

New England Store, 518 W. Main St.

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Gail Fox-Anderson and daughter Markie have fun while gift-wrapping a customer's purchase.

BIZ BIO: New England Store

A family's labor of love

Housed in the historic Bardon Building, a former bank built in 1884 by one of Ashland's first millionaires, the New England Store has been a downtown fixture for well over a century.

Gail Fox-Anderson and Jim Anderson purchased the business in 1992 from Cliff Grand when it was located at 216 4th Ave. W. in Ashland. And three years later Gail and Jim bought the buildings at 518 W. Main St. where the New England Store now sits.

Curious about its origins, Gail researched her store and discovered ads dating back to 1888, making it one of the area's oldest retail businesses. But it takes more than history to keep a business going, and many times Gail has found herself working seven days a week in this labor of love.

Her daughter, Markie, remains very involved with the store, still handling all of their online marketing including Facebook posts.

Since becoming the store's proprietor, Gail said two things have remained constant in her vision of the business: Providing excellent customer service and offering reasonable prices.

"I haven't changed my direction that much," she said, noting that the vast majority of merchandise in her store is under \$20. "We're a gift store and we keep prices affordable. I haven't really wavered from that."

Keeping customers happy and comfortable is a top priority for the business and the coffee and cookies are always on at the New England Store. Gail said she has several repeat customers whom she's always keeping items in mind for. And she enjoys helping shoppers find the perfect gift.

Along with their purchase, customers can expect complimentary and expert gift wrapping, which Gail said is extremely popular, with folks often waiting in line to have her wrap their items.

"The best thing about running a business is the contacts I've made over the years, all the friendships I've made," Gail observed. "I've made some great friendships and to me that's the most valuable part of being in business. When you're in business in a small town you get to know people on a more personal level."



A trip to the New England Store is a sure way to get oneself into the Christmas spirit! The always festive store's ever-changing displays feature items for infants, Christian and inspirational-themed gifts, home decor, jewelry, seasonal and holiday items, purses, scarves, and other merchandise.

Kids love the puzzles, stuffed animals, and large selection of Melissa & Doug toys that the store carries.

During the Christmas season, the New England Store is open Monday through Friday from 9:30 a.m. to 6 p.m., 9 a.m. to 5 p.m. on Saturday and from 11 a.m. to 3 p.m. on Sunday. Gail says to watch for random, spontaneous sales and discounts throughout the holidays!

Your four-season gift store!



This Christmas...
...when you shop local, you give a gift that gives back to your community!

