



Marilla Country Store

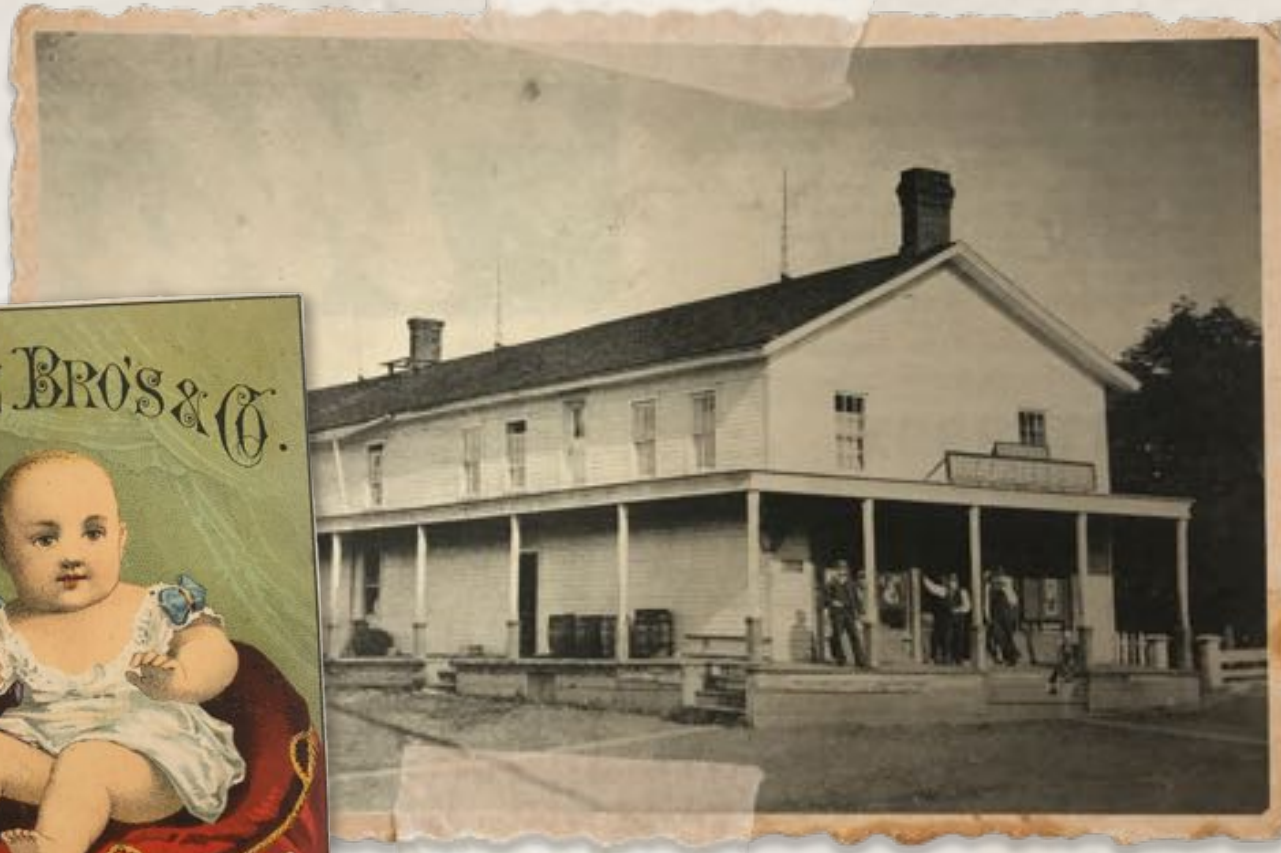
The oldest country store in New York State

SINCE 1851





Harrison T. Foster



*H.T.Foster storefront
Original peddler "calling card"*

G.C. Monchow storefront



*Main store aisle
with stools to wait
while your order
was filled*





Horse-drawn deliveries



Peddlers' cards

OUR TERMS ARE CASH

Monday, February 1, 1932

Beginning to-day our terms are strictly Cash. Please do not ask for Credit as we positively can not grant it. Business conditions are such that we must either do a Cash business or quit business entirely. We have decided to try the Cash system for one year. If we can not carry on successfully on a Cash system we will close out and rent the building to one of the Chain organizations. *W. J. Sisk.*

THIS WEEK'S SPECIALS

Lard or Compound	5 lbs.	25c		
Steel Wool	6 balls	10c		
Cream of Wheat		19c		
Fancy Whole Rice	Lb.	5c		
Jell-O	all flavors	7c		
French's Bird Seed	2 for	25c		
Puffed Wheat	2 for	25c	Matches	6 boxes 17c
Bulk Oats	Lb.	3c	O. K. Soap	4 cks. 18c
1 lb. Ox-Heart Cocoa	10c		Chore Girls	3 for 25c



Mildred Monchow





Marilla General Store, 1979

“LOCAL”

EAST AURORA/LIMA FRESHFAVER - JUNE 4, 1978

Marilla General Store

GROCERIES • HARDWARE • DRY GOODS

Corner TWO 800 & BULLIS ROAD, MARILLA, NEW YORK 14102

GRAND REEDICATION COMPLETION CELEBRATION and SALE - JUNE 9th and 10th

Neeland's DAIRY MILK 79¢	Kulturn Sharp 1.75	PEPSI 2 Liter Bottle 99¢
Melock's HOT DOGS \$1.90	Schmidt's BEER \$1.49	Traylor Farm's POTATO CHIPS \$1.19

FREE GIFT

CRAFT SHOW

“Marilla Mall”

JUNE 4 & 5
10 AM to 5 PM
(Rain Date: June 11 & 12)

LOCAL CRAFTS

Ceramic, Wood, Beils, Flowers, Candles, Candy

WARE SPACES AVAILABLE

Free Ceramic Demonstration

June 4 & 5
11 AM & 1 PM

INFORMATION
Marilla General Store 655-1033
Country Types Ceramics 652-1911

GIANT GARAGE SALE

Marilla General Store

JUNE 4 & 5
10 AM to 5 PM

Jim's Cleaning
Out Old Stuck
Rooms...

- ANTIQUES
- WOOD BOGIES
- DISPLAY RACKS
- COLLECTIBLES
- ADVERTISING
- OLD TOOLS & JUNK

No Early Birds!

Bring An Old Timey Neighbor Marilla
CUSTARD CONE
for **25¢**

Attention

MARILLA AREA RESIDENTS

For your added convenience

RW PENNSAVER WANT ADS

• EAST AURORA/LIMA • COUNTRY TYPES • WEST WINDS
• WINDS • MARILLA

Now you're placed at the

MARILLA GENERAL STORE

EAST AURORA/LIMA FRESHFAVER - DECEMBER 1978

Merry Christmas!!

From Everyone at Marilla General Store

SPECIAL SAVINGS at Store, Dec. 26th, 11 A.M. to 1 P.M. ONLY!
ALSO! The Old Original One Light will be Lighted! (only Dec. 26th & 27th)
FREE!! Dec. 24th Goodies for Everyone, Little & Big Kids Alike!
DO Your Shopping In an Old Fashioned, Neighborhood Store
Where Friendly Service Counts Most!!
SEE 100's of Local-made Crafts in a Perfect Setting!!

OPEN DEC. 24th 9 A.M. to 5 P.M.
OPEN DEC. 25th 9 A.M. to 1 P.M. ONLY

Thank You for Your Patronage, Happy Holidays

Stet & Barb Glogerick

“Do your shopping in an old fashioned, neighborhood store!”



Marilla Country Store, 2000







Mrs. Monchow said the one secret to success was
“just being here and knowing what folks want and how their
needs changed over the years”

*From the
farm equipment
of the 1800s*



*To the
farmhouse décor trending
today*

MARKETING

The Marilla Country Store is celebrating 165 years in business!

Shop July 28th through July 31st and get 10% off all Gift and Home Decor
Includes candles, home accessories, pottery... and so much more!
Plus, enter to win a Grand Prize \$100,000 Certificate and one of 10 best prizes!

Sign up for a FREE
Gift Certificate for
a Tuesday, July 29th
at 11 AM!

MARILLA COUNTRY STORE
EST. 1851

HOLIDAY EVENTS
See the dates & join us!
Holiday Preview
Small Business Saturday
Shop & Sleep

MARILLA COUNTRY STORE
EST. 1851

165th Anniversary Celebration
Thursday, July 28th
thru Sunday July 31st

- 1673 Two Rod Road -
Marilla NY 14102
Corner of Balda
716-825-1021
Open Mon - Sat 10am to 7pm
Sundays 11am to 6pm
www.marillacountrystore.com

Celebrate one of the oldest and most authentic
businesses in Western New York...165 years old!

Great savings and specials for the holiday season.
See inside for all the details!

MARILLA COUNTRY STORE
EST. 1851

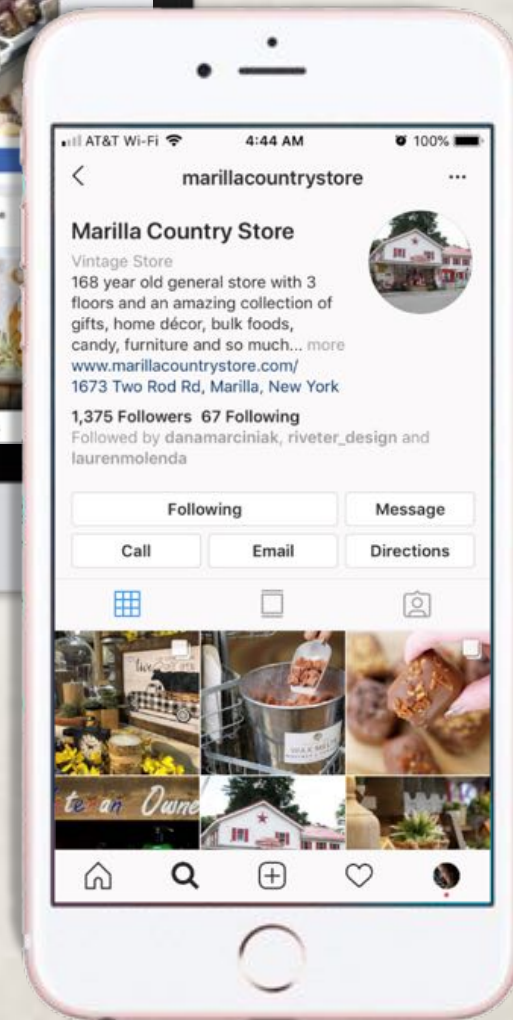
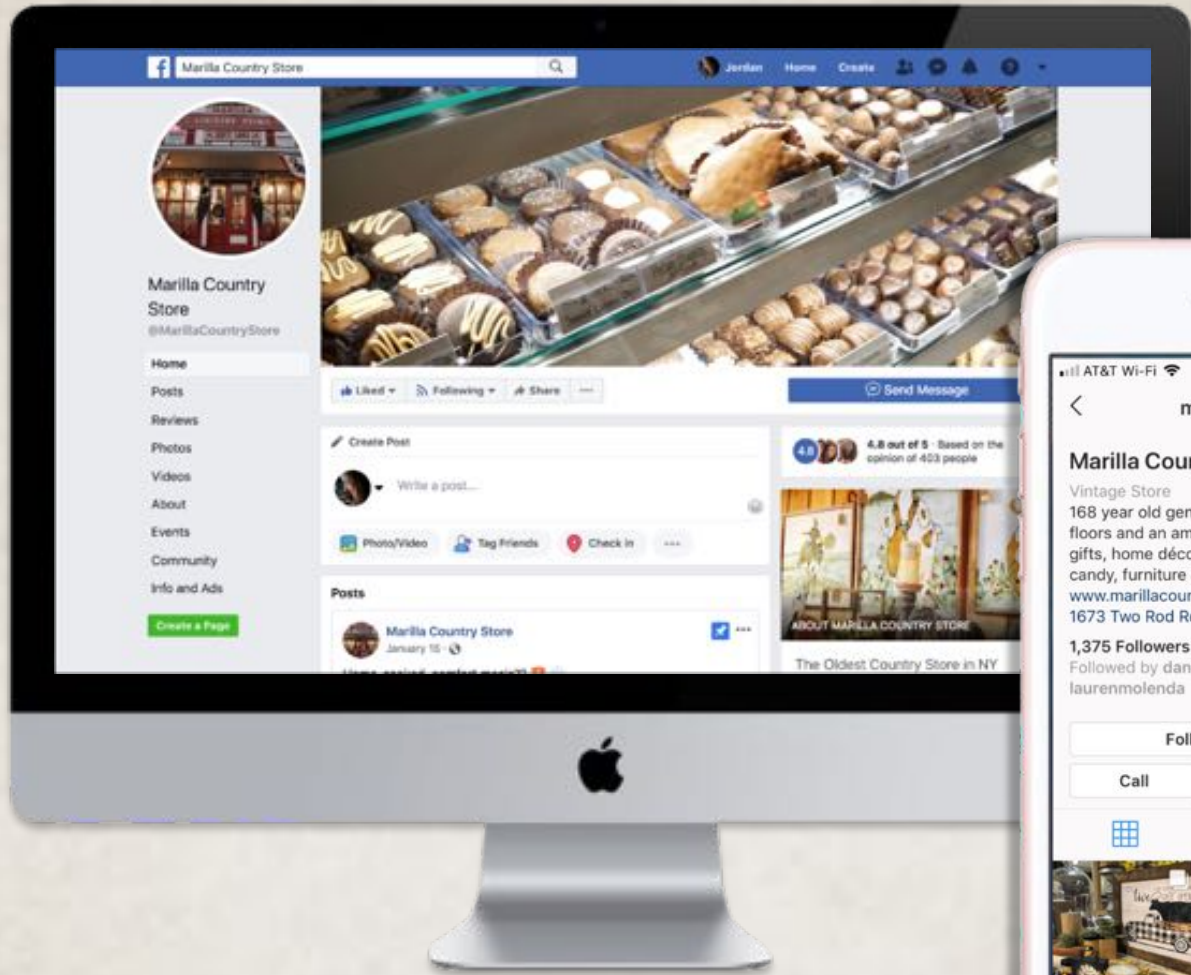
Open Monday - Saturday 10am to 6pm / Sunday 10am to 4pm
Visit us on the web at www.marillacountrystore.com
or call us at 716.825.1021
Like us on

MARILLA COUNTRY STORE
EST. 1851

Spruce up for Spring

Includes: Wash Your & Linen Wash 2 for 1
10% OFF All Gifts & Home Decor*
*Excludes special order items & some priced
items. Excludes taxes, shipping & handling.
Spring Show Hours: 10am-6pm

HARVEST HOME DAYS
Saturday & Sunday
October 11th & 20th





You have to see this ...



SPICE PRICE COMPARISON



SKU	SKU	100g Price	15.00 Price
4100	100% Pure Vanilla	\$1.99	\$4.97
15.00	Vanilla Beans	\$2.99	\$4.99
25.00	Vanilla Beans	\$3.99	\$5.99
15.00	Vanilla Beans	\$3.99	\$5.99
15.00	Vanilla Beans	\$3.99	\$5.99



The Marilla Country Store has been at the same location for 165 years. This week the owners will celebrate with several discounts and prizes for customers.

Marilla General Store Continues Focus on Serving Community

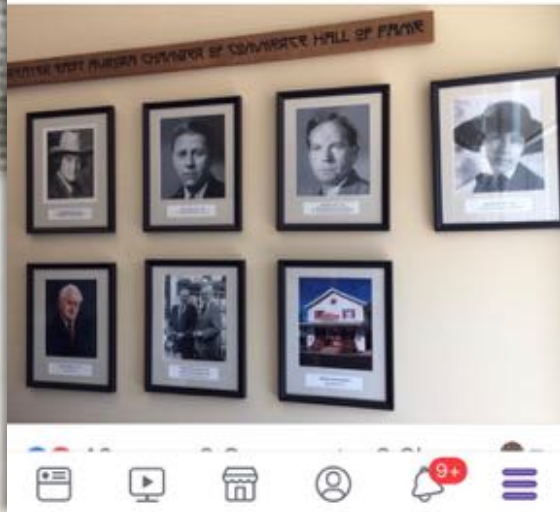
By Adam Zaranski
Editor

The tradition that is the Marilla Country Store has been a key component to the community for over a century. It started off as the largest store in the area, and it's still the largest store in the area. The store has been a part of the community for over a century, and it's still the largest store in the area. The store has been a part of the community for over a century, and it's still the largest store in the area.



Elma Board Appoints New Senior Center Director

The Elma Board of Commerce today appointed a new Senior Center Director. The new director will be responsible for the day-to-day operations of the center. The board also discussed other business matters. The meeting was held in the Elma Town Hall. The board members were present. The meeting was held in the Elma Town Hall. The board members were present.




SOUVENIRS & GIFTS

AN for S

COMMENTARY

Serving the Customer in the New Year



As the new year begins, it's time to reflect on the past year and set goals for the future. In the retail industry, this means focusing on customer service and creating a positive shopping experience. One key strategy is to listen to your customers and understand their needs. This allows you to tailor your offerings and services to better meet their expectations. Another important aspect is to stay up-to-date on industry trends and innovations. By offering unique and high-quality products, you can differentiate your business and attract more customers. Finally, maintaining a clean and organized store is essential for a pleasant shopping environment. Regular cleaning and restocking ensure that customers always find what they need in a well-maintained setting.



Customer service is the heart of any successful business. It's not just about selling products; it's about building relationships and providing a memorable experience. Training your staff to be helpful and knowledgeable is crucial. Encourage them to go above and beyond for their customers. Offering personalized recommendations and assistance can make a significant difference in a customer's shopping experience. Additionally, being open to feedback and making improvements based on customer input shows that you value their opinions. Consistent and excellent customer service leads to repeat business and positive word-of-mouth referrals, which are essential for long-term success in the retail industry.

Jewelry

When it comes to jewelry, there's no one-size-fits-all approach. Each customer has their own preferences and needs. Understanding these preferences is key to providing excellent service. Some customers may prefer classic, timeless pieces, while others may be looking for more contemporary or trendy designs. It's important to have a diverse inventory that caters to a wide range of tastes. Additionally, offering personalized services like custom jewelry or engraving can add a special touch to your offerings. Knowledgeable staff members can provide valuable advice and help customers find the perfect piece for their style and budget. Creating a welcoming and informative shopping environment is also essential for a successful jewelry business.



Quality is always a top priority when it comes to jewelry. Customers want pieces that are durable and well-crafted. Sourcing high-quality materials and working with skilled artisans can ensure that your jewelry meets the highest standards. Transparency in pricing and providing clear information about the materials used in each piece can also build trust with your customers. Offering warranties and after-sales support shows your commitment to customer satisfaction. Regularly updating your inventory with new designs and trends keeps your store fresh and appealing to your target audience.



Urban Charm

Handmade jewelry for every day

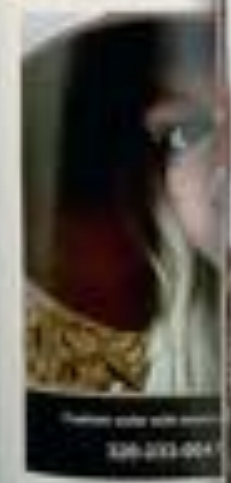






FREE Custom Designed Artwork or Image for your location.
 CALL 813.790.0448 OR EMAIL info@urbancharmjewelry.com
www.urbancharmjewelry.com See us at the South Beach Gift Show

When it comes to jewelry, there's no one-size-fits-all approach. Each customer has their own preferences and needs. Understanding these preferences is key to providing excellent service. Some customers may prefer classic, timeless pieces, while others may be looking for more contemporary or trendy designs. It's important to have a diverse inventory that caters to a wide range of tastes. Additionally, offering personalized services like custom jewelry or engraving can add a special touch to your offerings. Knowledgeable staff members can provide valuable advice and help customers find the perfect piece for their style and budget. Creating a welcoming and informative shopping environment is also essential for a successful jewelry business.



Urban Charm Jewelry
 326-233-0041

Jewelry

Adding Adornments Selling Jewelry at Pharmacies and Country Stores

Custom jewelry is a popular choice for many consumers. It allows them to express their individuality and create a piece that is truly one-of-a-kind. Custom jewelry can range from simple pendants and necklaces to more intricate designs like rings and bracelets. The key to successful custom jewelry is to offer a wide variety of options and materials. Providing a personalized shopping experience is also crucial. Staff members should be knowledgeable about the different types of jewelry and able to provide helpful advice. Offering a range of price points can attract a broader customer base. Finally, ensuring the quality and durability of the custom pieces is essential for customer satisfaction and repeat business.



Two women browse through a display of custom jewelry in a store.

Pharmacies and country stores are unique retail environments that offer a different shopping experience. Selling jewelry in these settings can be a great way to reach a new audience. The key is to offer jewelry that is practical and appealing to the customers in these environments. Simple, elegant designs that can be worn in a variety of settings are often the most successful. Providing excellent customer service and being open to suggestions from customers can also be important. Offering personalized services like engraving or custom designs can add a special touch to your offerings. Finally, ensuring the quality and durability of the jewelry is essential for customer satisfaction and repeat business.

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Verizon 6:21 PM 34%

Marilla Country Store

Home Posts Reviews Photos Videos

Marilla Country Store shared a link.

Posted by Only In Your State
February 17, 2017



WWW.ONLYINYOURSTATE.COM
The Oldest General Store Near Buffalo Has A Fascinating History

5.7K 556 Comments

Like Comment Share

Verizon 6:21 PM 34%

Marilla Country Store

Home Posts Reviews Photos Videos

Marilla Country Store shared a post.

March 1, 2017

Sandy Gingerich
March 1, 2017 · WKBW

Very nice piece by Mike Randall at WKBW.



WKBW.COM
Marilla Country Store celebrate 166 years

4.4K 249 Comments

Verizon 6:19 PM 36%

Marilla Country Store

Home Posts Reviews Photos Videos

post.

March 26, 2017

Sandy Gingerich
March 26, 2017 · Spectrum News

A nice piece, thanks to Spectrum/TWC News.



TWCNEWS.COM
Explore New York: Small Town of Marilla's Small Country Store

1K 54 Comments

Like Comment Share

Verizon 6:17 PM 37%

Marilla Country Store

Home Posts Reviews Photos Videos

Marilla Country Store

Posted by Connect with newyorkupstate.com
June 22, 2017

Great destinations for a summer road trip #happydays



S.NEWYORKUPSTATE.COM
12 terrific old-time general stores in Upstate NY you...

871 62 Comments

Learn More

Why do people come?

- The Experience
- “The joy is in the journey”
 - Unique
 - A step back in time
 - Engages the senses
 - Brings back memories
 - Find beautiful things
 - It’s social in the real world
 - Everything about it is...*the antidote to online shopping*

What do people say?

- “Love this friendly, family, folksy place! Visited in October after a sad day and staff went out of their way to be helpful and supportive. Decades of memories in the area with family and friends. Every time I’m there or FB visiting, I feel like I’m with family at home. Great selection of foods and gifts of quality and care and well presented. Thanks for making the Marilla Country Store a wonderful blessing beyond measure in so many ways including goods and good people!”
- “I love this store. It has this unique country store feeling and is very quaint and fun to shop in. They have so many great things to look at and buy. Unusual gifts and jewelry, small furniture and decorative items as well as certain foods, candy, spices....u name it ! Every time I come from Germany to visit it is a must for me to come in and browse and shop! Highly recommend this wonderful place!”
- “AHHHHH! Marilla Country Store, a great gem, in a small town. Walk through the aisles and it will have you smiling, oooing and awing. Bringing back memories and finding new gotta haves or that perfect gift for that someone special or just because it made you think of them! Have known its existence for some time but never took the time to visit to find out just how wonderful it is! A must do alone to just leisurely take it all in, reminisce and enjoy or with your gal pals for a great adventure!”
- “A wonderful change from franchised shopping”

Why does it last?

Through
168 YEARS

Over 61,000
days of business

Through
32
presidents

...and one
armed
robbery?

“It holds a connection to the past.”

—Mildred Monchow—



Oh yeah,
about that
robbery...

ATTEMPTED ROBBERY AT MARILLA

Store of Monchow & Hall
Looks Good to Thieves

Patrol Awakened by Burglar Alarm
Hastens to Scene With Shotgun. One
Man Boldly Wounded.

Three men, one of whom is believed to have been seriously shot, were discovered trying to blow a safe in the general store of G. C. Monchow and Charles Hall, Main street and Cowlerville road, Marilla, at 1:45 Saturday morning. The wounded man was dragged more than a city block where an automobile was standing and although a score of citizens formed a posse and chased them, the men made their escape.

Charles Hall, one of the partners in the general store, was awakened at 1:30 o'clock in the morning by a burglar alarm which was connected to his house from the store. He dressed hurriedly and with a double barrelled shot gun he started for the establishment.

In the doorway on the Main street side Hall saw a man standing. The stranger had a revolver in his hand and when Hall was 25 feet from him he raised his revolver and pointed it at him.

"Stop right where you are or I'll blow your head off," commanded the robber.

Hall did stop but raised his shot gun and fired at the man and the latter dropped to the steps of the store and cried to his pals, "My God, I'm shot." Two other men ran out of the store and started toward Buffalo after reaching Crittenden

gun again and returned the fire.

Hall ran to the postoffice, a block away, and crossed E. A. Ewell, the postmaster, and in the meantime the two robbers, who had been working in the store dragged their wounded companion to the Baptist church on the Cowlerville road. In front of the church the men had left a small touring car. The engine was running and the wounded man was lifted into the rear seat.

The robbers put out the lights on the machine and drove at a fast rate toward Sandridge and from there to Crittenden. Monchow and Ewell and a score of other citizens chased the men, but they were outdistanced.

Hall found two blankets wrapped around the safe in the store and a fuse leading to a hole that had been drilled in the knob. The blankets had been stolen from the barn of W. B. Salts, two miles from the store. A hat riddled with shots was found on the steps of the store.

Hall said that the store has been robbed four times in five years. The Buffalo police believe that the men who attempted to blow open the safe are the same men, who last week blew open a safe in Sasboro.

Detective Sergeants Thomas J. Hurdan and John Emmerer were notified at the attempt early that morning and they went to the city line in an automobile and stationed policemen at every road leading into the city to watch for the men. It is not believed that the men went toward Buffalo after reaching Crittenden.

Making brick and mortar work

- Keep it fresh...new product, new displays
- Listen, guide, solve
- Give something...a sample, a refreshment, a thank you gift
- Say Yes, and empower employees to do the same
- Give shoppers a reason to shop beyond the product and the price
- Merchandise for emotion

Our small business success

- We know what we do and what we don't do
- We live our values
- We don't just sell products, we sell an experience
- We build relationships
- We treat our customers like friends and our employees like family
- We love showing up every day
- We tell stories



Want to engage
your customers?

TELL STORIES.

“It is safe to say that word of mouth is—even in this age of mass communication and multimillion dollar ad campaigns—still the most important form of human communication.”

—Malcom Gladwell, The Tipping Point—

“We are in the twilight of a society based on data. As information and intelligence become the domain of computers, society will place more value on the one human ability that cannot be automated: emotion. Imagination, myth, ritual—the language of emotion—will affect everything from our purchasing decisions to how we work with others. Organizations will thrive on the basis of their stories and myths. They will need to understand that their products are less important than their stories.”

—Rolf Jensen, Copenhagen Institute of Future Studies—

The 10 Laws of Storytelling

1. Stories are about people
2. The people in your story have to want something
3. Stories need to be fixed in time and space
4. Let your characters speak for themselves
5. Audiences bore easily
6. Stories speak the audience's language
7. Stories stir up emotions
8. Stories don't tell: they show
9. Stories have at least one "moment of truth"
10. Stories have clear meaning

Storytelling as Best Practice by Andy Goodman

Let's talk
about the stories your
business can tell.

THANK YOU.