Express. Image courtesy of Limited Brands.

in areas of medicine and law, and Wexner thought it could be a way in which he could differentiate himself from and compete against department stores, which were the dominant retailers at the time.

First-year sales were \$160,000—more than his parents’ store ever made in a year. Wexner opened his second store the following August. Two stores became four and then six. At six stores, he decided to take the company public and did so in 1969 with an intrastate offering, meaning only people in Ohio could invest.

The Limited, Inc. grew throughout the 1980s by both creating divisions and acquiring businesses. It ruled the suburban shopping malls through the many divisions it had either created itself or acquired. The stores were everywhere, but the company was criticized in the 1990s for losing both direction and profits, and Wexner himself admitted that things were becoming difficult to control. More than a decade of changes resulted in a name change in 2002 to Limited Brands, Inc. along with a narrowing of focus to build “a family of the world’s best fashion retail brands.”

Limited Express was the first brand extension. It started in 1980 as an eight-store experimental division of women’s specialty apparel and accessories, targeting the 20- to 30-year-old customer, a younger market than The Limited’s. The division later changed its name to Express in 1982 and went from zero to a billion dollars in sales in 10 years. Express developed its own brand extensions, reaching out to the menswear market with Express for Men, which would become Structure in 1989, a separate store for men. In 2001, the Structure division of Limited Brands was folded into Express to create a dual gender brand. Limited Brands sold its majority interest in

Express in 2007, removing it from the larger family of holdings. The majority interest in The Limited, namesake store of the company, also was sold during that year.

Perhaps the most iconic and well-known brand, Victoria’s Secret, was purchased in 1982 for \$1 million—a paltry sum compared to the \$1 billion the Victoria’s Secret PINK brand extension earned in 2010. Les Wexner found Victoria’s Secret as a small, interesting lingerie shop in San Francisco—interesting because while its décor was Victorian, it was not stuffy, prudish English Victorian but rather brothel Victorian with red velvet sofas. The lingerie it sold, however, was not erotic, simply sexy. After he purchased the business, he realized that while most of the women he knew wore underwear, they would rather wear lingerie. So the company developed products with price points that had a broader customer base, and over time it became Limited Brands’ most profitable business.



Victoria's Secret was successful from the beginning and truly changed the intimate apparel industry. It forced department stores to change their marketing approach and helped change underwear from a taboo secret to an in-your-face recognition of a woman's sexuality. The company made waves when it ran a 30-second Valentine's Day advertisement during halftime of the Super Bowl in 2008. Its pre-Christmas fashion show has been broadcast on television since 2001, growing more elaborate over time, but always featuring an ornate jeweled bra often valued in the millions. Victoria's Secret launched several other brands within the company, including Victoria's Secret Beauty and a collegiate brand, PINK, in 2008. Three years later, PINK announced a licensing agreement with all 32 National Football League teams.

Victoria's Secret Beauty was the first beauty brand, in an attempt to create a portfolio of distinct beauty businesses. Other beauty brands within the company include Bath and Body Works, which opened its first store in 1990. It now operates more than 1,600 stores nationwide and opened six stores in Canada in 2008. Bath and Body Works carried a candle and home line called Bath & Body Home, which changed its name in 1998 to White Barn Candle Company when it became a separate division and moved into its own store locations.

Victoria's Secret has not been the only brand offering lingerie within the company. La Senza joined the Limited Brands family in 2007. It is a popular lingerie store in Canada, extending the company's presence internationally. Limited Brands also operated a French inspired lingerie store called Cacique beginning in the late 1980s. It was meant to be a companion to the more English-feeling Victoria's Secret store. It wasn't nearly as successful, however, and was closed a few years later. The Cacique name is now the lingerie brand carried by Lane Bryant, which also was once part of the Limited Brands family.

Lane Bryant, like Victoria's Secret, was a 1982 acquisition, and has been a leader in the plus-size fashion industry. It set itself apart from other plus-size lines by focusing on style and fashion rather than size. Lane Bryant was sold to Charming Shoppes in 2001 but still has its corporate offices in Columbus.

Lane Bryant offers an interesting contrast to Victoria's Secret with its Cacique line, marketing its lingerie brand as equally sexy as Victoria's Secret but for a body shape and size more typical of the average woman. This has not been without controversy. A 30-second ad produced in 2010 was banned from both Fox and ABC television. The model in the ad was deemed to have too much cleavage and was censored by the networks. This sparked outrage from Lane Bryant as it noted that Victoria's Secret models were clad in exactly the same way. The indignation only grew when a Victoria's Secret commercial ran during one of the Fox programs that had been the time slot for the Lane Bryant ad.



1996 advertisement for Victoria's Secret. Image courtesy of Limited Brands.



2012 advertisement for Cacique. Image courtesy of Lane Bryant.



A&F associate at Westfield Mall store in San Francisco 2007. Courtesy of Joseph Hancock.

In 1985 The Limited, Inc. acquired Henri Bendel, an upscale women's store located on New York City's fashionable Fifth Avenue. Henri Bendel, still a part of Limited Brands, is an upscale store selling gifts, jewelry, and accessories with over 20 stores located nationwide, including one in Columbus' Easton Town Center. When the City Center Mall was in operation in downtown Columbus from 1989 to 2007, clothing could also be purchased at the Henri Bendel located there. That same year, 1985, Limited Inc. also acquired Lerner, New York, a women's specialty retailer, and three years later, they acquired Abercrombie & Fitch. Lerner, New York was sold in 2002.

David T. Abercrombie opened a small waterfront shop in 1898 on South Street in Manhattan called Abercrombie Co. A regular customer named Ezra Fitch, a high-profile lawyer, bought a major share in the company. The shop became Abercrombie & Fitch in 1904 when Ezra Fitch was officially named co-founder. Abercrombie sold his shares in 1907 because he wanted to keep it an outdoor gear store while Fitch wanted to expand into general retail. A&F also began producing its catalog during 1907, which almost bankrupted the company at first. It grew in popularity as the years passed, eventually becoming the official outfitter of the Charles Lindbergh flight across the Atlantic in 1927. It would eventually go bankrupt in 1975 and be purchased and reopened as a modern sporting goods store under the Oshman Company. The company was then acquired by Limited Brands in 1988 and its transformation into a sexy teen brand began.

The new Abercrombie & Fitch sold clothes with a preppy outdoors theme, reminiscent of the company's original roots, and targeted 18–21 year olds. The *A&F Quarterly* was launched in 1997 and would draw even more attention to the brand. It was a "magalog" (combination magazine and catalog) that featured articles about music, entertainment, and sex. Its overtly sexy photographs intrigued teenage customers while angering their parents. The 1999 Christmas offering caused particular outrage as it depicted a topless young woman on a horse, with her hands over her breasts, along with other provocative images. The brand continued to grow despite this controversy and sales continued to rise. In fact, patrons at the New York City flagship store will encounter topless young men meandering through the merchandise. Limited Brands reevaluated its holdings in 1999 and decided to sell A&F, making it once again an independent company.

The Limited Inc. also launched a brand for pre-teen girls in 1988 called Limited Too. Limited Too originally started inside The Limited stores but established itself as an independent company in 1999. It opened a less expensive brand expansion named Justice in 2004, but by 2006, all Limited Too stores had been converted to Justice stores. The company was sold to Tween Brands in 2006 and continues to operate out of Columbus.



Under Les Wexner's leadership, Limited Brands evolved from an apparel-based specialty retailer to an approximately \$10 billion segment leader with more than 90,000 associates focused on lingerie, beauty, and personal care product categories that, according to their marketing, make customers feel sexy, sophisticated, and forever young. He also remains committed to investing in the city of Columbus. In 2010, the Wexner family and the Limited Brands Foundation donated a record-setting \$100 million to The Ohio State University to benefit the James Cancer Center, the Wexner Medical Center, the Fisher College of Business, the Wexner Center for the Arts, and many other important schools and programs.

While Limited Brands may no longer own The Limited, Express, Lane Bryant, Abercrombie & Fitch, or Justice, their founding and development had significant impact on the fashion retail industry and remain a visible presence in Columbus today. The Limited retains its focus on fashion for the modern young woman. Its clothing features business separates, dresses, and casual sportswear. Its mission states, "We believe that when our customer looks good, she feels good—giving her the confidence to achieve her personal success. That's the power of great fashion."

Express currently operates more than 600 retail stores that address fashion needs across work, casual, and "going-out" occasions. They are located primarily in high-traffic shopping malls, lifestyle centers, and street locations across the United States, Canada, and Puerto Rico. It also distributes its products through the company's e-commerce website, express.com.

Lane Bryant currently operates 800 stores in 48 states that target plus-size women between the ages of 35 and 55. The store continues to focus on the fashion sense of its customer rather than her size: "The Lane Bryant look is fashionable, fresh, and sophisticated. From chic, comfortable casual wear to fashion-forward wear-to-work outfits, Lane Bryant is all about helping women with curves feel feminine, confident, and proud in every situation."

Since becoming its own company in 1999, A&F has added extensions to the brand. These include *abercrombie*, which targets children from 7 to 14; *Hollister*, a southern California-inspired store for teens 14 to 18; and *Gilly Hicks*, underwear and loungewear brand for women 18 and older. The company reported \$1.15 billion in net sales during the 2011 fiscal year, but has remained a flashpoint for controversy. It recently faced a backlash over thongs and padded bikinis targeted for preteen girls.

Tween Brands philosophy is about celebrating the fun and adventures of life during the ages of 7 to 12—the tween years. It is hot fashions, cool prices, and extraordinary customer experiences. The company currently operates over 900 stores throughout the United States and Canada. These include *Brothers*, the male counterpart to *Justice*, which was launched in 2011.



2010 advertisement for Justice. Image courtesy of Tween Brands.

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