

Retail Spotlight

Martin's Celebrates Old-Time Values

BY RAY KEENER

At Martin's Bike Shop in Ephrata, Pennsylvania, family business has two meanings. Not only does the store rely heavily on the family market in the Lancaster/Reading region for most of its sales, but the business was started by great-grandfather Henry Martin in 1959, passed down through grandfather Allen, father Dale, and son Glen, who staffs the store with his three brothers.

Martin's recently celebrated its 50th anniversary. Aside from its longevity, the 15,000-square-foot store has been awarded eight Reader's Choice awards from the Lancaster newspaper's readers.

Along with selling bikes from Giant and Raleigh, an occasional high-end road bike and vintage Schwinn parts,

the Martin family maintains a museum with 60-plus bikes from all eras, including a replica McMillan treadle bike from 1839.



The Martins bring out their 1926 Ford truck for special occasions.

“It doesn't really impact sales,” Dale Martin said of the museum. “But it's fun watching the oldsters glowing when they recognize a bike they owned as a kid.”

While Lancaster and the surrounding area house a large Amish population, that isn't much of a factor in their business, either. “The Amish who live around here don't ride bicycles,” Glen Martin said.

So what's the secret of the Martin family's success? “It's pretty simple,” concluded Glen. “We have the best selection in the area, we have a lot of long-term relationships, and we have good prices because we pass the volume savings on to our customers.”