

The Community Page

Well Suited!

Ferrell's Clothing offers high quality apparel at a reasonable price

The story of Ferrell's Clothing began in Ogden, Utah, with two brothers Lorin and Ferrell Anderson, both employees of the JC Penney Company. In 1941 the brothers transferred to Montana to open and manage two separate JC Penney stores.

After eight years, with a desire to open their own stores and recognizing the growing economy in southeastern Idaho, the brothers moved to Idaho Falls and began business here. Ferrell opened his store on Broadway where the Destination Inn now resides, and Lorin opened Lorin's Men's Store near the Royal Shoe Shop on Park Avenue.

In 1959, when the JC Penney Company moved out of the current Ferrell's building at 417 W. Broadway, the Anderson brothers leased the building, merged their businesses, and opened as Ferrell's Department Store.

In a chance meeting in the spring of 1963, Dave Anderson, Ferrell's son and at that time manager of the business, became acquainted with Brent Tueller, a young father and businessman who was a native of Idaho Falls. Impressed by Brent's sales ability when purchasing some cash registers from him, Dave very soon offered Brent the job of assistant manager.

Brent had been in California, studying at Ventura Jr. College, and in the fall of 1962 made the decision to move his young family back to Idaho, where he began selling office equipment for the Holiday Office Equipment Co. It was while working for them that Brent met Dave Anderson and his future in haberdashery.

At that time, and for many years afterward, Ferrell's was a one-stop shopping place for families, selling clothing for everyone—men, women and children. Farming and ranching families found everything they needed, as did Boy Scouts. It was a busy and rewarding place to shop, and



Ferrell's Clothing at 417 Broadway gives consumers a stylish, sophisticated assortment of fine apparel.

shoppers frequently met friends there.

Over the ensuing years, Tueller bought stock in the business until he became the sole owner, purchasing the property as well. The business continued to flourish under his skilled and friendly direction, responding to his gift for making everyone feel like the most important customer he has seen all day.

With the advent of the large box stores, par-

ticularly Wal-Mart, people's shopping habits began to change, and small, privately owned businesses such as Ferrell's had to adapt or close. With the inability to compete in all areas, Tueller reports, "We decided that, to survive, we had to concentrate on offering the items that Wal-Mart didn't want." That intuitive decision made it possible for Ferrell's to not only survive but also to continue to flourish.

50 Years of Exceptional SERVICE & QUALITY

Today, the niche that Ferrell's fills is an especially necessary one in an area such as southeastern Idaho with its church-attending populace of all faiths. But Ferrell's offers even more than that. This privately owned store recognizes that its customers appreciate unique service and an attention to detail that has always been its hallmark and is rarely available elsewhere.

As Ferrell's began its refinement of offerings to better compete in today's market, it became apparent that it could offer something better than anyone else in town, large or small: Men's dress clothing.

Tueller quickly recognized that this kind of clothing is not in the Wal-Mart aisles but is greatly needed. So he began to expand his business in that area. When men in the surrounding territory need a new suit or sport coat, they head first to Ferrell's.

Ferrell's has a true understanding of what clergy, businessmen and missionaries need in their various areas of service, and seek to provide it in a one-stop shopping experience from outerwear to socks and handkerchiefs. Tueller began offering this special service long before the highly touted Salt Lake City store Mr. Mac ever began to advertise such.

Because some LDS missionaries spend the majority of their time on bicycles, two and three pantsuits are in great demand, and Ferrell's supplies them as well as a shoe inventory that offers the finest quality, comfort and endurance. They have the largest supply of white shirts around.

Recently Ferrell's became associated with a group of other businesses to form their own label of clothing that is now sold all over the western United States. The clothing is manufactured specifically for their label and is of the very highest quality, and sold under the name of CTR clothing. Whatever a businessman, clergyman or missionary might need, Ferrell's has it, and the experience will be much easier because of it.

Although men's clothing establishments have not received the notice that women's fashion has, it has been an item of great importance for hundreds of years. And while few people in this area see themselves as slaves to style, especially men, changes to style and fashion often surface in Idaho Falls within a year or two of being created in New York and Paris. In general, men are as sensitive to the importance of dressing well as are women, especially in the business environment. And, as one

wise man observed, "Clothes don't make the man, but it's better they speak for you than against you."

Regardless, changes have always come and will continue, and the need for a place to find quality clothing at reasonable prices will always exist. How fortunate for residents of this area that they have someone of knowledge, taste and friendliness. Ferrell's Clothing is prepared to help you speak well for yourself, whatever your needs.



Owner Brent Tueller displays a fine suitcoat—one of the main offerings at Ferrell's.