

The Crane Family

Crane's is a fourth generation general store. Started back in 1899 in Mineola, Missouri, just 9 miles East of Williamsburg in Montgomery County. Sam Crane, after WWI, came back & bought out the Ham Store in Williamsburg, located on the Boone's Lick Trail. In 1926, when the Highway 40 road project came through, Sam built the current Crane's Store building. Since 1926, Crane's has sold various products that a general store should. Groceries, fresh meat, hardware, feed, and clothing. In the past, Crane's used to barter for fresh Chickens, eggs, roots, and seed. Crane's still buys roots,

but the time of bartering for livestock has come and gone. Crane's has moved more into the clothing end of the business and are a large dealer of Carhartt clothing, along with Wolverine boots. Crane's has diversified into a larger array of price points in clothing from Key to Filson. Boots now range from Carolina to Irish Setter. We have started to sell firearms again, and are hopeful that this will be a growing part of our business. Crane's has a robust web business with social media presence of Facebook, Twitter, Pinterest, and various blogs. We still rely on word of mouth, just now the word of mouth is online instead of in person. The economy is tough in Williamsburg, just like elsewhere. If people aren't constructing, we aren't selling. We are hoping that the economy improves and that our state leaders will help along the process of Ameren UE adding onto the power plant. We support all the shop local groups and are trying our best to compete in a literally worldwide marketplace.



“We try to sell it all, nuts to soup, britches to bologna. If we don't have it, you don't need it. We also like to say, “Step into history, step into Crane's”.”