

BIZ BIO: The Shoe Shack

408 W. Main St. 682-5443 www.theshoeshackofashland.com

Quality footwear for generations



The Shoe Shack has a truly wonderful selection of winter footwear and cozy socks for the whole family!

Colorful, practical, warm — you're sure to find the right pair of socks at The Shoe Shack. Choose from popular brands like Smartwool, Injinji, Fitsok, and Wigwam.

Stop in and pick up a pair of shearling or rubberized boots to keep you warm and dry once those winter storms hit.

Shoe and boot brands for men, women and children in stock at The Shoe Shack include Ugg, Bearpaw, Bogs, Crocs, Keen, Nike and Merrell.

Have you been looking for a great new purse, bag or wallet? Need a new water bottle for your workout? Head down to 408 W. Main Street and take a peek at The Shoe Shack's well-stocked shelves!

Shop local this holiday season and support your local community — your friends and neighbors!!

Ashland is the heart of Chequamegon Bay!

In business since February 9, 1971, Tom and Betty Yankee's Shoe Shack is more than just a Main Street business, it's an Ashland tradition!

"A shoe store has been in operation in our building since the early 1900s," observed Betty Yankee. "We are a family-owned and family-operated store."

Like so many other small-business owners, the Yankees offer exceptional, friendly service with all of the amenities in their store. Customers are treated to professional and proper fitting of their footwear by The Shoe Shack's knowledgeable staff, ensuring superior comfort.

"We believe customer service is the most important part of any business and we definitely hold true to this," Betty noted.

"We offer free gift wrapping, which is always a time-saver at the holidays," she added. "And we do have gift certificates available."



Tom and Betty Yankee take great pride in the shoe store they have operated on Main Street for nearly 45 years. Tom was born and raised in Ashland. Betty moved here with her family from Bottineau, N.D., when she was 6. Her father, Tom Woods, owned and ran a drug store on Main Street for 36 years, where Huhn Rx Drug is now located.



Betty pointed to at least two reasons for the couple's nearly 45 years of business success at The Shoe Shack in Ashland.

"We've got good employees," Betty said. "And we have really great customers, too!"

"Our three main employees — Jody, Chris and Carolyn — are absolutely vital to our success. Without them, we'd be nothing. Plus we have two great students helping us out, Ann and Nicole."

As one might expect, after more than four decades in business, the Yankees have shod generations of Ashland residents.

"We are now seeing the great-grandkids of customers come in for shoes," Betty said. "That's when you know you're really getting old," she joked.

Give yourself and your community an important gift this Christmas season when you buy from our local retailers. These are always the folks who support our community organizations, which in turn support important local efforts, helping to fund everything from playground equipment to supplying food to those in need. This beautiful community circle continues to revolve because of people like you who choose to shop local!