

# Fifty - Second

# ANNUAL CONVENTION

Retail Merchants Association  
of South Dakota

Sioux Falls Coliseum

JULY 1950

SEPTEMBER 10 11 12 1950

### DIRECTORS

- WALTER HAMPTON  
Murdo
- CHARLES J. EASTMAN  
Gayville
- ART NELSON  
Hurley
- GEORGE KESSLER  
Aberdeen
- H. A. LOOBY  
Martin
- J. J. VERSCHOOR  
Mitchell
- J. E. MUELLER  
Hot Springs
- ED. PEARSON  
Canova
- ARTHUR SVENBY  
Lemmon
- F. B. MICHAELS  
Watertown
- GLEN RHODES  
Presho
- ED. A. NERGER  
Webster
- GREGG HINTGEN  
Yankton
- O. C. KASTER  
Winner
- GALE SORUM  
Orient
- BUD HENDRICK  
Woonsocket
- GEORGE OLSON  
Brookings
- J. O. STOCKSTAD  
Sioux Falls
- ROSS KELLY  
Madison

### THE CONVENTION

Will take priority over all other business of the Association until completed as South Dakota's top trade event of the year. In the last week hundreds of pieces of mail have gone out to the distributors of equipment and merchandise, requesting that they sponsor the event by taking exhibitor's space at the convention or advertising space in the Annual Year-Book.

### THE FINANCE

For your convention must be secured by the sale of advertising space in your Year-Book or exhibitor's booths at the convention. Without attendance at your convention, there would be no reason for the exhibits. However fine might be all other features of the convention, you have it

's potential of success or failure-by coming.

You can aid materially by soliciting your suppliers to purchase ad or exhibitor's space. If you will submit three or four names and addresses of your suppliers, this office will contact these by mail at your

request. A much better plan would be for you to write them to take part in the sponsoring of the convention. If each retailer would follow this suggestion, the Coliseum would never house the exhibits and the Year-Book would be as thick as the family album. Wont you contact your supplier or send his name in?

### ATTENDANCE

The importance of which can not be over-estimated. You are being asked to make a personal solicitation of the merchants of your town and community. You will indicate your willingness to cooperate by checking the questionnaire. I will solicit the retailers in the town of..... county.....to attend the Fifty-second convention.

SIGNED.....

\*\*\*\*\*

The sign of culture-Yawning with your mouth closed.

\*\*\*\*\*

### TAX RELIEF BRIGHTER.

Speaker Rayburn "say" that a tax bill will come from the "Ways and Means" committee by July 1st. the dead line set by the Senate. Excise tax will be trimmed by a bout 1 billion.

The President demanded that any revenue taken from excise must be replaced from other sources, or face a veto. Until the statement of Mr. Rayburn most interested parties in

ED. W. KEHMEIER, President  
Pierre

JOHN BONDE, Vice President  
Arlington

CARL FISCHER, Treasurer  
St. Pierre

W. E. KIEFFE, Past Pres  
Kyle

You'll

SEE

a Lot



Fifty - Second

# CONVENTION

SOUTH DAKOTA  
1948 CENSUS OF BUSINESS,  
RETAIL-WHOLESALE-SERVICE TRADES.

	1948	1939	GAIN
Retail sales, millions	618.8	169.4	265%
Wholesale sales "	792.8	133.4	494%
Service trades "	19.5	7.	
Hotel receipts "	5.5	2.5	
AMUSEMENT "	7.	2.9	

The data here is a briefing of entire business census of South Dakota as compiled by the census bureau. It presents a picture of the business growth in South Dakota for the nine years period (1939-1948).

On the next page you have a detailed report on the number business -es in each craft, sales for 1948 and the number employed. This report is consolidated from like county exhibits. These county exhibits are very interesting and should enough desire them, extracts will be made for your use.

\*\*\*\*\*

## NATIONAL BUSINESS SUMMARY BUSINESS

Total volume 8% over that of a year ago and going strong to top, in 1950, an all time high. Production and demand well in balance. Both at peaks. North central, far west and southern states lagging behind the national average. Heavy industry out front. Coal sales trailing.

## BUILDING AND ALLIED INDUSTRIES

Booming. A million new home will be completed in 1950. Promoted under inflationary sales. Contract for deed plan and tailoring payments to meet all income brackets. Business building expansion forges ahead at an 18 billion pace. On par with that of 1949

## BONDS.

1942 to 1945, 42 billion bonds bought by patriotic people and they remain so by increasing this amount to 51 billions as of to-day. The people of South Dakota owns \$319 millions of these bonds. A tidy saving. Bonds are in excess of all other forms of savings.

\*\*\*\*\*

## TAX RELIEF CONTINUED

The tax fight had resigned themselves to certain defeat at this session.

About one-half of the lost revenue will be recovered by taxing untaxed sources and the rest by placing a 2 to 3 point tax on corporation incomes.

Unrelated business income or otherwise taxed exempt organizations will be taxable at corporate rates. The tax will apply to the income from unrelated business of agriculture, educational and charitable organization and business leagues.

The significant fact about the proposed legislation is that the taxed exempt institutions in competitive enterprise are to receive the same tax treatment as other business. This is the tax equality that you have asked for these many years and your trade organizations will have delivered. "IT DIDN'T JUST HAPPEN"

\*\*\*\*\*

Teacher was taking her class to the zoo for a little first-hand observation. Point to a deer she asked little Johnny to identify it. When he showed some signs of indecision, the teacher promptly suggested; "Now, now, Johnny, I'm sure you know. What does your mother call your father?" "Aw" said Johnny "don't tell me that's a louse".

\*\*\*\*\*

## REAL WAGES TO DOUBLE BY 1980

So the Committee for Economical Development has predicted. The conclusion is based upon our productive potentialities. It provides for a complete coordination of labor and management.

You'll

HEAR

a Lot



Fifty - Second

# CONVENTION

CENSUS OF  
BUSINESS PRELIMINARY RESULTS FOR 1948, BY TRADE GROUP  
SOUTH DAKOTA

Trade group and kind of business	Number of establishments	1948 sales and receipts (Thousand dollars)	Active proprietors of unincorporated businesses Nov. 1948	Paid employees, workweek ended nearest Nov. 15, 1948	
				Total employees <sup>1</sup>	Full workweek employees
<b>RETAIL TRADE, total.....</b>	<b>8,961</b>	<b>618,827</b>	<b>8,592</b>	<b>29,240</b>	<b>22,547</b>
Food group.....	1,652	106,980	1,674	4,108	2,770
Eating and drinking places.....	1,629	41,788	1,725	5,636	4,260
General merchandise grp, general stores	387	69,209	294	4,586	3,165
Apparel group.....	372	25,362	345	1,325	1,079
Furniture-home furn'g-hgs-appliance grp	417	25,126	371	1,263	1,006
Automotive group.....	626	108,625	516	3,398	3,174
Gasoline service stations.....	1,232	43,593	1,246	1,620	1,213
Lumber-building-hardware group.....	1,421	138,640	1,237	4,310	3,645
Drug and proprietary stores.....	274	16,296	267	1,047	679
All other retail stores.....	951	43,208	817	1,947	1,556
<b>WHOLESALE TRADE, total.....</b>	<b>1,813</b>	<b>792,828</b>	<b>1,015</b>	<b>8,030</b>	<b>x</b>
Merchant wholesalers, total.....	367	179,783	228	4,072	x
Groceries, foods.....	99	52,670	74	1,195	x
Hardware, elec'l, plum'g and heat'g.	30	26,241	8	471	x
Mach'y, equip't, industrial supplies.	36	18,724	13	472	x
All other merchant wholesalers.....	202	82,148	133	1,934	x
Manufact'rs' sales branches, offices..	39	39,427	2	552	x
Petroleum bulk plants, terminals.....	611	72,188	498	854	x
Agents, brokers (merchandise).....	57	179,152	45	616	x
Assemblers of farm products.....	739	322,278	242	1,936	x
<b>SELECTED SERVICE TRADES, total.....</b>	<b>2,083</b>	<b>19,477</b>	<b>2,143</b>	<b>2,735</b>	<b>2,322</b>
Personal services.....	1,136	10,814	1,137	1,931	1,670
Business services.....	70	1,066	68	202	141
Automotive repairs and services.....	409	4,313	447	344	309
Other repairs and services.....	468	3,284	491	258	202
<b>HOTELS.....</b>	<b>189</b>	<b>5,473</b>	<b>168</b>	<b>1,075</b>	<b>830</b>
<b>TOURIST COURTS AND CAMPS.....</b>	<b>224</b>	<b>1,555</b>	<b>212</b>	<b>153</b>	<b>106</b>
<b>AMUSEMENTS.....</b>	<b>331</b>	<b>6,984</b>	<b>284</b>	<b>1,311</b>	<b>x</b>

x Not available.

<sup>1</sup>/ Includes employees paid for less than the full workweek.

You'll

Fifty - Second

# CONVENTION

# LEARN

a Lot



In 1948, one of these syndicates did \$2 billion and three of these syndicates sold more than four billions in the soft field. The large departments stores of the country were feeling inroads being made by these mass distributors and began to do something to defend their position.

The department stores began to put out sub-urban stores and branch stores in other cities and to merchandise in these such as the syndicate did. Many of these department stores to-day owns stores through out the breadth of land and are competing, giving no quarters, and asking none. A Chicago store may advertise in New York and a New York store in Boston to secure mail orders or to introduce the name before branch stores are launched in the city. While our retailers have had to deal with the syndicate soft goods stores, they have yet to enter counter to any degree department chain.

## FIFTY-FOUR THOUSAND FOOD STORES VANISHED

In the United States between 1939-1948. Not-with-standing that to-day we have 15 to 20 million more people that more and better food than they did in 1939. The answer is in fewer and larger stores, doing a larger volume. This trend is recent, when a number of chains began to promote the supermarkets. In so doing some chains reduced overhead 3 to 4%. The future holds the fate of the small store in it's grasp and only will the elment of time give the answer.

While the larger opportunities of the small stores are and will be restricted, there will be places for the small store operator in such communities where the supermarket can not operate at a profit. The answer in some communities has been the superette.

We can assure ourselves that the distribution of merchandise is rapidly changing as to methods and personnel and to meet the challenge independent retailers and jobbers must alert themselves to the new area of selling.

## THE SOFT GOODS BUSINESS

Is to-day following very much the same pattern as did the food business ten to fifteen years ago.

The mail order houses not doing to well in competing with the local merchants and the large Department stores of the cosmopolitan areas, decide to take his merchandise to the consumer. This the mail order houses did by establishing stores in the better trade centers. This move proved very profitable to the M.O. organizations, and was doing much to dethrone the big departments stores.

## TEAMWORK PERSONIFIED

At Chicago in mid-year convention the National Association Wholesale Grocers of America took definite and concrete action in preparing it's membership to meet the challenge of syndicate distribution.

The Association set about to send instructors and to prepare courses of study for training wholesale personnel. Wholesale supervisors are trained to assist cooperating retailers to merchandise on syndicate levels. The first class be held in Chicago this Fall.

This approach to training personnel is to be commended. Instructional courses should be formulated and directed by members of the representing craft who should know the needs best. Training objectives are definitely worthwhile and should be the goal of all progressive craft associations.

TACTLESSNESS IS HONEST ON A RAM-PAGE