

Official Program
of the
Thirty-fifth Annual Convention
of the
Retail Merchants Association of South Dakota

Convention Headquarters
CATARACT HOTEL

Convention Theme
"FORWARD SOUTH DAKOTA IN 1932"

WEDNESDAY, JUNE 15

Forenoon

- 9:30 Registration
10:30 Call to Order—Web Hill, President
Invocation—Rev. E. B. Woodruff, Dean of Calvary Cathedral
Community Singing—"Everlastingly at it Put" in charge
10:45 Address of Welcome—Fred Larkin, Chairman of Convention Committee, Sioux Falls Chamber of Commerce
Response—John Bonde, Arlington
President's Address
11:15 Address—"Coördinate Efforts to Build Toward Prosperity," E. B. Moon, Griggs, Cooper & Co., St. Paul
11:50 Appointment of Committees

Afternoon

- 1:30 Community Singing
Entertainment through courtesy Sioux Falls Chamber of Commerce
2:00 Address—"Rediscovering the Small Business," H. S. McIntyre, Commercial Bulletin and Apparel Merchant
2:30 Address—"Merchandising Under Present Conditions," E. U. Berdahl, Secretary Wholesalers' Section, Minneapolis Civic and Commerce Association
3:00 Address and Demonstration—"Store Display Window Lighting," Wm. M. Langstaff, General Electric Company, Minneapolis
Banquet
7:00 Toastmaster, Ben B. Lawshe, Secretary Sioux Falls Chamber of Commerce
Awarding of Silver Cup and Prizes
Entertainment through courtesy Sioux Falls Chamber of Commerce
Address—"The Key to Better Retail Profit," L. H. Buisch, National Cash Register Company
Ball—Music by "Uptowners" Orchestra

THURSDAY, JUNE 16

Forenoon

- 9:45 Community Singing
Entertainment through courtesy Sioux Falls Chamber of Commerce
10:00 Address—"Dodging Red Ink and Red Lights," John H. DeWild, Butler Brothers, Minneapolis
10:30 Address—"Crime Prevention More Important than Prosecution," R. Reese, Merchants Mutual Alliance, Sioux Falls
11:00 Address—"The Washington Program for Economic Relief," James E. Neville, Northwest Bancorporation, Minneapolis
11:35 Report of Auditing Committee
Report of Secretary

Afternoon

- 1:30 Community Singing
Entertainment
1:45 Address—"When Business Becomes Pleasure," H. L. Kyes, Secretary National Merchants Association
2:15 Address—"It's the Selling that Counts," L. H. Buisch, National Cash Register Company
Committee Reports
Election of Officers
Adjournment

"FORWARD IN 1932, SOUTH DAKOTA"

BY
W. C. BOTKIN
Secretary



THIS slogan adopted by the retailers of South Dakota is fitting, for it is representative of the true spirit that comes from the heart of tried people whose spirit cannot be broken.

The issuing of this convention Bulletin marks the completion of thirty-five years of progress by the Retail Merchants Association of South Dakota. Looking back over the past year of adversity we ponder over how we can term this past year a year of progress, yet, truly it can be classed as such. In studying the records left by staunch hearted retailers of the past thirty-five years we find much therein to prove that the past year's experience will create a better understanding, and that is progress.

The law of self preservation which was implanted in the minds of our forefathers was all but forgotten in our struggle for supremacy. The penalty paid by disregarding the same has brought hardships, seemingly unsurmountable. However, the lesson taught by grim realization will build staunch leaders and, in the building of new opportunities, a safeguard will be thrown around future operations.

The Retail Merchants Association of South Dakota during its thirty-five years of building effort has erected a superstructure of which the founders are proud. In talking with one of the founders of this great organization he made this statement, "It gives me great satisfaction to know that our conception of the needs of retailers has proven correct, and further pleasure to know that retailers of today are carrying

on to greater heights, that which we conceived thirty-five years ago."

Times Have Changed Since that First Convention

As the years rush by, new problems claim the attention of the association. At no time has there been a period when there was not some agency seeking to destroy our logical and economical system of merchandising distribution. Modern retailing, however, has stood the test of time, and now stands upon a higher plane than ever.

The needs of the times have brought changes and our state association has always been in the lead, in urging the membership, and all retailers, to adopt the newer methods of retailing, as the latter methods prove their worth.

The Work Goes Steadily On

Thirty-five years of constant activity is a long period. Many members whose names were upon the rolls when vigorous assaults were made upon the rank and file of retailers, have retired from the field. Younger men have taken up the burden in the many corners of the state and thus the work goes on.

It is necessary that we meet at least once each year upon the ground of educational fellowship. Constant improvement is necessary. If we are to keep pace with the times we must get together and consider the problems facing us today, and the problems that will come up tomorrow. No merchant can stand alone. The struggle is too severe.

This year our program covers more completely than ever before the practical phases of modern retailing.

Wend your way Sioux Falls-ward June 15 and 16, and you will become convinced that, "FORWARD SOUTH DAKOTA, IN 1932," is not a myth.

Rockford Socks	NOTIONS	Drug Sundries
	School Supplies	
	HOUSE FURNISHINGS	
	Now carried by	
Merrill Greer Chapman Co.		
General Merchandise		ST. PAUL

Meet Me In Sioux Falls June 15 and 16



Let Our Slogan for 1932 be "Forward South Dakota"

THE South Dakota Retail Merchants Association will hold its annual convention in Sioux Falls, June 15 and 16. This is an appeal, as well as an invitation, for every retailer, regardless of whether or not he holds membership in our organization, to be present.

This is our thirty-fifth convention. Stop and think of it. Few of us have been in business that length of time, and yet our association has carried on through good and bad, always with progress as our motto.

Never in our history have the merchants really needed the aid and counsel of the association as now, and on the other hand, never has the association needed the wholehearted assistance and support of its membership as at the present.

Surely an institution with such a record of achievements as ours is worthy of the serious consideration of every retailer in South Dakota.

Let us by our presence at Sioux Falls testify to the worth of our organization.

WEB HILL, President,
Retail Merchants Association
of South Dakota.

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Advertising Builds Business

For the L. & E. Mercantile Co.



Annual Kiddie Party

Greetings

from the

"Store by the Side of the Road"

By J. E. MUELLER

The B. & M. Basket Grocery
Hot Springs, South Dakota



Two views of the
B. & M. Basket
Grocery

. . . Features Modern Stores



ON the evening of May 25, 1931, a windstorm of almost cyclonic proportions hit the town of Letcher, South Dakota. During the course of the storm fire broke out, practically destroying the business section of the town.

Among the merchants whose stores were destroyed by the fire were Irl R. Rearick and F. V. French. With the spirit which dominates the residents of South Dakota these men, and others whose places of business were destroyed, sought temporary quarters in sections of Letcher untouched by wind and fire, and at once set about planning for new and thoroughly modern stores. A number of meetings were held to plan for the rebuilding of the business section, the final outcome being that the entire main street was rebuilt in brick, and on one side a full block was constructed as one building, with the stores all set back from the walk six feet with the exception of the two end stores.

An interesting sidelight is found in the fact that prior to the fire the insurance rate was \$28.85 per thousand, whereas on the new brick buildings the rate



Grocery Section in French's Store



Partial View of Rearick's Salesroom

By J. M. EASTMAN

WHEN the South Dakota Retail Merchants Association convenes at Sioux Falls on June 15 and 16, the members will see one of the most progressive cities in the Northwest. In population growth, in addition of new businesses and in civic improvements it ranks foremost. During the period from 1910 to 1930, the population increased 19,268, or 132 per cent.

Surrounded by as good an agricultural territory as can be found in the United States, and blessed with many local advantages, it is natural that Sioux Falls should grow steadily and become a city of considerable size. But cities do not "just happen"—coöperation builds them. Civic leadership, teamwork, initiative, optimism and faith—all of these factors have played a large part in the building of Sioux Falls. Through organized effort, particularly a live Chamber of Commerce, the business and professional men and women of the city have helped materially to build this community. As a result, the Sioux Falls territory has been in "white" on the map of the "Nation's Business" probably more consistently than any other section of the country.

Sioux Falls is the largest city in the two Dakotas, the 1930 Federal census showing it with a population of 33,362. The average annual increase for two decades has been nearly 1,000 per year. There are more than 10,000 homes in the city, approximately 60 per cent of them being occupied by the owners. Building permits in 1931 were \$2,144,930.

Sioux Falls has an average temperature of 45.1 degrees, an average annual precipitation of 25.69 inches, and is 1,422 feet above sea level. These natural advantages make the community a pleasant and profitable place in which to live, whether one be business man, professional man, farmer or retired. To add to the comforts and conveniences, there are 46 miles of paving; 11 improved parks containing 500 acres; two first-class municipal golf courses, and a country club with one of the finest golf courses in this section; 88 miles of sewers; 77 miles of gas mains, into which natural gas from Texas fields was turned last year; and 94 miles of water mains.

SIoux

Your 1932



Street Scene
11th Street and Phillips Avenue

In building the city, the educational, religious and welfare factors have not been neglected. There are 16 public schools, a Catholic grade and high school, four colleges, two business colleges, three training schools for nurses, 26 churches, a \$450,000 Y. M. C. A. building, three hospitals and a fine public library. Sioux Falls is the location of the South Dakota School for the Deaf, the South Dakota Children's Home and the state penitentiary.

Served by Rail and Air

Accommodated by the main lines of five great railroads, air mail and passenger service connecting at Omaha with the transcontinental system, several interstate and intrastate motor bus lines, and good roads coming in from every direction, Sioux Falls is South Dakota's center for conventions, approximately 15,000 persons per year attending such meetings here. There are eight theatres, seating 5,160; a municipal auditorium seating 3,500, and 15 hotels.

The municipal auditorium, the Coliseum, was entirely remodeled last year and is now one of the finest buildings of its kind in the Northwest. In addition, a new annex is now under construction, which will make the complete building an entire block in length and will give it a total of 24,000 square feet of unobstructed floor space—large

FALLS

Convention City



Sioux Falls Coliseum

enough to accommodate all manner of conventions, expositions and public gatherings.

Packing Is Largest Industry

Meat packing is the largest single industry, with products being shipped to all parts of the United States and many foreign countries. Hog receipts at the local stockyards have increased rapidly in the past few years, until last year Sioux Falls ranked fourth among the hog shipping centers of the United States. One of the main plants of John Morrell & Co., meat packers, is located here, and last year paid more than \$19,000,000 for livestock. More than \$18,000,000 worth of livestock was marketed at the local stockyards in the same period.

Sioux Falls is the home of one of the country's largest motor truck transportation systems. Radiating from a modern union terminal, truck lines from Sioux Falls give daily service to more than 150 towns and cities covering a large territory. An unusually large volume of freight is handled over this system.

Large Distributing Point

Sioux Falls is one of the largest distributing points in the Northwest for automobiles and farm implements. There are 200 manufacturers and wholesalers, and recently the General Manganese Corporation, which controls the new, large manganese fields along the Missouri river near Chamberlain, announced that it will locate its concentration plant here.