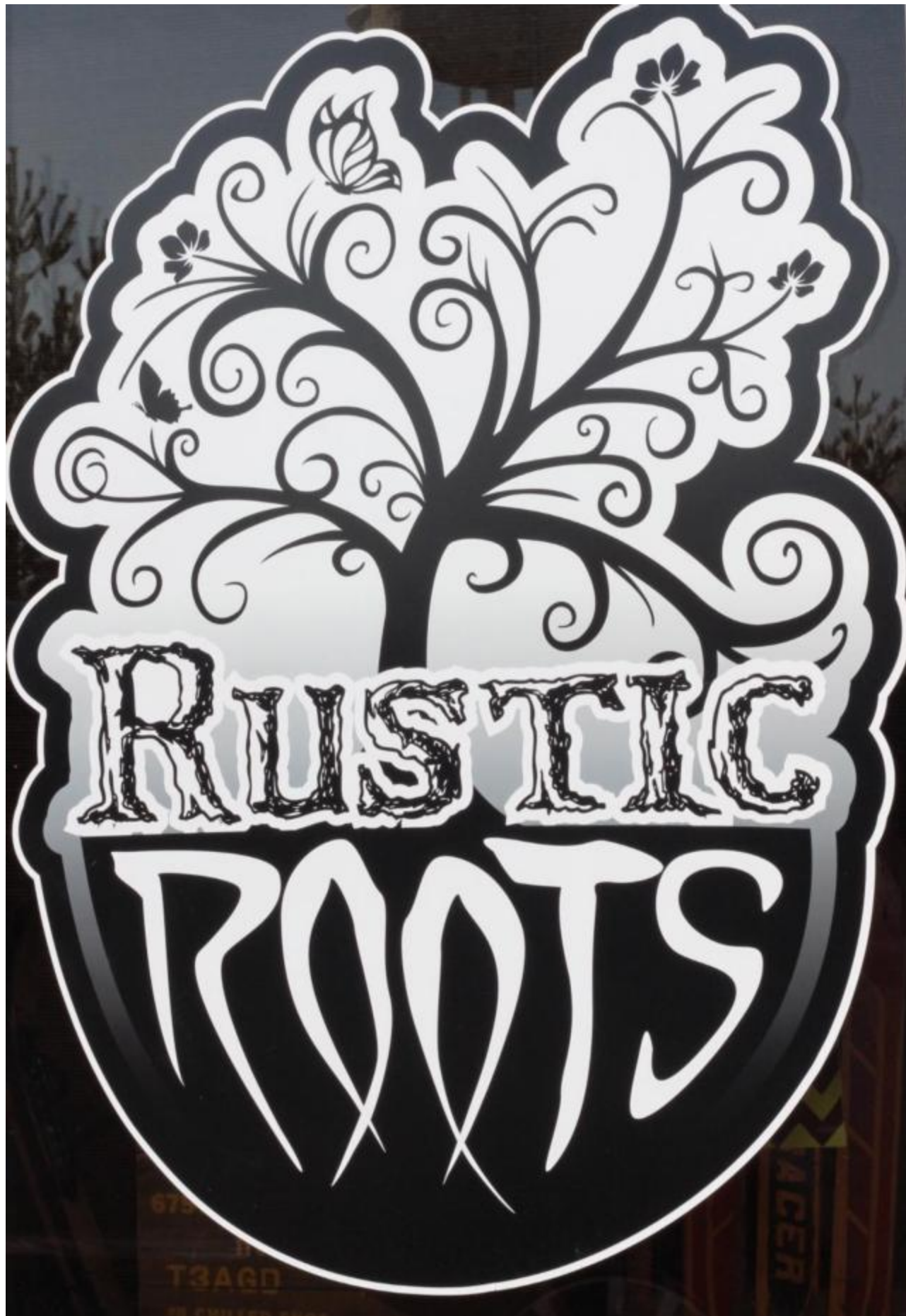


Rustic Roots returns with new business hours, even more unique items

by Madelaine Gerard, Staff Writer
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WOOD RIVER – Missy Bell-Yates has laid down her roots with her unique shop, Rustic Roots, located at 200 West Ferguson Ave in Wood River. Now, with the celebration of the shop’s grand re-opening and new hours of operation, the business is here to stay.

“We closed in January and February and revamped the whole place,” Bell-Yates said. “We’ve added a couple new artists, partnered up with some companies and added another room to our shop.”

Rustic Roots will celebrate its grand re-opening during its new business hours from 10 a.m. to 6 p.m. on Thursday, March 9, Friday, March 10 and from 9 a.m. to 2 p.m. on Saturday, March 11. From now on, the shop will be open each Thursday, Friday and Saturday.

Rustic Roots is filled to the brim with unique home décor items, jewelry, furniture, knick-knacks and much more, but don’t be fooled; this is not your typical consignment shop.

“It’s not just one of those consignments or repurpose shops you see popping up everywhere,” she said. “We have so much to offer.”



Rustic Roots was born from Bell-Yates' dream of making a career through expressing her creativity. Her great-grandfather, Paul Worchester, along with her grandfather, Dick Bell, started Worchester & Bell Construction in the same building where Rustic Roots calls home.

"I love our location," she said. "I started working right here, in the entrance way of the shop, with an old desk and not a single thing on the walls."

"I realized that this was the exact same route that my grandpa took to work when he had his company," she said. "He lived only a couple houses down from me."

As 2016 arrived, Bell-Yates decided it was her turn to follow her dreams.

"At the beginning of that year, I knew that it had to be done," she said.

Bell-Yates began the process of refurbishing furniture and items herself, but through meeting several like-minded individuals, predominately women, who were interested in giving new life to items once forgotten, or creating new items, she banded a collective group of creators and artists to contribute to the shop.



