Marilla Country Store

The oldest country store in New York State

SINCE 1851
Marilla Business Directory.

W. Harrington—Proprietor of Spring Hotel.
H. T. Foster—Dealer in Dry Goods, Groceries and General Merchandise.
H. D. Harrington—Dealer in Dry Goods, Groceries and General Merchandise.
V. Hathorn—Grocery Merchant.
Hallsby & Miller—Tinmiths and Hardware Dealers.
S. S. Adams—Grocer.
P. Cheekers—Merchant and Custom Miller.
E. E. Denison—Harness Maker.
S. A. Willard—Butcher.
J. A. Dorrance—Manufacturer of Rectifying Coal, and Rectifier of Liquors.
L. Carpentier—Lumber Dealer.
A. J. Brooks—Physician and Surgeon.
B. Moore—J. P.

LUMBER! LUMBER! LUMBER.—J. B. & E. L. Willis... would announce that they are prepared to furnish all kinds of LUMBER and LATH at the WILLISTON STEAM MILLS.

of best quality, and on short notice. Prices Reasonable, Terms cash.

W illiston, March 1st, 1866. JOHN & WILLIS.
HUGHES L. WILLIS.
H.T. Foster storefront
Original peddler “calling card”
Marilla Country Store

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 today our terms are strictly Cash. Please do not ask for Credit as we positively cannot 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. Not Bad.

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
Bulk Oats Lb. 3c
1 lb. Ox-Heart Cocoa 10c
Matches 6 boxes 17c
O. K. Soap 4 cks. 18c
Chore Girls 3 for 25c
Mildred Monchow
Marilla General Store, 1979
"Do your shopping in an old fashioned, neighborhood store!"

“LOCAL”
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”
Marilla General Store Continues Focus on Serving Community

Visited the Greater East Aurora Chamber of Commerce today to celebrate their 72nd anniversary; proud to be in the Hall of Fame for 166 years in business! We're proud to be partners with the Chamber in keeping area businesses growing.
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...
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.