

Boys Markets-store remodeled as new corporate offices

Today, Boys Market is a chain of 37 stores. But Joe Goldstein, founder and chairman of the board, remembers early beginnings.

At the age of 14, after his father died, he had to take charge of the family, consisting of four brothers and two sisters. By the time he was 17, he had saved enough money to begin Boys Market in 1925.

The early beginnings were in the form of a fruit stand on Telegraph Rd. in East Los Angeles. The little market became quite popular and shoppers knew it belonged to "the boys."

IN 1931, Market No. 2 was opened at the corner of Avenue 55 and Monte Vista St. The next step came in 1941 when they moved to a location up the street at Avenue 56 and Monte Vista.

Until last fall, the store was operated as a market. Today it has been completely remodeled inside to house the corporate offices and more than 100 employees.

The former corporate offices were located on Arroyo Parkway in Pasadena for 20 years. The landmark market was completely gutted inside and officially re-opened Monday, Feb. 23.

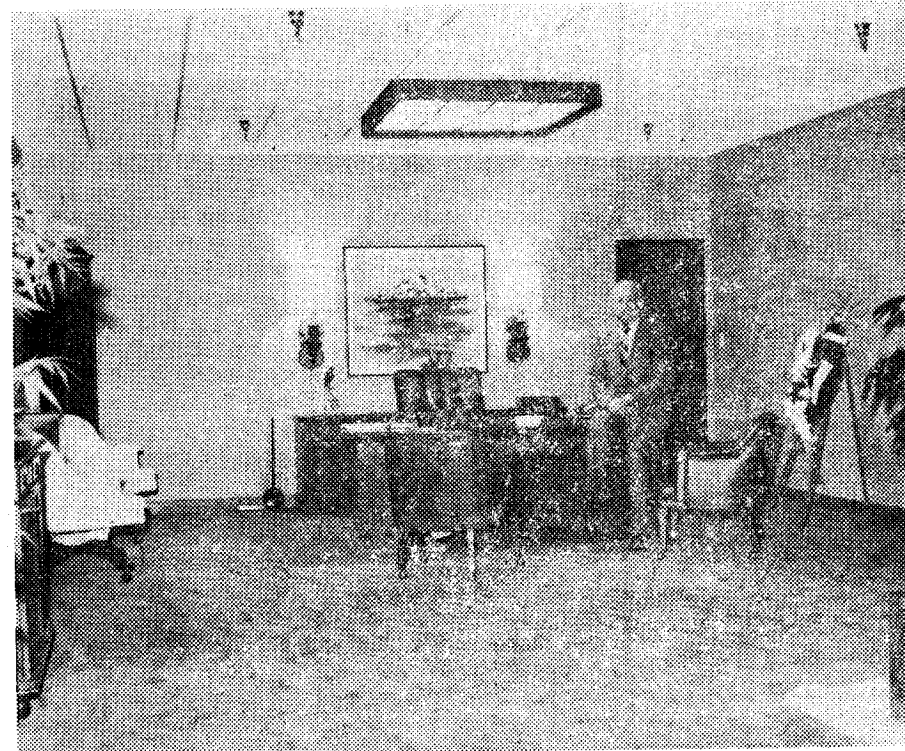
This is not the first remodeling for the market. In 1964 the entire market was redone to make room for larger non-foods and frozen food department as well as a new air conditioning system.

The market was modernized to include a pharmacy department and a donut shop.

The Highland Park boys Market now stands at 6325 York Blvd.



FRUIT STAND beginnings on Anaheim Telegraph Road in East Los Angeles for Boys Market in 1925 show Joe Goldstein, founder, with other family members. Goldstein was 17 at the time and was the head of a family of four brothers and two sisters.



REMODELED OFFICES are now housed inside the former Boys Market on Monte Vista St. The new corporate offices comprise 51,000 square feet and were officially opened Monday, Feb. 23. This particular Boys Market was opened in Highland Park in 1941. Today the entire interior has been redesigned to house 100 corporate employees. Shown in the photo is Joe Goldstein, founder and chairman of the board.