

'IVERS'... A Highland Park Success

The saga of 45 years of steady growth in one business on one street, in one city is a success story ... and all the world loves success. This particular story is Highland Park's own ... so here are the personal details that are back of the large and beautiful Ivers Department Store as we see it today.

It was in 1913 that Mr. Jess Ivers, a salesman for Carson, Pirie and Scott of Chicago came out to Los Angeles, met charming Miss Catherine Rogers and claimed her as his bride.

When they were first married, they started a small business in half of a millinery store at 5600 N. Figueroa ... just eight feet wide and with Mrs. Ivers in charge. The business grew and prospered, so it was moved to the

5700 block, next door to the Building & Loan Co. This was a 16 foot frontage. On the other side was Chaffee's Grocery Store and a young bachelor, Russell Hancock worked there. The Ivers took a liking to the young man, and, as their business kept expanding, they took Russ in with their group ... where he still is, in Ivers Men Shop!

Ivers bought the corner of Figueroa and Ave. 58 in 1921 ... 60 ft. frontage; later they acquired the adjoining 40 ft. to the north, making 100 ft. frontage ... of this, they added 10 ft. to Ivers store and rented 30 ft. to Woolworth's 5c and 10c store that stayed in that location for 15 years. The little store and the house at the rear of this newly acquired property were moved to

S. Ave. 59, where they are to this day.

Later Ivers bought an additional 50 ft. which was then occupied by a livery stable, acquiring it from the estate of Mr. Reed who had run the stable for many years. Ivers did not build on this 50 foot frontage for some time ... Anderson's Card Shoppe, Garbe's Jewelry and a cocktail lounge were then on the property. Remodeled in 1921, torn down in 1940, the present building was then erected at the corner of Ave. 58 and Figueroa. Shortly thereafter, they knocked through the walls and took the north 40 feet for their expanding store.

In 1951 Ivers Men's Shop was added ... in 1955 the Gift Shop
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IVERS...

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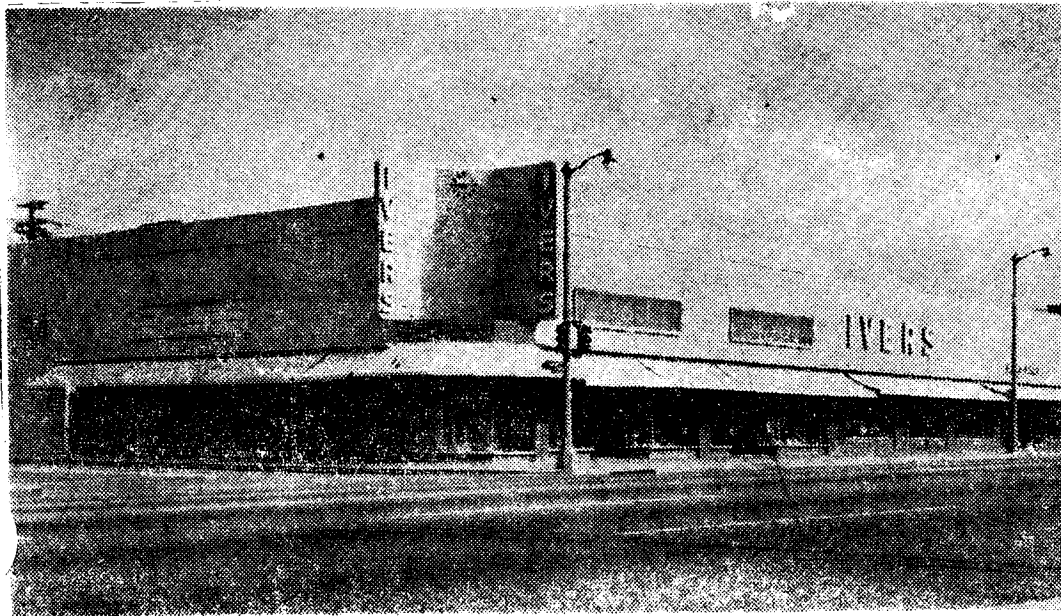
and Ivers Warehouse on Piedmont between Ave. 58 and 59 were built. Parking space behind the store was given by moving eight houses.

The Ivers family of six children was growing up during the years of this tremendous growth of Ivers Department Store. It is unique in business annals that all the family ... Mr. and Mrs. Ivers as Management and their three sons and three daughters as buyers ... are active in vital store operation.

Ivers is known throughout California as one of the most complete and diversified department stores in the West, carrying several hundred brand name items, with all the newest and the finest in fashions for the family and furnishings for today's comfortable, easily run homes.

What this country needs is not a good 5 cent cigar, it is just more enterprising citizens like the Ivers family, who can work together to produce a successful and attractive department store. That is American enterprise at its best!

This is Ivers 45th anniversary month ... with gala sales events all through their many departments. Make it your plan to drop in and celebrate their anniversary with them ... greeting them as the good neighbors they are.



45 YEARS IN BUSINESS—Ivers Department Store, corner of N. Ave. 58 and N. Figueroa St., this week marks the 45th year of service to the residents of northeast Los Angeles.