

# As the Children See It

School Children of Dawson Tell of Smith & Buser's Store in a Prize-Winning Contest Inaugurated by that Firm

No. 28.

My idea of a good store—The first thing I would do is to have everything neat and clean, and everything in good order.

When a customer comes into your store I would be kind and pleasant. Do not let him stand around if you are not busy.

If he is a stranger, ask him to come back.

You should not employ clerks that cheat and are not pleasant, but employ clerks who are truthful and are kind. I would have chairs in the store, so when an old lady comes in, have her sit down, if she has to wait.

Keep your store stocked up with goods, so when the people come in, you do not have to make some excuse for not having it.

Keep the new styles always in your store because the people get tired buying the same thing.

I would have 5c, 10c, 25c, 49, and 99c counters. People will buy some things for 99c that they would not buy for \$1.00.

I would have a sign above every counter, telling what price, so you do not have to be bothered by telling the people the price.

Keep your store looking attractive on the outside. I would have my store window neatly decorated with the latest styles and fashions.

I would have vegetables in the spring, such as radishes, lettuce, cabbage, and peas, because the people get hungry for "greens" when spring appears.

HARLAN HEIM.

Age twelve.

No. 10.

In a small village situated in the western part of Richardson county, stands a large store.

The manager of the store is Mr. John Smith.

He is known to be a very successful and prosperous merchant.

Mr. Smith is always a very busy man and although he has lots of business to attend to at his store, he can always find time to help others with their tasks.

When you enter this store you are always sure to be waited on as there are plenty of clerks who meet you with a pleasant welcome.

They are also always willing to show you the best, and everything they have in order that you may be suited with what you buy.

They carry the best line of goods, and if you buy anything there that does not wear as they said it would they willingly take it back and replace it with new, or give you back your money and you may try elsewhere.

This store as I have said is a very large one, but it is always neat and clean and everything is always in its place.

They also have a place for people to rest and visit that have come in from the country and other towns.

They are always willing to show you their goods, and it doesn't make them mad if you go off without buying after they have taken the pains to show you their stock, for it always pleases them to show you around. EDWARD WATSON.

Age nine.

No. 17.

My Idea of a Good Store—In the first place I would get good, clean goods. Then I would hire some good clerks, some that understands their business. They should have a kind, and pleasant appearance, and every day the same. Not up one day and down the next, but treat everybody the same.

And then I would have a nice show window decorated with the latest styles, which will always draw the people. Then they will come in to buy your goods.

When anybody comes in you must speak to them and make them feel at home. You must keep the outside of your store neat and clean.

JESSIE HEIM.

Age nine.

No. 19.

Mr. Smith's store stands on the west side of the upper drug store. It is made of brick and is painted yellow and white.

They have three very good clerks beside Mr. Smith. They are Daisy and Bird Smith and Mr. Sippley. One good thing about them is, they never cheat anyone. They have the very best goods in town.

You never go there and ask for anything but what you find it, and what you get there is always satisfactory. I got me a red dress there last winter and still have it and it is just as good as ever.

Mr. Smith has very jolly clerks. The children love to trade with Mr. Smith and his clerks.

They have lots of goods—silks, satins, calicos, velvets, gingham and laces. They also have lots of canned goods and cookies and a very nice line of candy.

They have very nice shoes, slippers and over shoes. They have all kinds of school supplies—inks, pencils, paper, book-sachels. Why don't YOU trade at "Happy John's"?

ALICE PRICE.

Age eleven.

No. 16.

One morning as I was on my way to school I stopped in at the store of Smith, Buser Co. and Oh! what a beautiful place their new store is.

The Daisy (Smith) was blooming in the window. The Bird (Smith) was singing and "Happy John" with a smile all over his face was ready to wait on me.

The entire place was pervaded with a metropolitan air, and the spacious shelves were groaning under the burden of fine fresh groceries and a splendid stock of up-to-date merchandise.

Having made my purchases, I went on my way to school, being highly pleased with the new store.

ALICE HEIM.

No. 21.

I think Mr. Smith has a good store. It is better than he just moved out of. Just before he moved he sold out all his old goods and bought a large new stock. He has a nicer stock of goods than he had before.

His store is on the west side of the upper drug store, and all the children enjoy going to trade with him. BERTHA FOSTER.

Age twelve.

No. 20.

Mr. Smith has a real nice store. He has a larger and better stock of goods than he had before he moved. Mr. Smith has the largest store in Dawson. He sold out all his old stock of goods and bought new ones. He has fixed his store up nice inside and everything is nice.

MARY FOSTER.

Age eleven.

No. 13.

One day some one told me of the new store which Smith had bought and I thought I would go to Dawson and see what it was like.

It was a very hot summer day when I took the train from Humboldt, and on reaching Dawson hunted for that wonderful store, which I had heard so much about.

After walking awhile I discovered a large building which I took to be Smith's store.

On entering I found it was so crowded I could hardly make my way through to the water bucket where I wanted to go very bad as I was dreadfully thirsty after such a hot walk. Then I looked around for a place to sit down and finally found one.

There I sat and looked around for awhile, I saw that they had quite a stock of new goods.

As the store was not so crowded now I saw a chance for me to do some trading and I bought a few articles and found they were satisfactory. I took them home and told my friends and neighbors about the Smith store, and they all said they were going to try it and I said they had better.

PEARL HEIM.

Age eleven.

Age ten.

No. 22.

In 1905 Smith, Buser Co. started in business as the successors to Joe Reiger, and in five years their business has increased to such an extent that they were compelled to move into a larger building. Their business now enables them to buy and carry a larger and more complete line of goods. They and their many clerks are noted for the courteous and polite treatment of their customers, and their honesty and fair dealings holds people and in dealing with them once, one is always sure to deal with them again. Before moving they had a grand sale to dispose of their old stock of goods; so the new store has a clean, new stock of goods and an up-to-date line of goods that is going to beat anyone.

Mr. Smith has offered three prizes to the school children for the best essay of the store. "Happy John's" store is headquarters, where you will find him always ready to wait on you and sell you anything to a pound of sugar. The children are delighted with the buckets of candy, and with barrels of cookies. At Christmas time Santa Claus always stops to load up his sleigh at "Happy John's" store and is always met with a hearty smile.

MAMIE CLANCY.

Age nine.

Age ten.

No. 12.

The building is a nice, large double store room. It has two large show windows in which to display their pretty goods. The store has plenty of light so you can see the goods well.

At the north side from the front is the shoe department. Back of this are the groceries. Then back of that is a storage room for eggs and other produce. The south side is all used for the dry goods. The laces and ribbons are the nicest I ever saw. They have goods for summer suits and silks in all the pretty shades. The second floor is stocked with clothing for all. A number of new things I see they have added are covers for the cookie barrels, a handy kerosene pump, and a large showcase for the candy and it is well filled with the finest kinds.

I think Mr. Smith is always glad to see customers come in and is always ready to wait on them. And Daisy never tires of showing their new goods. They always try to please the rich and poor, old and young.

LILLITH KLIMA.

Age nine.

No. 31.

Smith, Buser Co. went into business about five years ago. Their trade has increased until they found themselves in need of a larger building, so they have moved one door north in which they are now nicely settled with plenty of room, and good clerks.

They are very kind and attentive to their customers, whether they wish to purchase a bill of goods amounting to \$50.00, or only a paper of pins, or a penny's worth of candy by a small, dirty-faced child from school.

The stock of goods consists of everything found in first class stores of towns many times larger than Dawson. We hope their business will continue till they have to build a store covering a whole block.

With best wishes for their future prosperity, I remain a satisfied customer. ETHEL MOUNTAIN.

Age ten.

No. 30.

John Smith has recently moved into his new store, where you can buy all kinds of groceries and dry goods.

He has some of the finest clerks there are in Dawson, who meet you with a pleasant smile and a hearty welcome.

They have all kinds of articles you may wish to buy. A store should have the windows decorated with the latest fashion and style.

The store should have fresh groceries and a good quality of good goods. Whenever any one comes in to buy, the clerks should show them the best they have. A store should have the latest style in everything, and not think that because they have not sold all of last year's goods they should not get in the latest style in goods this year. The clerks should not sell any thing they know is not good. I don't think Smith would do this, why not buy of "Happy John"?

I think it is a good idea.

MARGUERITE O'GRADY.

Age eleven.

No. 18.

I wanted a new dress awful bad and mamma did not have time to go to town to buy one so she said to me, "You go to Smith's and buy one yourself. Pay about 25c per yard and be sure to get something that will wash good."

When I got there one of the clerks showed me ever so much dress goods. It wasn't all 25c per yard, just because that was what I wanted to pay, but some was 15c some 10c and some less than that, and of course some was higher. The piece I liked best was 15c a yard. I bought some lace and buttons to trim it with, then I bought five cents worth of candy, and they did not give me just such a little dab, but a whole lot.

While I was resting before going home I noticed that they had a whole lot of everything, all nice, new goods, arranged very nice and handy and every clerk knew just where everything was, and knew the price too.

When I got home, mamma was very well pleased with what I bought. She said now she knew where to send "kids" for things, and feel sure that she would get what she wanted at the right price.

MARY HEIM.

Age nine.

No. 33.

Mr. John Smith has just moved into a fine new building. And has decided to have an up-to-date store. He has good clerks. They are the best clerks to be obtained in Dawson. When you go into the store you are greeted with a hearty welcome, you are waited on at once by the clerks. They have the best grade in all things. You can also obtain any article you wish. Mr. Smith has a very good store. And I advise you to trade with "Happy John."

MARY RYAN.

Age ten.

No. 9.

The other day I hitched my team to my wagon to go to Humboldt. I had gone about a half mile when I met one of our neighbors. He stopped me and asked where I was going. When I told him he said that he was going to see "Smith's" new store. He wanted me to turn around and go with him, but I said, "no, I think not this time." I went on about a half a mile and met another man, he said that his wife had been to Smith's the other day and was so well pleased that he thought he would go too.

When I got there I found the hitching racks so full I could hardly find a place to hitch my team. When I went down town I found they had moved into the large building on the corner, which I had not known before. When I got in it was so well arranged that I thought I would stay awhile. When I went to buy something, I was surprised to find it so cheap, for I had bought something just like it at Montgomery Wards' and it was considerable higher.

I went to the shoe department to get me some shoes and was surprised to find that they had more than one kind that would fit me; and so many different styles that one could hardly decide which to buy.

I went through the store and found so many things that way that I decided not to send to Montgomery Ward any more but to buy from Smith.

They had about six good clerks who all understood their business and did not have to ask one another where this and that was.

The whole store was like a beehive with all workers and no drones. Smith's were just raking in the money, yet all the people got their money's worth. I also noticed that every one had a whole armful of things and the clerks did not have to say, "we are out, we just ordered some the other day, will be in soon."

All the clerks had such bright and sunny faces and were humming a little song that sounded like "In the Early Spring, when the Birdies Sing, and the Daisies Bloom, the 'Johnnie' Jump-ups grow, and the boys play 'anty' over."

When I got home I told all my neighbors about my day at Smith, Buser Co.'s Big Store.

MELVIN HEIM.

Age twelve.

No. 27.

How to make an ideal store—First—An ideal store building should be clean, roomy, well lighted, and well ventilated.

Second—To have a good stock, variety for the demands of the town and locality.

Third—Better sanitary conditions than many of our stores have, such as covers for barrels containing eatables, butter protected from dust and dirt.

Fourth—Merchants and clerks should be genial people.

Fifth—Variety or what would be an up-to-date store for Dawson. The merchant should study his town and locality that he may know what they require.

Sixth—The clerks should be interested.

CLAIR HENRY LEIBHART.

Age twelve.

No. 14.

Mr. Smith has a new store, and he has a new candy case. The clerks are Miss Daisy Smith and Miss Bird Smith and Mr. Sippley. I think their store is fine, and I like to trade with them. I like to buy candy from them, I think I always get more candy from them than from any other store.

I think Daisy is a very nice clerk and Bird is also a nice clerk. If you don't think so, ask Mr. Kemist. I like happy Johnny for he always has time to speak to us little boys. I truly wish them success in their business.

I am a little boy eight years old.

CHESTER MOWERY.

Age eight.

No. 24.

Dawson is one of the busiest little cities I know of for its size. In the central part is the best general merchandise store Dawson has. It is owned and run by one of our best business men, his name is Mr. John Smith. Mr. Smith carries a complete line, everything that any general merchandise store does. His goods are all of the very best and can be bought for the least money.

He keeps the best clerks of any store in town. Why? Because they are always busy for there 's always some one in there to be waited on and you don't have to stand around half a day to be waited on either.

Another reason why it is the best store in town is because if you don't want to buy anything, it is a pleasant place to go and rest and I am sure anyone is always welcome to go in there.

My advice to everyone in the vicinity would be to trade at Dawson's best store, with "Happy John."

MARSHALL DAPPEN.

Age eleven.

No. 35.

The firm known as Smith, Buser Co. was organized about five or six years ago and started in the brick building vacated by Mr. Reiger. The Sunlight Store, as it was called, soon became the stopping place not only for farmers but also the town people.

Business grew so rapidly that the firm finally realized that in order to do justice, not only to their customers but also to themselves so last month they purchased the large brick building right north of their old place of business. Now they have the finest business house in town and strangers coming to Dawson have said, "well I didn't know Dawson had such a fine store building," but yes she has and we are proud of it. The beautiful show windows, when decorated will greatly add to the appearance of their already attractive store.

But the outside is not the only beautiful part of this store. On entering the door to the southeast the first thing that attracts our attention is the large ribbon case with every color one could possibly think of and on walking farther we notice the shelves of dress goods, etc. We can hardly leave this place but we must move on for this is not all. Now we see steps which lead to the second floor, where are kept many useful things. Right to the side of these steps on the first floor are large cases containing men's hats, always the very latest, for Smith, Buser Co. is to be an up-to-date store. The store is divided as it were into two parts, one mostly dry goods and the other groceries and shoes. On passing from the dry goods to the other department we pass two large cases in which are kept notions of different kinds. My, that large case containing that nice candy does look awful tempting, also those nice juicy oranges.

Only one objection I have to this store and that is it always makes me hungry to see so many good things around. Those cookies! Did you ever taste them? If not just try them. Now I must say you don't know how you like a thing until you have tried it, so if you haven't tried Smith-Buser's cookies yet, just try them and see how well pleased you will be with everything.

Now let me say that one thing which is bound to drive customers away from a store is cranky clerks, but how many of this kind do you find at Smith, Buser Co.'s, not one, for they always have something kind to say and the proprietor always has a joke of some kind to give his customers. Many more beautiful and useful articles are found in this store but before leaving the store from the north entrance, I just call your attention to the shelves loaded with shoes, and I do want to win a pair of those shoes, for the last pair we got from this store were certainly good ones.

Now there are lots of other things about this store that I have not mentioned, but go into this building and see for yourself and Mr. Smith will welcome you and ask you to call again but you will have already made up your mind to be a frequent caller. NORA KEAN.

Age ten.

No. 29.

The new store, I will tell you about it. They have plenty of room and good light. They are at work all the time. It keeps the clerks busy to wait on the people. The new store is better than the old one. I think they are very nice people. They have a nice window in front to show their goods so that people will know what they have to sell. They also have a nice furnace. I hope they will make no mistake in selling their goods, or get cheated. They sell pretty dresses for girls, neckties for men, haircombs for ladies and many other things that I cannot think of now.

They have a nice place for candy and good counters.

TEDDY HEIM.

Age eight.

No. 34.

Smith, Buser Co. have the finest building in the village of Dawson. They have fine lights and dry goods. The store should be clean and neat, which it is. They have the best of everything. They are now located in their larger headquarters, one door north of the old store. He has been in the store since about 1905. He has a fine large store. If you go in the clerks greet you with a smile of welcome. They carry the very latest stock. They have most everything you could want. Why not trade with "Happy John"?

KATHERINE RILEY.

Age ten.

No. 15.

Mr. Smith has a fine store. I hope he will have lots of customers. He has moved across the street. He has a good many clerks and lots of nice things for sale. He takes butter, eggs and cream in exchange for dry goods, shoes and groceries.

GEORGE DAMON.

Age eight.

No. 25.

Smith, Buser Co. started merchandise business in 1905 in the little village of Dawson and has had the best business of any store that has ever been in our little city.

March 7, 1910 they moved from the Joseph Reiger building into the Sandusky building, which is now their own. It is one of the finest buildings in Dawson.

Mr. Smith always has on hand anything you want. He has some of the finest dress goods, laces, embroideries, ribbons, shoes, clothing of all kinds, china ware and a fine list of fresh groceries. They have one of the nicest candy cases in which they keep some of the finest candy I ever ate.

It always makes me happy when mamma sends me to Smith's store, for Daisy is one of the sweetest clerks that ever clerked in a store. I like Mr. Smith, too, he is so jolly and well deserves the name of "Happy John." They have some other fine clerks which are always ready to wait on you. They always keep the store nice and neat.

I hope the people will do their trading at Smith, Buser Co.'s and help them to keep the excellent trade they have thus gained.

GRACE WALLER.

Age ten.

No. 26.

An ideal store is one that has a neat appearance and also clean goods and things in order. The clerks are gentleman and lady like. Where can you find an ideal store? At Smith, Buser Co., of course, at their new store north of the old stand. They have a new line of goods and things in first class order. The store is heated by a furnace and lighted by a system of gasoline lights which makes the store as light as day.

In the front of the store are large glass windows that let in plenty of light. The large display windows which was recently built adds greatly to the appearance of the store and provides ample room for the display of the goods.

Mr. John Smith, or "Happy John" as the children delight in calling him, treats all right who trade with him.

Miss Daisy Smith, who thinks lots of little children, and gives them more candy for their money than anybody else is good natured and keeps things neat and in proper order.

Bird Smith is very happy and cheerful to little children, but never can come up to Daisy in sacking up candy for the children.

Andrew Sippley of the old hardware firm of Sippley Bros. is always on hand early in the morning to open the store and prepare everything for the day's business, and greet early shoppers with a Taft smile.

Mr. Cyril Kinsey works Saturdays and goes to school through the week. He makes a good clerk for measuring up sugar by the quarters, half dollars and dollars worth at a time.

ELBY M. BORING.

Age twelve.

No. 32.

Mr. John Smith has been in business in Dawson since about 1905. He has now a fine large store, good lights, and a large stock. They have grown because they have always endeavored to handle the latest merchandise obtainable, and have offered them for sale on a very small margin and have guaranteed every article that leaves the store to be perfectly satisfactory. They are now located in their new quarters and they heartily invite all their old customers and new ones as well to call on them and inspect their various lines of merchandise, and they guarantee you will receive the most courteous treatment, whether you buy or not.

They are now completing their stock with the very latest and most desirable merchandise. MARY RILEY.

Age twelve.

No. 11.

Smith-Buser Co. started in the Reiger building and now he has moved across the street north in that big building and he has the largest store in town and the best too. How nice it is to go in the big building!

He has a fine trade. He has butter, eggs, poultry and all sorts of groceries and dry goods. He has plenty clerks and they are all very good ones.

All of the clerks give you all good measure. He has very many customers and I hope they do not stop buying. They all call him Happy John. They are very polite people.

RAYMOND ATKINSON.

Age eight.

No. 23.

Your store is a very nice one. You have a fine location and as nice a store as you can find in larger towns and you always keep your store neat and you always are ready to accommodate your customers and give them prompt attention. Your actions show you are a business man. Wishing you success, I will stop

ROY SPURGIN.

Age seven.