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United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.



1. Name of Property

Historic name: Reidy Bros. & Flanigan Building

Other names/site number: _____

Name of related multiple property listing: n/a

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 11730 Detroit Avenue

City or town: Lakewood State: Ohio County: Cuyahoga

Not For Publication: n/a Vicinity: n/a

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national statewide local

Applicable National Register Criteria:

A B C D

Barbara Power DSHPO Inventory & Registration August 16, 2018
Signature of certifying official/Title: _____ Date
State Historic Preservation Office, Ohio History Connection
State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official: _____ Date

Title : _____ State or Federal agency/bureau or Tribal Government

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4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:) _____


Signature of the Keeper

10/2/18
Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

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Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

Number of Resources within Property

(Do not include previously listed resources in the count)

| Contributing | Noncontributing | |
|-------------------|-------------------|------------|
| <u>1</u> | <u> </u> | buildings |
| <u> </u> | <u> </u> | sites |
| <u> </u> | <u> </u> | structures |
| <u> </u> | <u> </u> | objects |
| <u>1</u> | <u>0</u> | Total |

Number of contributing resources previously listed in the National Register

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE/Business

Current Functions

(Enter categories from instructions.)

VACANT/NOT IN USE

7. Description

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Architectural Classification

(Enter categories from instructions.)

LATE 19th AND EARLY 20th CENTURY AMERICAN MOVEMENTS/Commercial Style

Materials: (enter categories from instructions.)

Principal exterior materials of the property: _BRICK, STONE/Sandstone

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The building once occupied by the furniture company Reidy Bros. & Flanigan, 11730 Detroit Avenue, is located at the northeast corner of the intersection of Detroit Avenue and Hird Avenue (Figure 1, Photos 1-3). The three-story building, including a basement, consists of red brick walls with a structural system of iron columns and wood members. It was designed in the early 20th century Commercial Style. Typical characteristics of this style include large pane windows, flat roofs, decorative parapets, and no notable design references to past architectural styles. The building was constructed in two phases. In 1910, a two-story building was constructed, as well as a two-story, wood-sided shipping department wing on the Hird Avenue frontage. In 1919, a third story was added to the building. The wood-sided shipping department wing was expanded in size, but remained two-stories in height. The building and shipping department wing both have flat roofs.

Together these original exterior and interior elements convey the building's original function and design as a department store. The Reidy Bros. & Flanigan building retains the necessary aspects of integrity of materials, design, workmanship, and setting to communicate its function as a commercial building and original relationship to its surroundings.

Narrative Description

South Elevation – Detroit Avenue Frontage

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The brick walls of the main building are laid in a Flemish stretcher bond pattern, and the building is accented with stone details (Photo 1). On the Detroit Avenue frontage, the original storefront configuration remains visible: a recessed central entrance flanked by window display areas. A 1933 image showed that the building had fabric awnings across the first story (Figure 2). On the second floor, three large plate glass windows with transoms span the width of the building. The windows have narrow stone sills incorporated into a continuous stone band, plus standing brick lintels. Centered above each plate glass window is a raised, diamond-shaped panel of bricks. The entire window assembly and decorative elements are outlined with a single band of raised header bricks.

The six tall windows on the third floor were originally one-over-one pane double-hung wood windows with large stone lintels edged in raised bricks. The windows have been removed and the openings boarded. Design details repeat from the second floor, including the narrow stone window sills forming a continuous stone band, the diamond-shaped brick panel feature, and the overall outline of header bricks.

The parapet contains corbeled brickwork and stone coping. Four narrow projecting brick and stone elements punctuate the roofline. A 1933 image showed stone or concrete spheres mounted atop these elements at the parapet corners (Figure 2). A stone tablet above the second floor windows is inscribed "1910." A stone tablet in the parapet is inscribed "- REIDY -."

The Detroit Avenue facade storefront alterations and window boarding occurred from the late 1970s onward.¹

West Elevation – Hird Avenue Frontage

On the Hird Avenue frontage, several Detroit Avenue design details continue, including stone bands above the first and second floors, diamond-shaped brick panels, plus corbelled brickwork and stone coping in the parapet (Photos 2 and 3). The Hird Avenue frontage contains six bays, delineated on the second and third floors by narrow bands of header bricks. On the first floor, the bays are implied by stone tablets and stylized downward pointing arrow features executed in raised brickwork.

The Detroit Avenue façade design is repeated on the southernmost bay of the Hird Avenue frontage, nearest to Detroit Avenue, highlighting the building's location at an intersection. The other five bays on Hird Avenue form a symmetrical design. The window openings have narrow stone sills and wide stone lintels. The first and fifth bays contain one window on each of the three floors, while the middle three bays contain a pair of windows on each floor. Small ventilation louvers are located above the third floor windows of the three central bays. The window openings on this elevation have been boarded, and most of the original window glass and frames have been removed. The first and third floor originally contained single-light hopper windows. The tall second floor windows were originally one-over-one double-hung sash.

¹ City of Lakewood, Ohio, Building Department permit records.

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As the building site accommodates the downward slope of the area to the north, several basement windows appear, also topped with large stone lintels. These windows have been bricked in or boarded. A tall, square chimney is located at the northwest corner of the building. The brick parapet has tile coping.

North Elevation

On the north end of the building, the original Reidy Bros. shipping department wing has changed over time (Figure 3, Photos 2 and 3). The exterior was originally wood siding, but was altered in the mid-20th century with the installation of sheets of asphalt siding over the original siding (Figure 3). In the 1990s, the west and north elevations were altered again. Vinyl siding was installed over the original wood siding, and one of two overhead doors and the second floor double-hung windows were covered over, resulting in the current windowless appearance and one remaining overhead door. The asphalt siding remains on the east elevation of the shipping department wing.

Only a portion of the north elevation of the main building is visible. Above the shipping department wing, the third floor is a windowless brick wall. At the east end of the north elevation is a column of four boarded, segmental-arched, window openings.

East Elevation

On the east elevation of the building, only the third story is visible above the abutting two-story building (Photo 3). The third story is a windowless brick wall. The brick parapet has tile coping.

Interior

The building interior contains spaces that retain original historic features and details, as well as spaces that have been altered (Photos 4 – 10). The interior spaces on floors one through three include original features such as ceilings and perimeter exterior walls covered with plaster, hardwood strip flooring, wood baseboards, wood picture rail, plus various arrangements of window openings with wood casings.

On each floor a row of round iron columns extends the length of the building (north-south). The columns are topped with stylized Classical capitals consisting of four stylized dentils topped by a square abacus (Photos 7 and 10). The capitals are in varying condition, from missing to intact. The columns support plaster-covered exposed beams extending the width of the building (east-west) [Photos 7, 9 and 10].

The main staircase extends from the basement to third floors and is located on the east wall of the building. The painted wood staircase has square newel posts with fluting, closely spaced square balusters, and an ornate handrail (Photo 8). This staircase also provides roof access. A freight elevator serving all floors is located on the east wall immediately south of this staircase.

The basement is a utilitarian space (Photos 4 and 5). It has a concrete floor and brick walls. Partition walls are either plaster or more recent gypsum board. The ceiling is a mix of plaster, exposed structure of the floor above, and more recent acoustical tile dropped ceiling. The

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basement also contains mechanical, plumbing, and electrical systems. Two stairs have been more recently added near the front of the building: one extends between the first floor and basement (east wall), and one provides emergency egress from the basement and second floors through the added fire door on Hird Avenue (west wall).

Most of the first floor (Photos 6, 7, and 8) is a single open space extending to the north end of the building where the loading dock is located. A small section of the first floor just inside the Detroit Avenue entrance has more recently been altered into office space

Similar to the first floor, the second (Photo 9) and third floors (Photo 10) were originally single open spaces. The stair landings on the second and third floors were more recently enclosed in a drywall assembly and are each separated from the main floor space by a pair of doors. The second floor has been divided into three large spaces with gypsum board partitions. Some ceilings have been lowered and acoustical tile installed. The third floor remains a single open space.

Integrity

The Reidy Bros. & Flanigan furniture company retains the necessary aspects of integrity of materials, design, workmanship, and setting to communicate its function as a commercial building and original relationship to its surroundings.

On the exterior, the red brick three-story building retains its original arrangement of window openings, decorative brickwork, stone trim, and parapets. In addition, the original storefront configuration consisting of a recessed central entrance flanked by window display areas remains visible. On the interior many defining features remain, including open floors, exposed iron columns and beams, staircase, and original woodwork and trim. Together these exterior and interior elements convey the building's original function and design as furniture showrooms.

Non-structural interior alterations have occurred in various locations from the late 1970s onward,² such as dropped ceilings, drywall partitions, exposed conduit, replacement light fixtures, and replacement flooring material overlaid on original flooring. These alterations currently conceal some original features. In addition, the first floor storefront has been altered, but the original design remains visible: a recessed central entrance flanked by window display areas. Overall, the alterations are reversible and the building retains the feeling and association with its commercial history.

The setting of the building has not changed. It was constructed on a rapidly developing commercial street served by a streetcar line. This active commercial thoroughfare continues to exist today. The building occupies its original location.

² City of Lakewood, Ohio, Building Department permit records.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

COMMERCE

Period of Significance

1910-1954

Significant Dates

1910, 1919

Significant Person

(Complete only if Criterion B is marked above.)

n/a

Cultural Affiliation

n/a

Architect/Builder

Architect - Schneider, Edwin J.

Builder – A. Carey & Son

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

Summary

The Reidy Bros. & Flanigan Building is eligible for listing in the National Register of Historic Places under Criterion A. It is locally significant in the category of Commerce. The company represents an early and long-tenured retail business in Lakewood, Ohio that met the furniture and home furnishing needs of a rapidly growing streetcar suburb during the first half of the twentieth century.

The Period of Significance is 1910-1954. It begins in 1910, when the Reidy family constructed their two-story building to house their new business. The company expanded in 1919 by adding a third story to the building. The Period of Significance ends in 1954, when the Reidy family closed their business and leased their building to another furniture company.

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Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Elaboration

Lakewood, Ohio, originally known as East Rockport Township, is the first suburb directly to the west of Cleveland along Lake Erie. In the mid-1800s, East Rockport Township's flourishing commercial agriculture enterprises demanded good roads and reliable transportation to get products to market in Cleveland. As the value of land increased, the sons and grandsons of the founding fathers discovered that real estate development was more lucrative than farming. Jim and Susan Borchert, in *Lakewood, the First Hundred Years*, noted that "sensing the possibilities of profit by converting farms into suburban home lots, a group of 103 prominent residents and land owners petitioned the county commissioners for incorporation."³ In 1889, East Rockport, population approximately 400, became the hamlet of Lakewood. Farms were subdivided, lots platted, and fine homes built and sold with development occurring on newly paved side streets north and south of Detroit Avenue.

Beginning in the mid to late 1800s, Detroit Avenue continued its transition from a street with a mix of stately residences and well-tended farms to a bustling commercial thoroughfare with shops, businesses, churches, and other institutions. In addition to this highly dispersed commercial pattern along the length of Detroit Avenue, Lakewood also developed two commercial nodes. The first area was Warren Road and Detroit Avenue, and the second area centered around the intersection of Detroit Avenue and West 117th Street. The latter area "spilled across both Lakewood and Cleveland and lined both sides of Detroit and West 117th Street; it even extended east along Clifton Boulevard. Young's Department Store in Cleveland helped cement this location, as did Reidy's furniture store in Lakewood."⁴

Expanding modes of transportation, be it railroad, streetcar, or later the automobile, enticed many Clevelanders to visit, and ultimately move to Lakewood. Streetcar service first extended westward beyond Cleveland into Lakewood during the 1890s and eventually existed on three east-west thoroughfares. Service on the Detroit Avenue Line began in 1893, followed by the Clifton Boulevard Line (1902) and Madison Avenue Line (1917). The completion of these streetcar lines profoundly affected Lakewood's growth. The U.S. Decennial Census showed that Lakewood's population jumped from under 500 persons in 1890 to 15,181 in 1910, and reached 70,509 in 1930. The streetcar also became an essential means of daily transportation. For example, at its peak in 1920, the Detroit line, extending from the west end of Lakewood to Cleveland's Public Square carried 19 million riders. Detroit and Madison Avenues evolved as prominent locations for businesses, while Clifton developed as a residential boulevard. The numerous intersecting side streets of houses, forming an overall grid pattern in the city, provided easy walking access for residents to the streetcars and businesses.⁵

³ James and Susan Borchert, *Lakewood, the First Hundred Years* (Norfolk/Virginia Beach: Donning Co., 1989), p. 106.

⁴ Borchert, p. 75.

⁵ City of Lakewood Heritage Advisory Board, *Streetcar Transportation in Lakewood*, 2007.

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Into the developing community of Lakewood came the Reidy brothers, intent on capitalizing on the growing market supplied by Lakewood's housing construction boom and its burgeoning population. The wave of new residents who moved to the city over the next four decades and built homes or occupied apartments on the main thoroughfares of Clifton Boulevard, Detroit Avenue, and Madison Avenue, or on the north-south streets developed off of them, needed furniture and other accouterments to furnish their new homes – and Reidy Bros. & Flanigan met their needs.

In October, 1909, brothers George F. Reidy (1883-1923), John W. Reidy (1875-1936), and Lewis C. Reidy (1887-1951) paid \$3,150 for a parcel of land at the northeast corner of Detroit Avenue and Hird Avenue in the east end of Lakewood, less than one block west of West 117th Street. The Reidy family had grown up on Cleveland's near west side and had furniture business experience. During the 1890s, *Cleveland City Directories* listed Patrick Reidy (1841-1900), father of George, John, and Lewis, as a furniture merchant on Detroit Avenue in Cleveland's near west side. John Reidy also had experience in the furniture industry. In 1910 he returned from Youngstown, Ohio, where he had been a partner in a furniture company. George Reidy left his job as a passenger agent for the Southwestern & Columbus Railway Company to join the new business, while Lewis Reidy did not have any city directory listings in his name prior to the furniture business.⁶

The brothers hired architect Edwin J. Schneider (1875-1947) to design a two-story retail building,⁷ which opened in 1910. At the rear of the retail store was a shipping department, plus an auxiliary building used as a stable to house horses that pulled Reidy delivery vehicles (Figure 4). Schneider, a long-time resident of Cleveland's near west side, was active as an architect for about fifty years. He is best known for designing churches and school buildings for the Cleveland Catholic Diocese, including Blessed Sacrament School (1904), St. Catherine Roman Catholic Church (1917), and co-designing St. Colman Roman Catholic Church (1914-1918).⁸ In Lakewood, he designed St. James Hall (1913) on the campus of St. James Roman Catholic Church.⁹ Schneider also designed residences and commercial buildings.

The original name of the firm was Reidy Bros. & Flanigan. The fourth partner was William J. Flanigan (1868-1911), a brother of the Reidy boys' mother.¹⁰ Flanigan unexpectedly died in December, 1911, but his name remained on the business until the early 1930s, when the name was shortened to "Reidy Bros."

⁶ John Reidy: U.S. Decennial Census, 1910; George Reidy: *Cleveland City Directory*, various years.

⁷ An item in *The Plain Dealer*, January 23, 1910, identified Edwin J. Schneider as the architect and A. Carey & Son as the general contractor.

⁸ Cleveland Architects Database, <http://planning.city.cleveland.oh.us/landmark/archIntro.html>, accessed November 2017; "Retired Architect of Churches Dead – E. J. Schneider Designed Catholic Buildings," *The Plain Dealer*, February 1, 1947.

⁹ City of Lakewood Heritage Advisory Board, Building Survey records on file at the Lakewood Historical Society.

¹⁰ "City's Oldest Store to Mark 43rd Birthday," *Lakewood Post*, April 24, 1953, identifies William Flanigan as an uncle of the Reidy brothers; Death notice of Anna Reidy, Cleveland Necrology File, <https://cpl.org/newsindex/>.

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The business was immediately successful, selling a wide range of furniture. Reidy Bros. carried goods from a range of furniture makers, such as the Grand Rapids, Michigan firms Lifetime and Widdicomb, along with Wisconsin-based Simmons Bedding.¹¹ They also actively advertised to differentiate the attitude of their firm from existing downtown Cleveland department stores, which were the source of most home furnishings purchases. With the ages of the three Reidy brothers ranging from 23 to 35 when the store opened, they also specifically marketed their company to young couples – renters or homeowners – who could see that these young proprietors were like them. In fact, *Cleveland City Directories* show that within several years of the store’s opening, all three brothers became Lakewood residents. As a marketing example, with Lifetime, Reidy Bros. partnered for an advertising campaign during 1912-1913 that included at least thirteen display ads in *The Plain Dealer*. The ads pictured pieces of furniture in a variety of styles, identified as Colonial, English, and Arts & Crafts (Figure 5). Other advertisements featured porch furniture, dining room sets, bedroom sets, brass beds, and rugs. Several of the advertisements focused directly on new homeowners in Lakewood and the adjacent west side of Cleveland, discussing the benefits of durable quality furniture for “Young Folks Going to Housekeeping.” Reidy Bros. quickly began to refer to themselves in advertisements as “the Big West End Store,” and touted their location away from the department stores in downtown Cleveland: “You get the lowest prices in the city at this store, because our suburban location and small expense permit us to sell for less.”

Reidy Bros. & Flanigan was the first furniture store to open in Lakewood. During the 1910s, their main competitors were downtown Cleveland merchants about five miles away. Two closer furniture stores were Clifton Furniture Company, which manufactured its own furniture for sale (established 1909,¹² about 1.5 miles to the southeast in Cleveland at Madison Avenue and West 98th Street), and Robert Young Furniture Company, which sold only furniture in contrast to Reidy Bros.’ furniture sales, along with other items such as home appliances and radios (established 1917,¹³ about one block away on Cleveland’s side of West 117th Street). The 1920 *Cleveland City Directory* listed three furniture stores in Lakewood: Reidy Bros. & Flanigan, 11730 Detroit Avenue, I. J. Kusse Furniture Co., 14417 Detroit Avenue, and James Gormsen Co., 18517-21 Detroit Avenue.

From the opening of the store through the 1910s, the Reidy Bros. & Flanigan firm also sold coffins, in addition to selling furniture. This practice was not unusual. Through most of the 19th century in America, visitations of the dead and religious services were conducted at home in the most formal room – the parlor – with furniture manufacturers as one source of wood coffins. By the start of the 20th century, funeral practices were shifting from home viewing and services to the handling of all aspects of the funeral ritual at a separate location: the funeral parlor. Retail furniture stores often served as the link between coffin manufacturers and funeral parlor businesses.

¹¹ Reidy Bros. & Flanigan advertised regularly in *The Plain Dealer*, a large daily Cleveland newspaper.

¹² Advertisement, *The Plain Dealer*, April 8, 1923.

¹³ Advertisement, *Lakewood Press*, October 25, 1917 and Lakewood Historical Society files.

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The Reidy Bros. & Flanigan firm expanded the coffin sales aspect of their furniture business and by 1920 created a separate funeral business at a different location. It operated briefly at 17109 Detroit Avenue, Lakewood (demolished), the home of John Reidy, then 11718 Detroit Avenue, Lakewood (demolished), before settling in 1925 as Reidy Bros. & Morrison (later simply Reidy Bros.) at 11225 Detroit Avenue in Cleveland (standing), just a five minute walk east of the furniture store, and located next door to St. Rose of Lima Catholic Church, a large Irish-German parish. The Reidy brothers may have chosen this location because they were first generation sons of Irish immigrants on both sides of their family and, and there was widespread movement of households of Irish ethnicity from Cleveland's Near West Side to Lakewood.¹⁴ The Reidy family sold the funeral home business in 1959.¹⁵

During the period 1910-1930, the continued growth of Lakewood and the west side of Cleveland was coupled with the growth of Reidy Bros. & Flanigan and their product lines. In 1919, the Reidy brothers expanded their building. A third story, measuring about 40 x 80 feet, was constructed, and the shipping department wing was enlarged (Figure 6). A January 26, 1922 *Plain Dealer* article announced that the brothers had purchased existing buildings on Detroit Avenue immediately to the east of their location for future expansion – but it never happened. The company expanded their offerings to include Hoover vacuum cleaners, as well as Majestic and Atwater Kent radios. For the holiday season in 1928 they advertised “Furniture and Radio – the Ideal Christmas Gifts” (Figure 7). By the early 1930s, Reidy Bros. & Flanigan carried appliances, including various brands of washing machines, Magic Chef ranges, and Kelvinator refrigerators.

Reidy Bros. & Flanigan also participated in furniture marketing events and became leaders in the retail furniture industry in Greater Cleveland.¹⁶ The company participated in the annual Furniture Show Week during the 1920s, the Better Homes Exposition (1923), and provided the furniture for the Bishop Electrical Home development on Bunts Road in Lakewood (1922). Lewis Reidy served as president of the Cleveland Retail Furniture Dealers Association (1927) (Figure 8) and vice president (1937). He was also a member of the board of directors of the Detroit-W. 117th Street Businessmen's Association (1934).

In 1936, Lewis Reidy remained active as the only surviving founding member of the firm, and the company continued to offer a variety of merchandise, new products, and involve a second generation of the Reidy family in the business. By the late 1930s, Reidy Bros. became recognized as Lakewood's oldest retail establishment and consistently promoted this status in *Lakewood Post* articles noting the store's anniversaries.¹⁷ An advertisement noted that the company continued to offer the latest furniture trends, from the brass beds and Brussels Carpets of “thirty years ago,” to the “smart, colorful, modern” or “lovely and graceful eighteenth Century

¹⁴ See 1900 U.S. Census for Reidy family immigration information, and Nelson J. Callahan and William F. Hickey, *Irish Americans and Their Communities of Cleveland* (Cleveland: Cleveland State University – Cleveland Ethnic Heritage Studies, 1978), pp. 172 and 174;

¹⁵ Grant Segall, “Donald A. Martens Sr. created a funeral home and an ambulance service: news obituary,” Cleveland.com, May 29, 2013.

¹⁶ Information in this paragraph appeared in various articles in *The Plain Dealer*.

¹⁷ Several articles are held in the files of the Lakewood Historical Society.

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Furniture” available in 1939 (Figure 9). The same advertisement also highlighted the longevity of the business and customer loyalty, noting that several generations of women from the same family are – or could be – customers. Another trendsetting example was that in 1947 Reidy Bros. signed on as one of the original General Electric television dealers in Greater Cleveland, even though a November 16, 1947 *Plain Dealer* advertisement noted that television programming was not yet available in Cleveland.

Lewis Reidy died in 1951, and operations were taken over by his nephews, Daniel F. Reidy and Jerome G. Reidy (sons of John W. Reidy). Jerome Reidy was the general manager, as well as president of the Detroit-W. 117th Street Businessmen’s Association. His unexpected death at age 46 in April, 1954 prompted the Reidy family to close their family business. Daniel F. Reidy continued to manage the Reidy Brothers funeral home on Detroit Avenue in Cleveland.¹⁸

In September, 1954 Bing’s announced a buyout of the Reidy Bros. store and leased the building from the Reidy family. Bing’s had a downtown Cleveland store on Prospect Avenue, as well as locations in Coshocton, Mansfield, Sandusky, Shelby, Warren, and Zanesville. Bing closed the Lakewood store in 1961. The Reidy family sold their building in 1964 to discount furniture store operator Factory Furniture, which opened in the building in 1964 and closed in 1972.¹⁹ The building ceased to be a furniture store when a printing company, Vedda Litho, bought the building in 1974 (Figure 10). Vedda built a new facility on Berea Road in Lakewood in 2005 and vacated the Detroit Avenue building. The building has been vacant since that time.

Conclusion

For almost forty-five years, Reidy Bros. & Flanigan was a leading furniture and home furnishings business on the west side of Cuyahoga County, particularly serving Lakewood and the adjacent suburbs further west, such as Rocky River Fairview Park, and Bay Village, as well as the west side of Cleveland. The three brothers, George, John, and Lewis, identified a retail need in a growing market. Utilizing John Reidy’s retail furniture experience, the showrooms they built in 1910, and expanded in 1919, totaled almost 10,000 square feet. Their building, located on a major thoroughfare with a streetcar line to heighten the visibility of their business, was situated in the middle of a rapidly expanding housing market.

The Reidy brother’s marketing strove to differentiate their business from competitors – the downtown Cleveland department stores – by advertising a wide selection of goods at lower prices in a location closer to their customers. They also understood who many of their customers would be, and specifically marketed to newlyweds setting up their new homes and apartments. In addition, rapid changes in housekeeping appliances and technology during the early 20th century changed the definition of a home furnishings store, and Reidy Bros. embraced these innovations by carrying new products as diverse as radios and washing machines, refrigerators and televisions.

¹⁸ “City’s Oldest Store to Mark 43rd Birthday,” *Lakewood Post*, April 24, 1953; Obituary of Jerome G. Reidy, *The Plain Dealer*, April 9, 1954.

¹⁹ Information in this paragraph appeared in various advertisements in *The Plain Dealer*.

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These efforts to be responsive to changing furniture fashions and home furnishings products were successful. Reidy Bros. & Flanigan created a loyal customer base, enabling the company to create advertisements in the 1930s and 1940s touting that they were welcoming the daughters and granddaughters of their original customers. The company survived the Great Depression and World War II, reaching the distinction of being the oldest operating retail business in Lakewood, until the unexpected death of the second generation family member leading the firm forced family members to sell the business in 1954.

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9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Borchert, James and Susan. *Lakewood, the First Hundred Years*. Norfolk/Virginia Beach: Donning Co., 1989.

Callahan, Nelson J. and Hickey, William F. *Irish Americans and Their Communities of Cleveland*. Cleveland: Cleveland State University – Cleveland Ethnic Heritage Studies, 1978.

City of Lakewood. Building Department. Building address file. 11730 Detroit Avenue.

City of Lakewood Heritage Advisory Board. *Streetcar Transportation in Lakewood*. n.p. 2007.

City of Lakewood Heritage Advisory Board. Building Survey records on file at the Lakewood Historical Society.

Cleveland Architects Database. Cleveland Landmarks Commission. “Edwin J. Schneider.” <http://planning.city.cleveland.oh.us/landmark/archIntro.html>.

Cleveland City Directories. Ancestry.com. Accessed various dates.

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Cleveland Public Library, Digital Gallery. Hopkins Plat Maps. <http://cplorg.cdmhost.com/digital/collection/p4014coll24>. Accessed November 28, 2017.

Cleveland Public Library, Research Databases. Sanborn Fire Insurance Maps. <https://cpl.org/research-learning/researchdatabases>. Accessed November 28, 2017.

Cleveland Public Library (Main Branch), Photograph Collection. Ohio-Lakewood-Streets-Detroit file.

Cuyahoga County Auditor’s Office. Appraisal Cards. Cuyahoga County Archives.

Cuyahoga County Recorder’s Office. Deeds. <https://recorder.cuyahogacounty.us/Searchs/GeneralSearchs.aspx>.

Find A Grave. <https://www.findagrave.com>. Accessed various dates November 2017, December 2017.

Lakewood Post. Lakewood Historical Society. “Businesses” file.

Reidy Bros. & Flanigan Building
Name of Property

Cuyahoga, OH
County and State

Lakewood Press. Lakewood Historical Society. "Businesses" file.

The Cleveland Memory Project. Michael Schwartz Library, Cleveland State University.
www.clevelandmemory.org. Accessed November 17, 2017.

The Plain Dealer. Cleveland Public Library Research Database. <https://cpl.org/research-learning/researchdatabases>. Accessed various dates November 2017, December 2017, January 2018.

U.S. Bureau of the Census, Decennial Census. Ancestry.com. 1890 through 1940.

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
 previously listed in the National Register
 previously determined eligible by the National Register
 designated a National Historic Landmark
 recorded by Historic American Buildings Survey # _____
 recorded by Historic American Engineering Record # _____
 recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
 Other State agency
 Federal agency
 Local government
 University
 Other

Name of repository: Cleveland Public Library, Lakewood Historical Society

Historic Resources Survey Number (if assigned): _____

Reidy Bros. & Flanigan Building
Name of Property

Cuyahoga, OH
County and State

10. Geographical Data

Acreage of Property 0.136 acres

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|------------------------|-----------------------|
| 1. Latitude: 41.483980 | Longitude: -81.770030 |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

- | | | |
|-------------|-----------------|-------------------|
| 1. Zone: 17 | Easting: 435701 | Northing: 4592554 |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

Verbal Boundary Description (Describe the boundaries of the property.)

The Reidy Bros. & Flanigan building is located at the northeast corner of Detroit Avenue and Hird Avenue in Lakewood, Ohio. It is known in Cuyahoga County records as Permanent Parcel Number 312-33-016.

Reidy Bros. & Flanigan Building
Name of Property

Cuyahoga, OH
County and State

Boundary Justification (Explain why the boundaries were selected.)

The boundary includes the area historically associated with the building.

11. Form Prepared By

name/title: Heather Rudge, Historic Preservation Consultant; Marcia E. Moll & Richard J. Sicha, Consultants

organization: Historic Preservation Group, LLC

street & number: 2425 West 11th Street, Suite 4

city or town: Cleveland state: Ohio zip code: 44113

e-mail heather@hpgroup-llc.com

telephone: 216-302-3510

date: December 20, 2017

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Reidy Bros. & Flanigan Building
Name of Property

Cuyahoga, OH
County and State

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Reidy Bros. & Flanigan

City or Vicinity: Lakewood

County: Cuyahoga

State: OH

Photographer: Heather Rudge

Date Photographed: September 2017

Description of Photograph(s) and number, include description of view indicating direction of camera:

Photograph 1 of 10

Description: South (front) and west elevations from Detroit Ave.

Camera Direction: Northeast

Photograph 2 of 10

Description: North (rear) and west elevations from Hird Ave.

Camera Direction: Southeast

Photograph 3 of 10

Description: North (rear) and east elevations.

Camera Direction: Southwest

Photograph 4 of 10

Description: Basement

Camera Direction: Southwest

Photograph 5 of 10

Description: Basement

Camera Direction: Northwest

Reidy Bros. & Flanigan Building
Name of Property

Cuyahoga, OH
County and State

Photograph 6 of 10
Description: First floor, office space
Camera Direction: East

Photograph 7 of 10
Description: First floor
Camera Direction: Northwest

Photograph 8 of 10
Description: First floor, staircase
Camera Direction: Northeast

Photograph 9 of 10
Description: Second floor
Camera Direction: Southwest

Photograph 10 of 10
Description: Third floor
Camera Direction: Southeast

Reidy Bros. & Flanigan Building
Name of Property

Cuyahoga, OH
County and State

Figure Log

FIGURE 1 – Location map. *Source:* Google Maps.



Reidy Bros. & Flanigan Building
Name of Property

Cuyahoga, OH
County and State

FIGURE 2: Detroit Avenue looking west toward Hird Avenue, 1933. *Source:* Cleveland Public Library, Photo Collection.



Reidy Bros. & Flanigan Building
Name of Property

Cuyahoga, OH
County and State

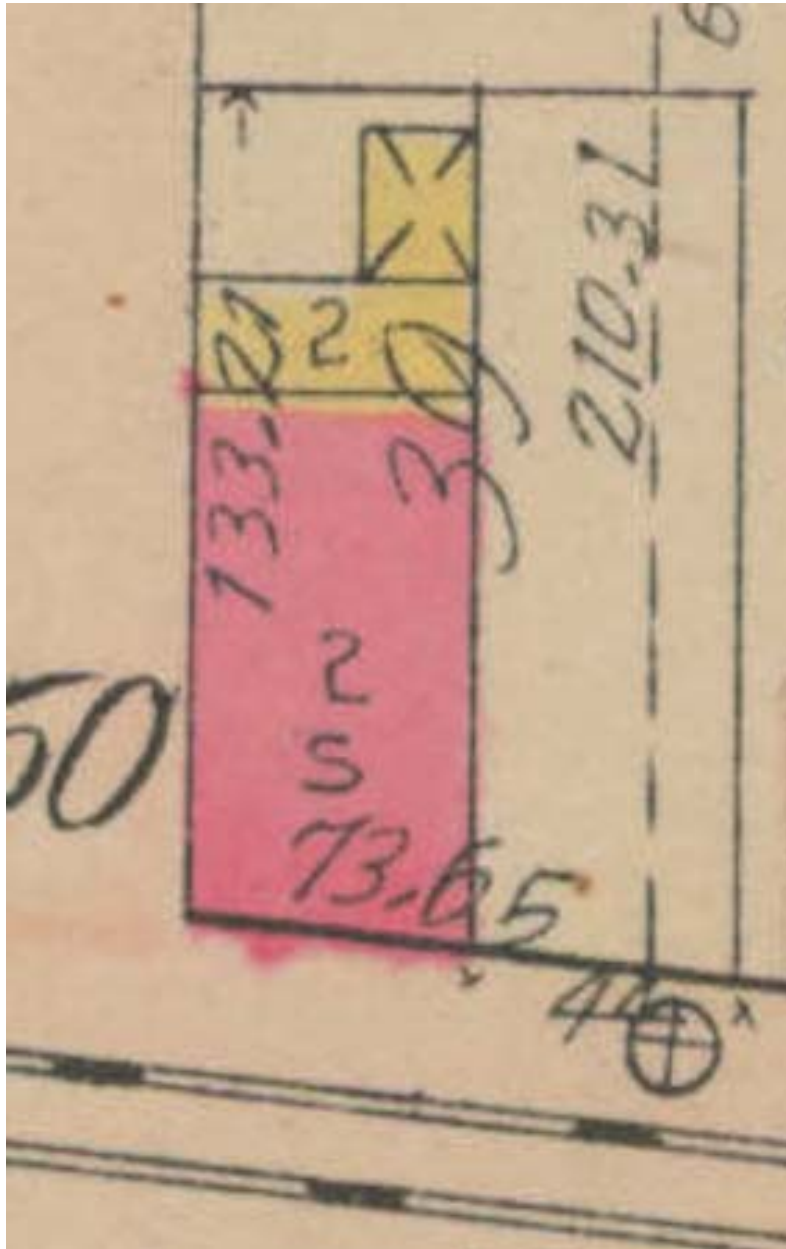
FIGURE 3: North and West Elevations, 1978. *Source:* The Cleveland Memory Project. Michael Schwartz Library, Cleveland State University.



Reidy Bros. & Flanigan Building
Name of Property

Cuyahoga, OH
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FIGURE 4: Hopkins Plat Map, 1912, volume 2, plate 25. *Source:* Cleveland Public Library Digital Gallery.



Reidy Bros. & Flanigan Building
Name of Property

Cuyahoga, OH
County and State

FIGURE 5: Reidy Bros. & Flanigan advertisement, Lifetime Furniture, *The Plain Dealer*, October 20, 1912. Source: Cleveland Public Library Research Database.

LIFE TIME FURNITURE

Wonderful Value

\$17.50 FOR THIS MASSIVE ARTS AND CRAFTS TABLE; worth \$25.00



\$17.50

All quartered oak, made as solid as a rock. Size 28x42 inches, with 4 book shelves and patent desk drawer. The drawer is fitted with large writing bed, ink well, stationery compartment and pen rack. It's mighty nobby and a useful table. Our little expense and careful management help you to lower prices on fine furniture.

\$15 ENGLISH FIRESIDE ROCKER—Covered with genuine leather, spring seat and back; \$20.00 value.



\$15

Young Folks Going to Housekeeping

The average young couple planning housekeeping have their dreams of an ideal home and their happiness would be complete could that dream be realized. This store affords great opportunities to those just starting. Furniture of finest quality made to last and wear is displayed here at prices which mean a big saving of money to you. Come and see. We are always pleased to show you whether you buy or not. **OPEN EVENINGS.**

Reidy Bros. & Flanigan

11730-32-34 DETROIT AVENUE

Reidy Bros. & Flanigan Building
Name of Property

Cuyahoga, OH
County and State

FIGURE 6: Sanborn Fire Insurance Map, 1953, volume 12, sheet 224. *Source:* Cleveland Public Library Digital Gallery.



Reidy Bros. & Flanigan Building
Name of Property

Cuyahoga, OH
County and State

FIGURE 7: Reidy Bros. & Flanigan advertisement, *The Plain Dealer*, December 2, 1928.
Source: Cleveland Public Library Research Database.

MAKE IT A FURNITURE CHRISTMAS

Furniture and Radio

the Ideal Christmas Gifts

Buy Your CHRISTMAS Furniture and Radio at CLEVELAND'S FURNITURE HEADQUARTERS

It isn't every day that 19 Leading Cleveland Merchants co-operate at CHRISTMAS! There must be a good reason why the 19 undersigned merchants are now doing this very thing!

THERE IS—and here it is!

These 19 Furniture Merchants BELIEVE that FURNITURE and RADIO make Ideal Christmas Gifts—chiefly because they're more ENDURING than the usual gift—more PERMANENT in their service to the recipient—a reminder of the giver for YEARS instead of days or weeks. And they're all ready and waiting to MAKE GOOD on any and all of these statements.

CALL TOMORROW on any of the undersigned—TOMORROW TOMORROW—Before the Christmas rush begins—TOMORROW

| | | |
|--|--|---|
| Fleming Furniture Co. 13701 St. Clair Ave. Open Evenings | Geo. C. Lang 9437 Lorain and 12225 Lorain Ave. Open Monday, Thursday, Saturday Evenings | Kronheim's 2041-43 East 55th St. 5810-12 Euclid Ave. 8321-23 Broadway Open Evenings Till 9 |
| J. L. Goodman Furniture Co. Open Tuesday, Thursday, Saturday Evenings 8358 Broadway | Leopold Brothers Furn. Co. 3001 Lorain Ave. Open Evenings | Altman's 15012 St. Clair Ave. Open Evenings |
| The Henke Furniture Co. 3830 Lorain Ave. Open Evenings | Neuberger Furn. Shops, Inc. 9210 Lorain Ave. Open Evenings | Antisdale-Mathys Co. 3784 West 25th St. Open Monday, Thursday, Saturday Evenings |
| C. L. Kaufman & Sons 3255 West 25th St. Open Monday, Thursday, Saturday Evenings | Reidy Bros. & Flanigan 11730 Detroit Ave. Open Monday, Thursday, Saturday Evenings | John Meckes Sons West 25th & Carroll Ave. |
| The S. Kohn & Sons Co. St. Clair and East 106th St. | Wm. Wischmeier & Son 2560 W. 25th St. Open Evenings | Clifton Furniture Co. Madison at W. 98th St. Open Evenings |
| Royal Furniture Co. East 9th and Prospect, Ross Bldg. 1839 West 25th St. 4271 Pearl Rd. Open Evenings | Young's 10403 Superior Ave. 14800 Detroit Ave. Open Evenings | Conrad Baisch-Kroehle Co. 6706 Detroit Ave. 2800 Euclid Ave. 383 Broad St., Elyria, O. 7218 Wade Park Ave. 11220 Superior Ave. Open Evenings |
| Benesch Federman & Co. 5432 Broadway Open Evenings Except Wednesdays | | |

Illustrated furniture items include: a chair, a table, a cabinet, a sofa, and a bed.

Reidy Bros. & Flanigan Building
Name of Property

Cuyahoga, OH
County and State

FIGURE 8: Lewis Reidy portrait, *The Plain Dealer*, April 17, 1927. Source: Cleveland Public Library Research Database.

*Stress "Home Comfortable"
Idea in Furniture Week*



LEWIS REIDY
PRESIDENT



MOFFETT
ELTON
VICE PRES

FURNITURE SHOW
OPENS NEXT WEEK

Dealers' Association Com-
pleting Plans for
Local Displays.



MILTON
BENESCH
SEC. - TREAS

With Spring Furniture Week starting April 25, officers and directors of the Cleveland Retail Furniture Dealers' Association are rushing


Reidy Bros. & Flanigan Building
Name of Property

Cuyahoga, OH
County and State

FIGURE 9: Reidy Bros. advertisement, Lakewood Post, July 14, 1939. Source: Lakewood Historical Society.

Reidy Bros. Co.
FINE FURNITURE

Many Happy Returns of the Day
TO LAKEWOOD—ON HER "FIFTIETH BIRTHDAY"!



from LAKEWOOD'S OLDEST STORE

• • • •

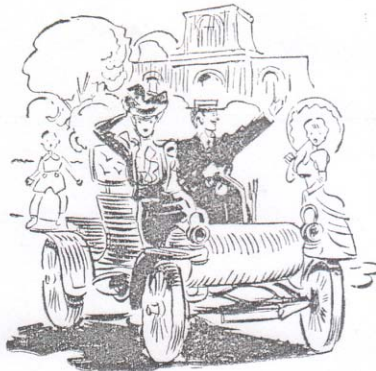
Times Change—But People Don't

When Grandma played Croquet thirty years ago, and Grandpa whizzed along at fifteen miles per hour in his horseless Carriage—REIDY BROS. sold them their brass beds and their Brussels Carpets.

TO THE MODERN AGE

The same friendly, honest dealing and good stylish merchandise that pleased Grandma, brings Daughter and Granddaughter to REIDY BROS. for her smart, colorful, modern or her lovely and graceful eighteenth Century Furniture.

Grandma Was Wise - - -
- - - Are You?



USE OUR BUDGET PLAN

Reidy Bros. Co.
11730 DETROIT AVENUE

OPEN
AN
ACCOUNT

OPEN MON.,
THURS., SAT.
EVENINGS

Reidy Bros. & Flanigan Building
Name of Property

Cuyahoga, OH
County and State

FIGURE 10: 11730 Detroit Avenue, Vedda Litho, 1996. *Source:* Lakewood Historical Society.
Source: City of Lakewood, Building Department, Building Address File.



Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

2

3

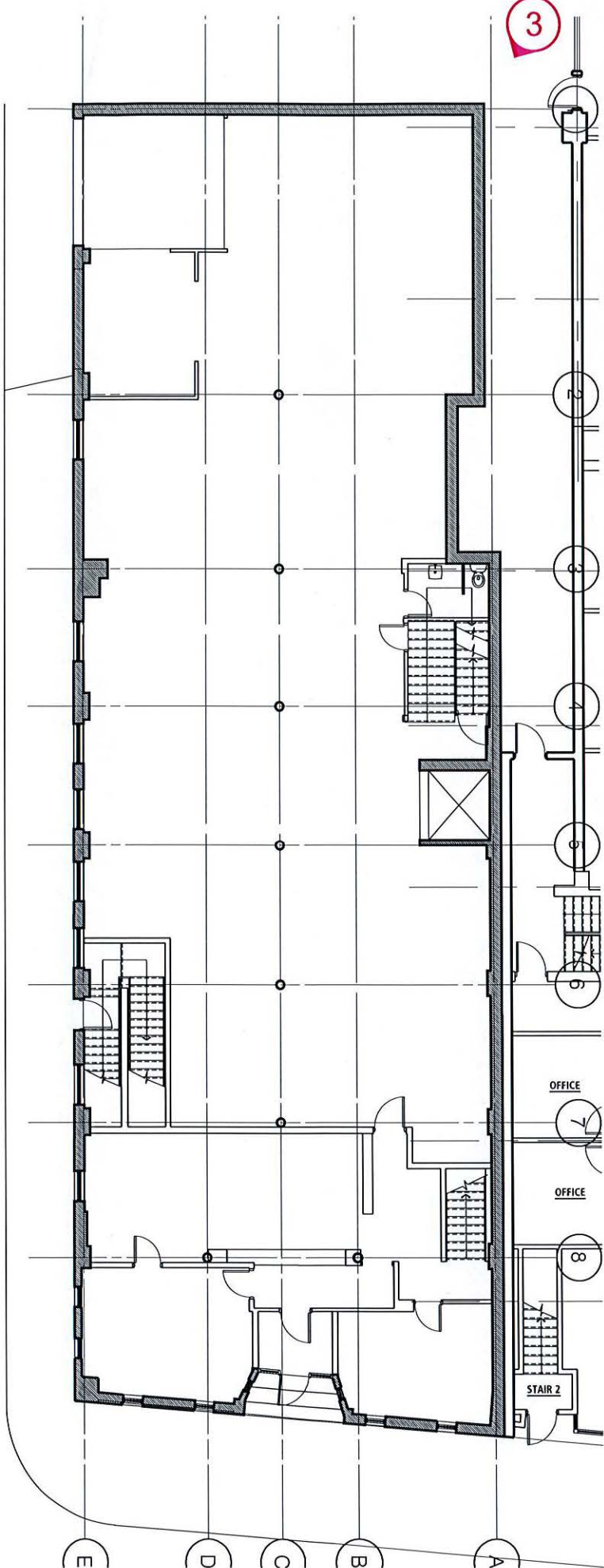
REIDY BROS. & FLANIGAN BUILDING
11730 DETROIT AVENUE
LAKEWOOD, OH 44107-3002

National Register Nomination
 Photo Key - NTS
 Summer 2017

PHOTO KEY
 (X) Photo Numbering

HP Group, LLC
 2425 West 11th Street, Suite 4
 Cleveland, OH 44113

HIRD AVE.



1

Site Plan

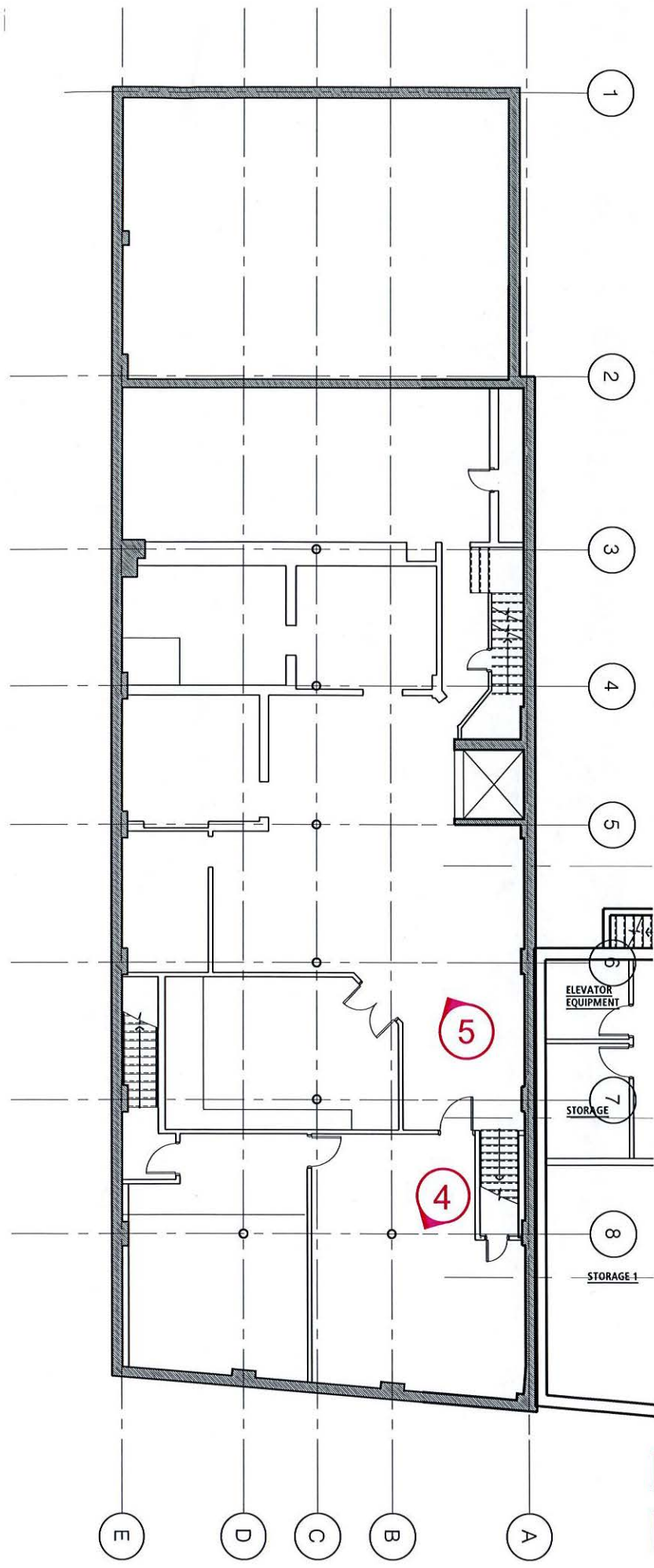


REIDY BROS. & FLANIGAN BUILDING
11730 DETROIT AVENUE
LAKEWOOD, OH 44107-3002

National Register Nomination
Photo Key - NTS
Summer 2017

PHOTO KEY
ⓧ Photo Numbering

HP Group, LLC
2425 West 11th Street, Suite 4
Cleveland, OH 44113

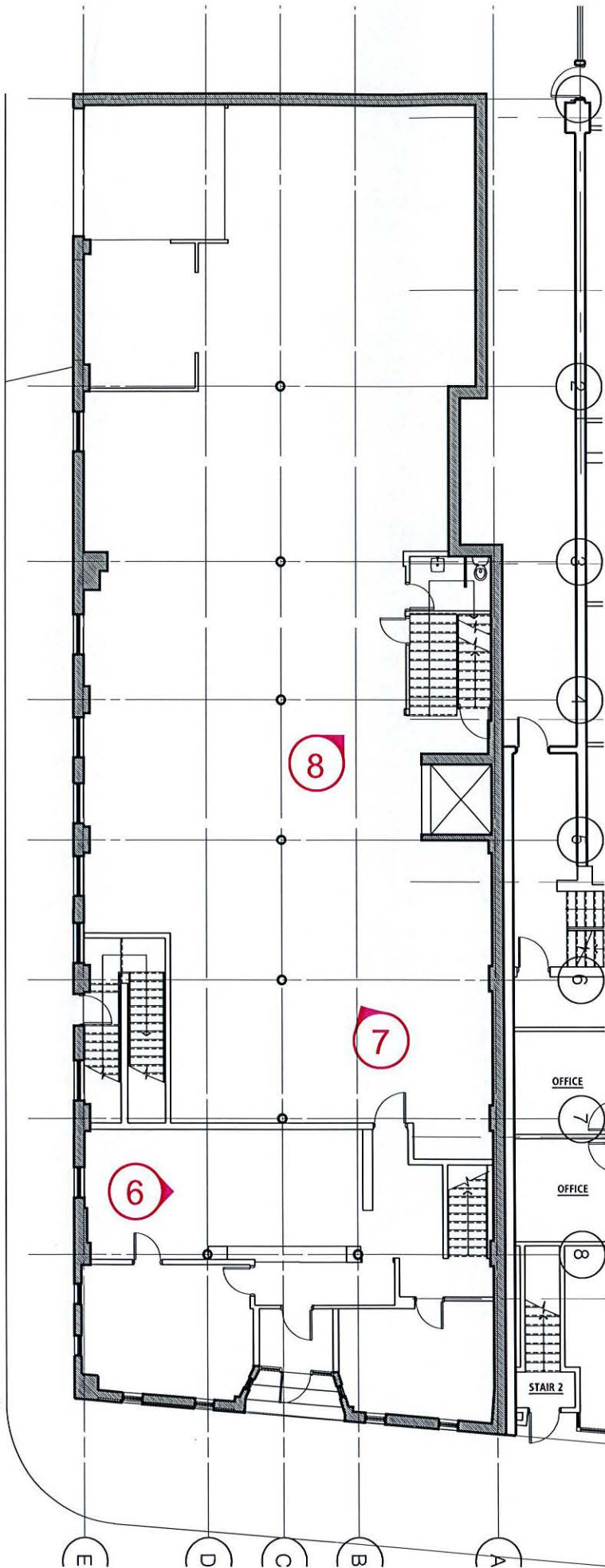


**Lower Level
Floor Plan**



.00R

HIRD AVE.



REIDY BROS. & FLANIGAN BUILDING
 11730 DETROIT AVENUE
 LAKEWOOD, OH 44107-3002

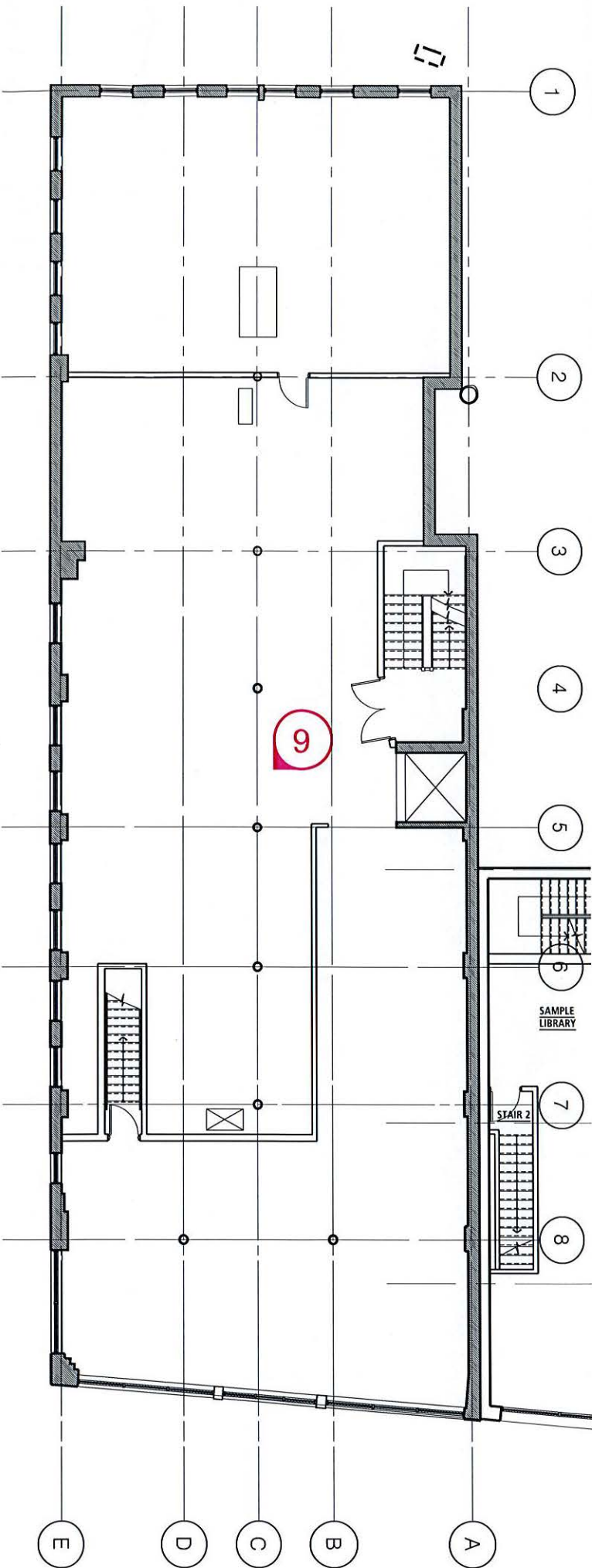
National Register Nomination
 Photo Key - NTS
 Summer 2017

PHOTO KEY
 (X) Photo Numbering

HP Group, LLC
 2425 West 11th Street, Suite 4
 Cleveland, OH 44113

First Floor
Plan





REIDY BROS. & FLANIGAN BUILDING
 11730 DETROIT AVENUE
 LAKEWOOD, OH 44107-3002

National Register Nomination
 Photo Key - NTS
 Summer 2017

PHOTO KEY

(X) Photo Numbering

HP Group, LLC
 2425 West 11th Street, Suite 4
 Cleveland, OH 44113

**Second Floor
 Plan**

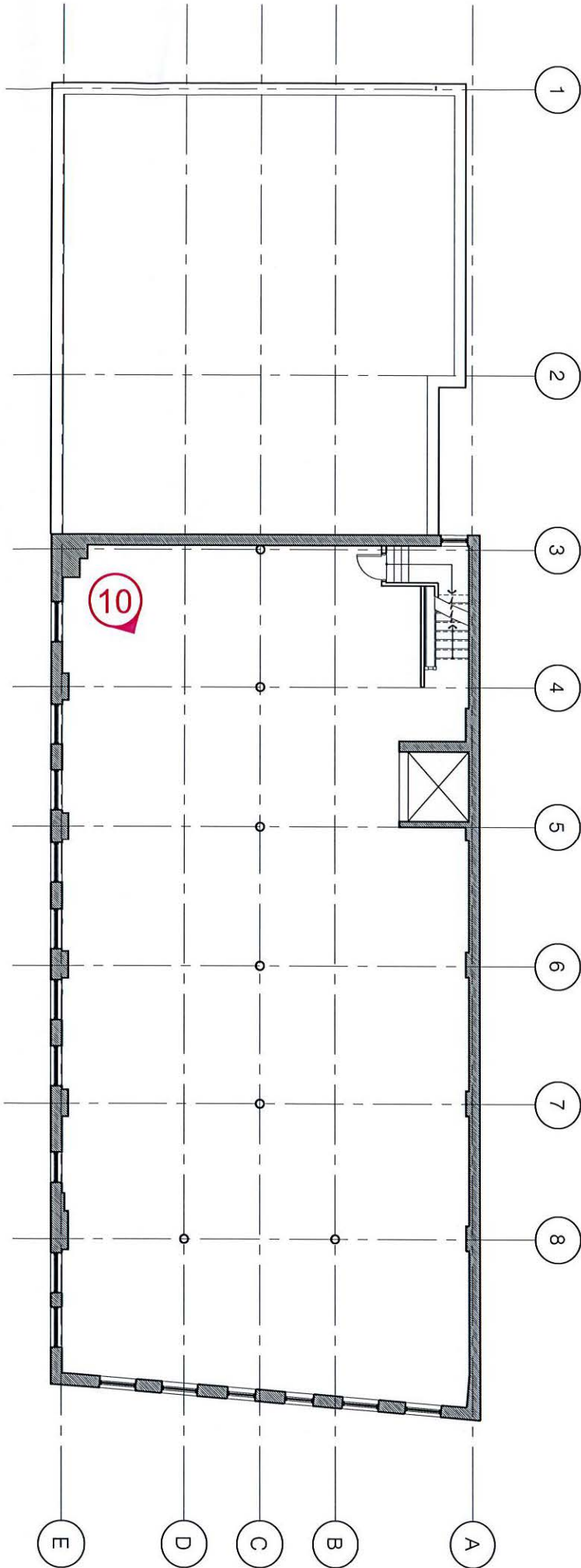


REIDY BROS. & FLANIGAN BUILDING
11730 DETROIT AVENUE
LAKEWOOD, OH 44107-3002

National Register Nomination
Photo Key - NTS
Summer 2017

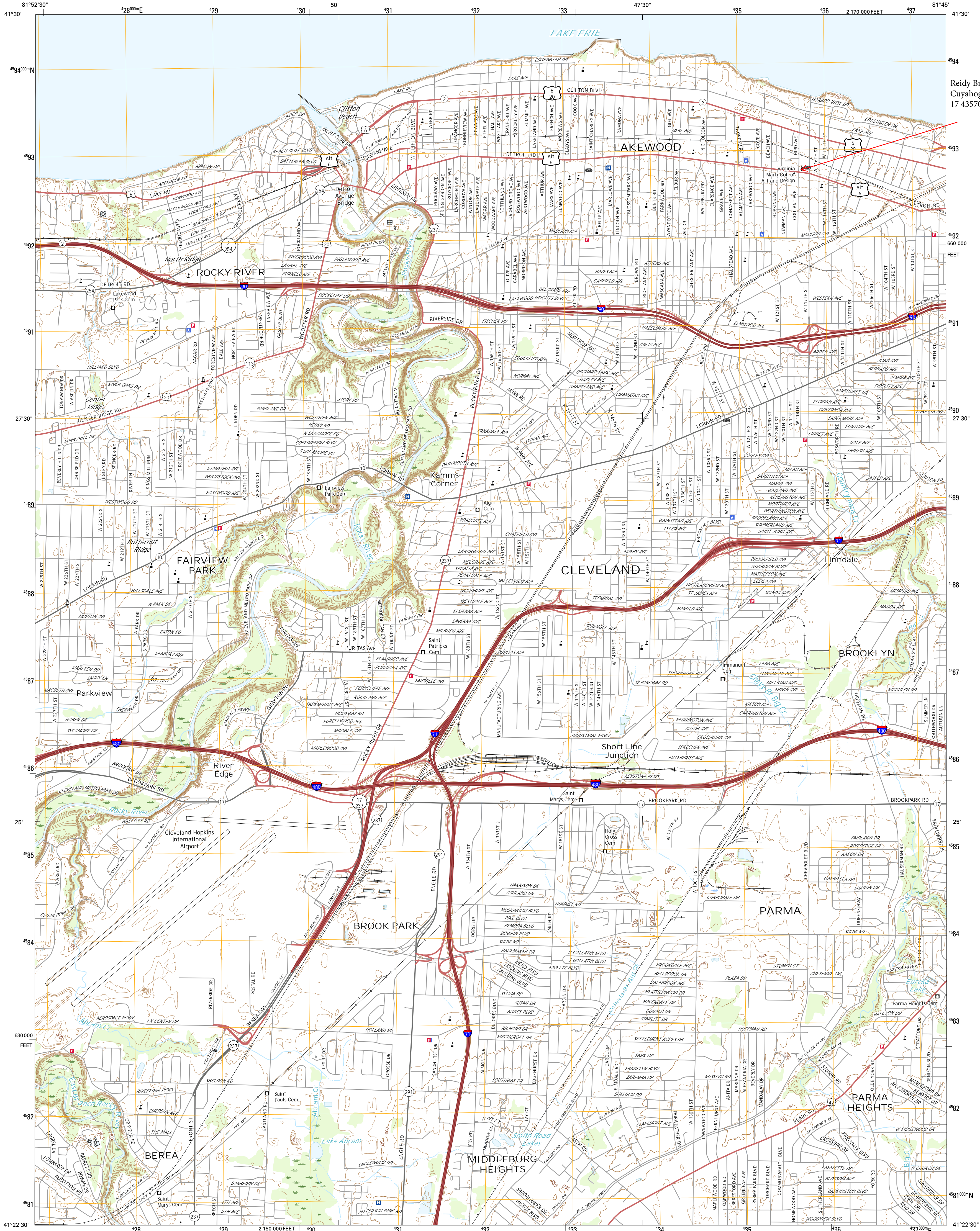
PHOTO KEY
ⓧ Photo Numbering

HP Group, LLC
2425 West 11th Street, Suite 4
Cleveland, OH 44113



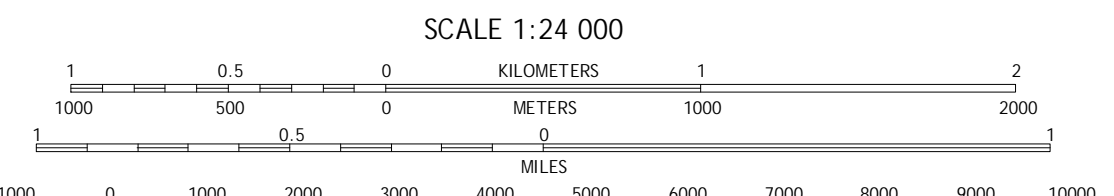
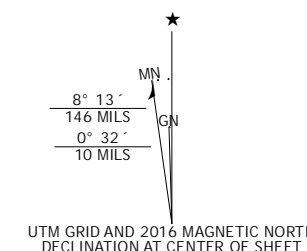
Third Floor
Plan





Reidy Bros. & Flanigan Building, Cuyahoga County, OH 17 435701 4592554

Produced by the United States Geological Survey North American Datum of 1983 (NAD83) World Geodetic System of 1984 (WGS84) Projection and 1000-meter grid: Universal Transverse Mercator, Zone 17T 10 000-foot ticks: Ohio Coordinate System of 1983 (north zone)



ROAD CLASSIFICATION table with symbols for Expressway, Secondary Hwy, Ramp, Local Connector, Local Road, 4WD, Interstate Route, US Route, and State Route.

Grid reference table with columns 1-3 and rows 4-8, and a legend for North, South, East, and West.

LAKEWOOD, OH 2016





P
PARKING
Hird

Hird





MUNICIPAL
Parking
→

MUNICIPAL
PARKING
LAKWOOD
OHIO

NO
PARKING
ANY
TIME
→

















UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Reidy Bros. & Flanigan Building

Multiple Name:

State & County: OHIO, Cuyahoga

Date Received: 8/21/2018 Date of Pending List: 9/14/2018 Date of 16th Day: 10/1/2018 Date of 45th Day: 10/5/2018 Date of Weekly List:

Reference number: SG100002999

Nominator: State

Reason For Review:

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal | <input checked="" type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape | <input type="checkbox"/> Photo |
| <input type="checkbox"/> Waiver | <input type="checkbox"/> National | <input type="checkbox"/> Map/Boundary |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period |
| <input type="checkbox"/> Other | <input type="checkbox"/> TCP | <input type="checkbox"/> Less than 50 years |
| | <input type="checkbox"/> CLG | |

Accept Return Reject 10/2/2018 Date

Abstract/Summary Comments: AOS: Commerce; POS: 1910-1954; LOS: local

Recommendation/ Criteria: NR Criterion A.

Reviewer Lisa Deline Discipline Historian

Telephone (202)354-2239 Date 10/2/18

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.

NATIONAL REGISTER OF HISTORIC PLACES
NPS TRANSMITTAL CHECK LIST

OHIO HISTORIC PRESERVATION OFFICE
800 E. 17th Avenue
Columbus, OH 43211
(614)-298-2000



The following materials are submitted on August 18, 2018
For nomination of the Reidy Bros. Flanigan to the National Register of
Historic Places: Building Cuyahoga Co., OH

- Original National Register of Historic Places nomination form
 Paper PDF
- Multiple Property Nomination Cover Document
 Paper PDF
- Multiple Property Nomination form
 Paper PDF
- Photographs
 Prints TIFFs
- CD with electronic images
- Original USGS map(s)
 Paper Digital
- Sketch map(s)/Photograph view map(s)/Floor plan(s)
 Paper PDF
- Piece(s) of correspondence
 Paper PDF
- Other _____

COMMENTS:

- Please provide a substantive review of this nomination
- This property has been certified under 36 CFR 67
- The enclosed owner objection(s) do _____ do not _____
Constitute a majority of property owners
- Other: _____



August 16, 2018

Julie Ernstein, Acting Chief, National Register of Historic Places
National Park Service
National Register of Historic Places
1849 C Street, NW, Mail Stop 7228
Washington, DC 20240

Dear Ms. Ernstein:

Enclosed please find one (1) new National Register nomination for Ohio. All appropriate notification procedures have been followed for the nomination submissions.

NEW NOMINATION

Reidy Bros. & Flanigan Building

COUNTY

Cuyahoga

The enclosed disks contain the true and correct copy of the information to the National Register of Historic Places nomination for the Reidy Bros. & Flanigan Building.

If you have questions or comments about these documents, please contact the National Register staff in the Ohio Historic Preservation Office at (614) 298-2000.

Sincerely,

for 

Lox A. Logan, Jr.
Executive Director and CEO
State Historic Preservation Officer
Ohio History Connection

Enclosures