

B. A. THOMAS, PRESIDENT  
SIOUX FALLS.

OLEN RHODES, VICE-PRESIDENT  
PRESHO.

CARL FISCHER, TREASURER  
FT. PIERRE.

Phone  
2418

# Retail Merchants Association of South Dakota

Hyde Block  
Room 2

IRVIN L. ADAMS, Secretary  
Pierre

PIERRE, SOUTH DAKOTA

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MAY - 1951

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## DIRECTORS

- BONDE, JOHN  
Arlington.
- EASTMAN, C.J.  
Gayville.
- HAMPTON, V.  
Murdo.
- JUST, O.B.  
Bureka.
- JOHNSON, A.A.  
Philip.
- KASTER, O.C.  
Winner.
- KEHMEIER, ED.  
Pierre.
- KELLY, ROSS  
Madison
- LOOBY, H.A.  
Martin.
- MUELLER, J.  
Hot Springs.
- MARTINSON, J.  
Watertown.
- MAY WM.  
Deadwood.
- MILLER, V.  
Groton.
- OLESEN, G.  
Brookings.
- OOMS, B.  
Corsica.
- NERGER E.A.  
Webster.
- REARICK, I.R.  
Letcher
- SHAW, RAY  
Canova
- SVENEY, A.  
Lemmon.
- VERSCHOOR, J.  
Mitchell
- WALL MELVIN  
New Effington
- WOLD OSCAR  
Scotland.

## ITINERARY OF DISTRICT MEETING.

Will furnish the answers to your OPS questions, in that the date for submit-  
-ing your pricing charts and complying with regulation 16 has been extend-  
-ed to May 30. It is presumed that other OPS time tables will be extended to  
conform with the May 30 date. Informed representatives of the OPS will be  
with our caravan at all points.

The meeting will also have a merchandising expert that will be informed on  
the latest technique of store arraignment for impulse buying and modern  
selling for profit. Too much emphasis can not be placed on this part of the  
programs in modern competitive selling.

Your Association will show colored sound films on different phases of cur-  
-rent selling methods. These films has been produced by National Association  
Retail Grocers. The film will be moderated, and questions asked and answer-  
-ed.

<u>DAY</u>	<u>DATE</u>	<u>PLACE</u>	<u>MEETING IN CHARGE OF</u>
Monday	April 30th	Philip	A. A. Johnson, Director
Tuesday	May 1st	Rapid City	James Haley, Member
Wednesday	May 2nd	Deadwood	Wm. May, Director
Monday	May 7th	Hot Springs	John Mueller, Director
Wednesday	May 9th	Martin	H. A. Looby, Director
Thursday	May 10th	Winner	O. C. Kaster, Director
Monday	May 14th	Lake Andes	B. Ooms, Director
Tuesday	May 15th	Yankton	C. J. Eastman, Director
Wednesday	May 16th	Mitchell	Steve Ptak, Member
Monday	May 21st	Huron	I. R. Rearick, Director
Wednesday	May 23rd	Madison	Ross Kelly, Director
Thursday	May 24th	Brookings	G. Olesen, Director
Monday	May 28th	Watertown	J. Martinson, Director
Tuesday	May 29th	Webster	E. A. Nerger, Director
Thursday	May 31st	Abundant	*****

DISTRICT MEETINGS.

In the February meeting of the Board of Control, it was unanimously decided to conduct a series of such meetings. Mr. Thomas, your President has wisely chosen to carry through on the mandate of the Board. Certainly, the opportunity, with the initiating of the CPS and a variety of business adjustments due to the hot-cold war, could never be more expedient to retailers to pool their experiences and exchange ideas.

The Association is bending over double as far as finances and personnel concerned to bring you excellent, profitable and informative programs. It is highly desired that ever retailer come to these meeting and cooperate by aiding the District Chairmen in every way possible. These meetings will be no better than you people make them. Check with your district chairman for place and time of meeting. Mr Thomas will get you by letter or card information on meeting, if district chairmen act promptly on making arraignments.

DO YOU HAVE A STORE TO SELL?

This office has the name of an individual interested in purchasing a food store in a city of one to five thousand population. Will invest to the extent of \$9000. If you have such a store for sale, please contact this office.

TELEPHONE HEARING.

On the first day of the hearing, the Northwestern Bell Telephone Company made fifteen separate exhibits supporting their request for increased rates. Your Secretary received twelve of these exhibits consisting of 25 pages of data. The commission received two other voluminous reports. All of which with hours of testimony, given by company technicians for two days, will constitute Northwestern Bell's claim for higher rates. This information will be transcribed, and given to the intervenors and the commission for study. The intervenors may submit their finding in writing to the company and the commission for study before the final hearing.

The Association is indebted to Senator Case for the information as to the Northwestern Bell Telephone financial and profitable status. The Senator secured from the Federal Security and Communication Commissions the Company's statement asking the public to buy 60 million debentures. These statements were concise and clear such as the average investor of normal I.Q.'S could understand. Here the Northwestern Bell had something to sell and gave a very favorable account of their

holdings. The information for the buying public played up the earning and the dividends paid to investors. While before the Commission expenditures, real and imaginary - present and future were given top priority.

The increased rates granted by the Public Utilities Commission of last August is estimated to increase the Company's revenue in South Dakota \$1,600,00. For the 109,000 phones in the State, this added revenue would amount to \$15.00 annually for each phone. It is understood that the Company is seeking another increase of like proportions, and should it be granted by the Commission, each phone would have to bear an increase charge of \$30. annually. If all increases requested by the A. T and T. Company in the 47 states that the Company operates, three-quarter billion will be added to the Nation's telephone bill.

The Northwestern Bell operates in the five States - Minnesota, Iowa, Nebraska, North and South Dakota. The following data is a comparison of incomes from South Dakota and the 5 state area (1946 to 1950) respectively.

		% Increase	
Telephone plant investment	80	75	-5
Net operating incomes	137	114	23
Net number of phones	42	32	10
Income per unite investment.	35	26	09

Column (3) would indicate that the South Dakota, exceeds those for the five states area except for plant investment, for earnings.

CPS ADVISORY SERVICE.

With this issue of the bulletin, you have Advisory service up to date, including issues 18 to 21 inclusive. From the requests received in this for the Advisory Service, it is concluded, to be appreciated. Do to the expense of getting out the service, such in the future will be sent to members only.

YOUR SECRETARY IN THE FIELD.

Just returned from a two weeks trip into the southeastern section of the state. Was not able to visit all of the merchants due to the lack of time. Found most of the retailers struggling with pricing charts (regulation CRP 7) and Regulation 16 On foods. Setting up the filing date to May 30 will be wholesome news for many. Your Secretary collect for sixty-one members in ten days of soliciting. Did not have a member of 1950 to refuse to reinstate. Of this number, twelve were new members. THANKS TO EVERYBODY, I trust that you will be as kind to me when I get to you. Send in your dues. It is the logical way.

## NATIONAL GROCER BULLETIN.

Food retailers having paid their dues in the Association for 1951, should be receiving the National Grocer Bulletin, allowing not more than seven days for processing the subscription. If you are not receiving the trade paper will you kindly notify this office.

### IT PAYS TO SQUAWK.

Note here the companies that will pay you 2¢ each for handling their coupons. This has all come about in a little more than year. Retailers all over the country protested against the 1¢ payment, so State and National Associations got in the groove to have the companies pay 2¢. Here you have it. The grocer must sort and mail the coupons direct to receive the two cents.

American Home Foods Co., Inc.  
Arnold Bakers  
Beech Nut Packing Company  
Campbell Soup Company  
California Pet Foods Company  
Carnation Company  
J. A. Folger & Company  
General Mills, Inc.  
General Foods Corp.  
Gerber Products Company  
H. J. Heinz Company  
S. C. Johnson & Son, Inc.  
"Junket" Brand Foods  
Kellogg Company  
Thomas J. Lipton, Inc.  
National Biscuit Company  
Pillsbury Mills, Inc.  
Purex Corporation, Ltd.  
Quaker Oats Company \*  
Standard Brands, Inc. \*  
Swift & Company  
Tetley Tea Company, Inc.  
Wesson Oil & Snowdrift Sales

### SOUTH DAKOTA WHOLESALERS.

It has long been the contention of the writer, that the expansion of independent retailing is a study that equally concerns wholesales. This thought is commonly shared by modern wholesalers and many have taken definite steps to share the responsibility with retailing. Not all retailers have learned to accept the new order to the extent to cooperate fully. Retailers who have in recent years, accept the new cooperative technique of alert jobbing interest have gone forward and met the new demands of selling with reasonable success. It would behoove all retailers to take an invoice of

of themselves and of their business to conclude if they are doing the most for the success of the business. When the appraisal has been made and you feel your score card too low, it is time to talk to your jobber, some successful merchandiser or other informed sources. It is not prof-ly able to be too timid in this matter, or to procrastinate too long. Should you feel a need for a bracer in your business, it is suggested that you consult some of the following jobbers. They are members of this Association and certainly are immensely concerned for your business, as it happens to be their business.

General Tobacco, Armour -  
James & Blauert, Brookings - South Dakota  
Chamberlain Wholesale, Chamberlain, South Dakota  
Black Hills Mercantile, Deadwood, South Dakota  
Morin-Colton Company, Huron, South Dakota  
Swanders Baking Company, Huron, South Dakota  
The Creamette Company, Minneapolis, Minn.  
Haley-Neeley Company, Mitchell, South Dakota  
Mercantile Company, Milbank, South Dakota  
Flanery Sausage Company, Milbank, South Dakota  
Madison Grocery Company, Madison South Dakota  
Albright Wholesale Pierre, South Dakota  
Black Hills Packing Company, Rapid City, So. Dak.  
Swanders Bakery, Rapid City, South Dakota  
Swanders Bakery, Deadwood, South Dakota  
Tri-State Milling Co., Rapid City, South Dakota  
McMahon Company, Rapid City, South Dakota.  
Albright Grocery Company, Rapid City, South Dak.  
Winston-Newell, Aberdeen, South Dakota.  
Frank's Frozen Foods, Sioux Falls, So. Dak.  
Manchester Biscuit Company, Sioux Falls, S. D.  
H. E. Neeley Company, Sioux Falls, South Dak.  
Utah-Idaho Sugar Co., Salt Lake City, Utah.  
Ulry-Talbert Co., Winner, South Dakota

### WHY LIST YOUR STORE IN GROUP 4?

Some wise cookie of the OPS in Radio Program was out of order explaining to Mrs. Public about the grouping of stores, and that merchandise in stores of group 4 would be the place for her to purchase at the lowest prices. Many merchants jumped at the conclusion that they should get in group 4, for there was the place that Mrs. Q. would do her shopping. Well this gentlemen, shall I say, was treated to a severe reprimanding by retailing groups, and likely the same error will not occur again. Mr. retailer, choose the best margin group your business will rate. Sec. 2 of issue 21 of your Advisory service will answer this question.

### U. S. CHAMBER OF COMMERCE FOR SALES TAX.

The Chamber proposes a \$7 billion cut in Federal spending (a good suggestion) and a \$5

billion new tax, \$3 billion of which is to come from a Federal sales tax at the retail or whole-sale level. No exemption are suggested. Could the Chamber be shielding corporations from farther income taxes or excess profit tax. Some of you through your locale chambers may like an explanation.

SUGAR SUSIDIES.

Susidies payments by the Federal Go vurnment to growers of sugar beets and cane in the U.S. have excededexcise tax collections in 9 years by \$183 million. While on the sugar question, why not suggest to your customer to buy their sugar for canning now. There is no scaricity or will there likely be.

INCREASED FOOD PRICES.

The government study of food prices increase since the Korean war reveals that agriculture receive 80% of the take. The average consumer's food bill went up from \$211. to \$227 in December. The farmer receive \$12. of the \$16 increase. The remaining four dollars went to transportation,processors,wholesalers and retailers. Who got the blame by the public, the politician and the press? Your public relations could be improved.

INVENTORIES RISING FASTER THEN SALES.

Total stocks on hands are now estimated at \$63 billions, which is an increase of \$11 billic last year or 22%. The increase for March was \$1.8 billions. Retail sales for January were extremely large and yet retailers added almost three -quarter of a billion to inventories. You might reread your March bulletin -"WILL THERE BE A BREAKDOWN IN MARKETS? Keep stocks in relation to sales and pay your debts . You can get hurt much.

SHOULD THE SMALL MERCHANTS BE EXEMPTED

FROM PRICE CONTROL REGULATION? Set the pattern with the large selling agencies and let competition govern the small sellers. This thought is receiving a lot of attention, but would the public accept it? The one fact that is becoming more pronounced each day, that the present OPS set up with all of it's new ruling and regulations is becoming much to complex for the operator who must performs all of the functions of his business to comply. Many such operators will disappear from the retail field and the business will be taken over by larger unites. Is our entire system of business and government becoming to intricate?

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AFTER FIVE DAYS RETURN TO  
RETAIL MERCHANTS ASSOCIATION  
OF SOUTH DAKOTA  
PIERRE, SOUTH DAKOTA.  
RETURN POSTAGE GUARANTEED  
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Sec. 34.66 P.L.&R.  
U. S. POSTAGE  
PAID  
Pierre, South Dakota  
Permit No. 96

- (1) YOUR OPS ADVISORY SERVICE
- (2) ITINERARY OF DISTRICT MEETINGS
- (3) TELEPHONE RATE HEARING.
- (4) IT PAYS TO SQUAWK.
- (5) YOU AND YOUR WHOLESALER.