



## Retail News Bulletin

December 1972

### SDRA LEGISLATIVE PROGRAM

(C P E) Just three simple letters, but each one is most significant and important to all retailers.

C - Consumer Goods Tax Repeal--

This calls for removing the Business Inventory Tax over a four-year period. Evidence gathered points out that a replacement is not needed.

P - Partial Reimbursement for Collecting Sales Tax--

This allows the State to pay retailers for acting as sales tax collectors.

E - Equality Regarding Interest Charges--

All credit cards to be treated equally.

### LEGISLATOR SDRA AREA MEETINGS

As this is being written, area SDRA-Legislator meetings are being planned for Rapid City, Madison and Brookings. Hopefully more of these will be arranged before the beginning of the legislative session which is set for January 16. Local SDRA officers and members are arrang-

ing these meetings and your President plans to attend. We'll be talking about our legislative program, and very likely tax reform will come in for considerable discussion. A state income tax is a distinct possibility. That, along with some definite relief on personal property taxes and some possible relief on real estate taxes would provide a more equitable business climate in our state. Conveying your thoughts on tax reform to this office would be most helpful as we survey the various tax reform proposals and make plans to support that which we feel will be good for the economy of our state.

If your wife wants to learn how to drive, don't stand in her way!!

### SDRA LEGISLATOR BREAKFAST

We've picked the date for the third annual SDRA-Legislator breakfast. It will be on Wednesday, February 14. If you plan to be in Pierre the night of the 13th, let me suggest you write NOW for a room. Rooms are always

at a premium in Pierre but are particularly scarce during the Legislative Session. The Kings Inn is busy now adding some additional rooms which should be available early in the session. I'm sure if you called Pierre now that a room would be available. Don't put it off. Remind your legislator that you'll be seeing him in Pierre on the 14th.

SDRA  
COLLECTION  
SYSTEM

Our SDRA approved collection system has collected about \$33,000 for SDRA members. In most cases, these are very old accounts which were deemed nearly uncollectible. Those members who really USE the service are quite well satisfied. Don't let your transmittal book gather dust

in your office. If you have invested your money in a book, make use of it. There is never a better time to go after old accounts than NOW! If you have a question, call toll free -- 800-328-7116.

FOOD  
STAMP  
PLAN

Last fiscal year the Food Stamp Sales amounted to slightly more than \$14 million. An increase of \$2 million over the year before. This year the figure for the first four months is \$5,539,865. At this rate we can expect that sales this fiscal year will be well over \$15 million.

Every grocery store owner in South Dakota must be pleased to have a part in this increased volume of business. We're proud of the part we played in making sure this plan was available to South Dakotans. Have you asked your grocer friend to join our organization?

Then there was the man who never worried about his marriage until he moved from California to New York and found that he still had the same milkman.

SOCIAL  
SECURITY  
TAXES

Social Security benefits effective before the elections must now face the buzz saw of payment after January 1. Listed below is the table showing the present and new rates of taxes and percentage of change. Does politics

affect your business? Figure out what your added costs are for 1973 and you answer the question.

YEAR	EMPLOYEE TAX RATE	MAXIMUM TAXABLE WAGES	MAXIMUM EMPLOYEE TAX	INCREASE OVER 1972 TAX
1972	5.2 %	9,000	468.00	-----
1973	5.85%	10,800	631.80	34.8%
1974	5.85%	12,000	702.00	50.0%

It's a good bet that by 1980 employers will be paying \$1000 Social Security Tax for each employee earning \$10,000, or more, per year.

You can't beat a smile for winning customers.

NOTE  
FROM  
BALOGH

Dear Ken: The sixteenth annual Governor's Teen Age Traffic Safety Conference was very successful. Thank you to your organization for the kind financial assistance that helped to make it so. Over seventy schools from all parts of the state were represented at the conference and indications

are that the young folk in attendance will be prompting the students at home to promote traffic safety in their area. The Executive Committee of the South Dakota Teen Age Traffic Safety Council joins us in expressing sincere appreciation and thanks. Signed: Ken Balogh, Safety Director  
South Dakota Highway Patrol



RETURNING MERCHANDISE Jean Hoidal, Editor of the Home News, Clara City, is the author of the following article regarding 'returning merchandise'. I am most pleased that she has consented to allow the article to be reprinted here.

One of the things I dread most in life is returning merchandise. Most stores are, if not exactly pleasant about it, at least courteous. However, there are others who hold onto a sale with a grip like a drowning man clutching at a straw. These are the ones who bring out my lily liver.

I realize there are people who take advantage of retailers when it comes to returning items. They bring back smelly, soiled garments and swear up and down they never wore them, or that the rip was there when they bought it. There'll always be people like that.

But when someone comes in with an honest mistake, how do you react? Remember, how you handle returns can have a huge effect on your future sales. Don't let one small return stop you from making a permanent customer. People, being human, have a tendency to advertise the faults of others and not their virtues. But they will also feel a little obligation if you have been gracious, and nine times out of ten will return.

In the next few weeks, when your feet hurt, your back is positively killing you, and you're certain the clock has stopped, should some harrassed looking mother come in with a child clinging to each leg, think of me and say, "Of course we'll exchange it". And smile when you say that, pardner!!

---

For every minute you are mad-, you have lost 60 seconds of happiness.

---

SOUTH DAKOTA LEGISLATURE New faces and new leadership will characterize the 1973 South Dakota Legislature. Democrats will definitely be in control of the Senate and while the House is exactly even at 35 to 35, the Democrats will organize that House because of having retained the Governorship. Lt. Governor Dougherty will appoint committees in the Senate and House Speaker LeBrun will make similar appointments in the House. We'll find two lawyers in the Senate and five in the House. Seventeen of the 35 Senators are farmers while 31 of the seventy Representatives are farmers. Seven Senators are businessmen and twelve Representatives are listed as businessmen. Eight legislators are listed as school teachers. If you haven't met YOUR legislator, it would be a good idea to do so as soon as possible. If we expect to have our program receive consideration, it is important that we have good relations with our elected legislators. Some committee assignments have been announced. This information, when available, will be forwarded to you.

---

An unusual child is one who can ask parents a question they can answer.

RETAILING'S  
RECORD:  
92ND  
CONGRESS

Retailing's record in the 92nd Congress is, on balance, an outstanding one. The great successes are due to such time and effort which were devoted to federal legislative and regulatory affairs by American Retail Federation Chairman Margaret Wilson, the Board of Directors and the Federation's 50 state and 30 national trade association affiliates. The gratitude of all of retailing should go to them. In addition to the legislative success of 1972, groundwork was laid for 1973. During the past year the Federation launched a series of in-district "grass roots" meetings with key federal lawmakers called the "Congressman: Meet Your Retailers". The program resulted in scheduled meetings with more than 30 Chairmen and other ranking members of key Congressional committees. This kind of long-term planning, coupled with retailing's already demonstrated response to calls for Congressional action, should spell even greater success in 1973. To all Federation members we offer our best personal wishes for a successful year.

Eugene Keeney,  
ARF President

---

A man with a chip on his shoulder must be standing still.

---

RETAIL  
EMPLOYEES

If you will remember, the October Retail News Bulletin contained a chart listing the number of retail employees in South Dakota by county. Retailers should remember and be proud to relate the fact that they are furnishing gainful employment to more than 42,000 South Dakota consumers. Obviously, this is quite a work force, but let's not forget that this is a large group of the consuming public in our state. Surely this group realizes the need for profit in a business. If they don't understand this fact, it's up to you to make sure they do understand. Let's hope that a survey of the general public in South Dakota regarding net profit of businesses would portray a more realistic figure than the 28% figure which was shown by a national survey. The fact that the net profit on sales is less than 5% must be understood by South Dakota consumers. It's up to you to make sure the facts are publicized.

TO YOU  
FROM US

I am personally most grateful to the elected leadership of SDRA, under which much progress has been made the past few years. Jack Trumble has been dedicated and responsible in his service to the Association as Chairman. The Executive Committee, the Board of Directors and the various committee members have been most responsive to the needs of our organization. Surely, all of retailing and the business community of the state have benefited from the activities of these dedicated officials. Sandi and I wish to take this means of wishing all of you a Merry Christmas and a Happy New Year. Enjoy the holidays. We'll be with you next year.

*Kerr*

SPECIAL ATTENTION !!!!

SPECIAL ATTENTION !!!!

SDRA --	LEGISLATOR	MEETINGS
December 14		MADISON
December 15		BROOKINGS
December 28		SIOUX FALLS
January 9		PIERRE
January ??		RAPID CITY

Now is the time to really do the job for retailing.

Officers and Directors of SDRA have made the arrangements for these meetings. This gives legislators an excellent opportunity to inform themselves about our legislative program. Ken Balgeman, SDRA President, will attend all of these meetings.

Time is short, but you do have time. Why don't you consider arranging a similar meeting in your community? The meeting must be held before January 15, 1973.

I'll be looking forward to hearing from you.

Ken Balgeman  
SDRA President

South Dakota Retailers Association  
P.O. Box 1026  
Pierre, South Dakota 57501

Bulk Rate  
U. S. Postage  
PAID  
Pierre, S. D.  
Permit #185