

## BACK MOUNTAIN BUSINESS SPOTLIGHT

# Customer service stressed at Humphreys' Bootery

Business that started in 1940 as Humphrey's Kiddie Shop in Kingston is now located in Back Mountain Shopping Center.

By ELIZABETH BAUMEISTER  
ebaumeister  
@theabingtonjournal.com

Since its inception in 1940 as Humphrey's Kiddie Shop in Kingston, the business now known as Humphreys' Bootery, located in the Back Mountain Shopping Center, Shavertown, morphed through many stages until becoming what it is today.

Third generation owner Jay Humphreys, 52, of Dallas, took over the shop from his father, Edward "Buzz" Humphreys, in 1988. He said one of his favorite parts about running the store is putting out new products as they come in.

In addition to women's, men's, children's and infants' footwear, the store features women's handbags, hats, scarves, gloves, jewelry and other accessories, a product line that is constantly growing.

Humphreys' favorite part of the job is the customers.

"The thing that keeps me coming back day in and day out," he said, "is the people."

And what keeps the people coming back, according to Humphreys, is a combination of three things: service, quality and comfort.

"We take good care of our customers," he said. "They know if they have a problem, they can come talk to us and we'll take care of it."

But he said problems are rare, as the staff sets out to make the

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customers happy from the beginning. And part of making customers happy is providing them with an excellent product that fits. That's where the "quality and comfort" come in.

The shop features brands such as UGG, Birkenstock, Merrell, Dansko, Brighton and more.

According to Humphreys, those seeking a similar selection and service will have to travel far to find them. He also stressed the importance of shopping local, as it is becoming more difficult for the local business world to survive due to the rise of online shopping. He pointed out that money spent in the local community stays in the local community, while money spent elsewhere is gone for good.

That is one reason Humphreys appreciates his customers so much.

"We thank the people who stop and think and decide to shop locally," he said.



Humphreys' Bootery gets creative with space, hanging a display of Ugg boots from the ceiling.

ELIZABETH BAUMEISTER PHOTOS/ THE DALLAS POST



Jay Humphreys, left, owner of Humphreys' Bootery, and his son Nick, take a quick break from stocking shelves at the shop.

## MEET THE OWNER - JAY HUMPHREYS

### FAVORITE PAIR OF SHOES

Merrell casuals

### FAVORITE BUSINESS QUOTE

"There's always room" - Edward "Buzz" Humphreys (referring to the limited amount of space available in the shop in comparison to the large variety of products offered).

### HOBBIES/ INTERESTS

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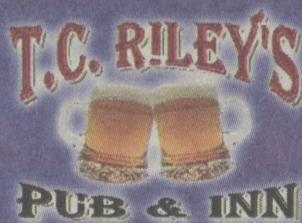


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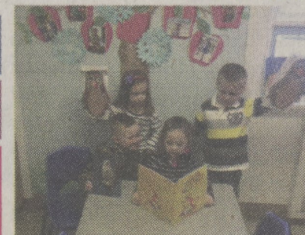
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