A Trade Area Study of Kadoka, South Dakota

Loren G. Hill

South Dakota State University

Follow this and additional works at: https://openprairie.sdstate.edu/etd

Part of the Geography Commons

Recommended Citation
https://openprairie.sdstate.edu/etd/5049

This Thesis - Open Access is brought to you for free and open access by Open PRAIRIE: Open Public Research Access Institutional Repository and Information Exchange. It has been accepted for inclusion in Electronic Theses and Dissertations by an authorized administrator of Open PRAIRIE: Open Public Research Access Institutional Repository and Information Exchange. For more information, please contact michael.biondo@sdstate.edu.
A TRADE AREA STUDY OF KADOKA, SOUTH DAKOTA

BY

LOREN G. HILL

A thesis submitted
in partial fulfillment of the requirements for the
degree Master of Science, Major in
Geography, South Dakota
State University

1979

SOUTH DAKOTA STATE UNIVERSITY LIBRARY
A TRADE AREA STUDY OF KADOKA, SOUTH DAKOTA

This thesis is approved as a creditable and independent investigation by a candidate for the degree, Master of Science, and is acceptable for meeting the thesis requirements for this degree. Acceptance of this thesis does not imply that the conclusions reached by the candidate are necessarily the conclusions of the major department.

Thesis Advisor Date

Head, Geography Dept. Date
ACKNOWLEDGEMENTS

The author wishes to express sincere gratitude to Mr. Roger K. Sandness, Assistant Professor of Geography, Department of Geography for contributing many hours of consultation and much of the technical knowledge needed to use computer mapping in this study. The author also wishes to express great appreciation to Dr. Edward P. Hogan, Head, Department of Geography and Associate Dean, College of Arts and Science for his outstanding support of the author during this investigation and, in fact, during the entire time the author has been acquainted with Dr. Hogan, about twelve years.

The author wishes to thank Mr. Donald A. Paulsen, Manager, and the staff of Golden West Telephone Cooperative, Inc., Wall, South Dakota, for their willing cooperation and assistance in distributing and collecting the author's questionnaires. Special thanks must be extended to the people of Kadoka, South Dakota, for their interest in this project and for their vitality and interest in their community.

The author thanks Michele Meservey for her very capable assistance in typing and other areas, and Cindy Peterson, Secretary, Department of Geography for her efforts in typing the final draft of this study.

Loren G. Hill
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>I.</td>
<td>INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>II.</td>
<td>KADOKA, A SOUTH DAKOTA TOWN</td>
<td>11</td>
</tr>
<tr>
<td>III.</td>
<td>METHODOLOGY</td>
<td>20</td>
</tr>
<tr>
<td>IV.</td>
<td>THE TRADE AREA OF KADOKA</td>
<td>36</td>
</tr>
<tr>
<td>V.</td>
<td>CONCLUSIONS</td>
<td>111</td>
</tr>
<tr>
<td>APPENDIX A</td>
<td></td>
<td>116</td>
</tr>
<tr>
<td>APPENDIX B</td>
<td></td>
<td>117</td>
</tr>
<tr>
<td>APPENDIX C</td>
<td></td>
<td>121</td>
</tr>
<tr>
<td>BIBLIOGRAPHY</td>
<td></td>
<td>122</td>
</tr>
<tr>
<td>Figure</td>
<td>Page</td>
<td></td>
</tr>
<tr>
<td>--------</td>
<td>------</td>
<td></td>
</tr>
<tr>
<td>1. Trade Center Type</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>2. Kadoka Trade Area - Base Map</td>
<td>31</td>
<td></td>
</tr>
<tr>
<td>3. Trips to Town</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>4. Groceries</td>
<td>44</td>
<td></td>
</tr>
<tr>
<td>5. Meat</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>6. Beer, Liquor, and Cigarettes</td>
<td>46</td>
<td></td>
</tr>
<tr>
<td>7. Adult Clothes</td>
<td>49</td>
<td></td>
</tr>
<tr>
<td>8. Children's Wear</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>9. Shoes</td>
<td>51</td>
<td></td>
</tr>
<tr>
<td>10. Dry Cleaners and Laundry</td>
<td>52</td>
<td></td>
</tr>
<tr>
<td>11. Beauty Salon</td>
<td>53</td>
<td></td>
</tr>
<tr>
<td>12. Barber</td>
<td>54</td>
<td></td>
</tr>
<tr>
<td>13. Jewelry</td>
<td>55</td>
<td></td>
</tr>
<tr>
<td>14. Doctor</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>15. Hospital</td>
<td>61</td>
<td></td>
</tr>
<tr>
<td>16. Dentist</td>
<td>62</td>
<td></td>
</tr>
<tr>
<td>17. Optometrist</td>
<td>63</td>
<td></td>
</tr>
<tr>
<td>18. Veterinarian</td>
<td>64</td>
<td></td>
</tr>
<tr>
<td>19. Lawyer</td>
<td>65</td>
<td></td>
</tr>
<tr>
<td>20. Bank</td>
<td>66</td>
<td></td>
</tr>
<tr>
<td>21. Insurance</td>
<td>67</td>
<td></td>
</tr>
<tr>
<td>22. Mortuary</td>
<td>68</td>
<td></td>
</tr>
<tr>
<td>23. Florist</td>
<td>69</td>
<td></td>
</tr>
<tr>
<td>24. Church</td>
<td>70</td>
<td></td>
</tr>
<tr>
<td>Figure</td>
<td>Page</td>
<td></td>
</tr>
<tr>
<td>--------</td>
<td>------</td>
<td></td>
</tr>
<tr>
<td>25. Newspaper.</td>
<td>.71</td>
<td></td>
</tr>
<tr>
<td>26. Drugstore.</td>
<td>.74</td>
<td></td>
</tr>
<tr>
<td>27. Hardware</td>
<td>.75</td>
<td></td>
</tr>
<tr>
<td>28. Variety.</td>
<td>.76</td>
<td></td>
</tr>
<tr>
<td>29. General Merchandise.</td>
<td>.77</td>
<td></td>
</tr>
<tr>
<td>30. Camera</td>
<td>.78</td>
<td></td>
</tr>
<tr>
<td>31. Music Store.</td>
<td>.79</td>
<td></td>
</tr>
<tr>
<td>32. Sporting Goods</td>
<td>.80</td>
<td></td>
</tr>
<tr>
<td>33. Saddlery</td>
<td>.81</td>
<td></td>
</tr>
<tr>
<td>34. Appliances</td>
<td>.84</td>
<td></td>
</tr>
<tr>
<td>35. Furniture.</td>
<td>.85</td>
<td></td>
</tr>
<tr>
<td>36. TV and Radio</td>
<td>.86</td>
<td></td>
</tr>
<tr>
<td>37. Farm and Garden.</td>
<td>.87</td>
<td></td>
</tr>
<tr>
<td>38. Plumbing and Heating</td>
<td>.88</td>
<td></td>
</tr>
<tr>
<td>39. Paint and Glass.</td>
<td>.89</td>
<td></td>
</tr>
<tr>
<td>40. Lumber</td>
<td>.90</td>
<td></td>
</tr>
<tr>
<td>41. Auto and Truck</td>
<td>.92</td>
<td></td>
</tr>
<tr>
<td>42. Tires.</td>
<td>.93</td>
<td></td>
</tr>
<tr>
<td>43. Service Station.</td>
<td>.94</td>
<td></td>
</tr>
<tr>
<td>44. Implement.</td>
<td>.95</td>
<td></td>
</tr>
<tr>
<td>45. Restaurant</td>
<td>.97</td>
<td></td>
</tr>
<tr>
<td>46. Tavern or Lounge</td>
<td>.98</td>
<td></td>
</tr>
<tr>
<td>47. Hotel or Motel</td>
<td>.99</td>
<td></td>
</tr>
<tr>
<td>48. Building Contractor.</td>
<td>102</td>
<td></td>
</tr>
<tr>
<td>49. Electrical Contractor.</td>
<td>103</td>
<td></td>
</tr>
<tr>
<td>Figure</td>
<td>Description</td>
<td>Page</td>
</tr>
<tr>
<td>--------</td>
<td>-------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>50</td>
<td>Excavating Contractor</td>
<td>104</td>
</tr>
<tr>
<td>51</td>
<td>Welding</td>
<td>105</td>
</tr>
<tr>
<td>52</td>
<td>Telephone</td>
<td>106</td>
</tr>
<tr>
<td>53</td>
<td>Electric Power</td>
<td>107</td>
</tr>
<tr>
<td>54</td>
<td>Bulk Oil</td>
<td>108</td>
</tr>
<tr>
<td>55</td>
<td>Livestock Hauling</td>
<td>109</td>
</tr>
<tr>
<td>56</td>
<td>Grain Elevator</td>
<td>110</td>
</tr>
</tbody>
</table>
CHAPTER I
INTRODUCTION

The picturesque beauty of a small Midwestern town sitting amid the farmlands or ranchlands is a common image conjured up by many Americans thinking about life in rural America. It inspires a familiar scene. A grain elevator usually breaks the skyline and is situated on the ever present railroad line. A water tower stands against the blue sky. One particular street, usually named Main, is lined on both sides with businesses and shops. This is the heart of a small town, surrounded by a body of homes, churches, a school, and a gas station or two. From the hinterland around it come people, products, and goods, the lifeblood of the town and reason for its existence. The town is a collection point for goods going to market and to manufacturers and is a dispersion point for goods demanded by the local population. Churches and the school are centers of spiritual and cultural interaction giving strength of character to the community. It is indeed an inspirational scene of small town life in the United States.

But there is a far less inspiring scene becoming all too familiar. It presents a grain elevator sitting on an abandoned rail line. The water tower still stands but some of the former businesses of Main Street do not. Buildings
stand empty, others are gone altogether, leaving only vacant lots and questions on the faces of present day visitors and townspeople.¹ Some of the people are gone, schools closed, but the hinterland is still there, still producing, still needing the collection and transportation of its bounty, and still demanding the goods and services that were the basis for the town's creation.

Obviously things have changed. Small towns are hard pressed to adapt to the rapid changes of recent times. A revolution in agricultural technology led to farm consolidation thus lowering the population density of the hinterland. Our society became more affluent and more mobile. The rural youth went away to college or left to find better job opportunities in more industrial areas, leaving a small number of young people in town to face the future.² School enrollments trailed off and schools had to consolidate. Many small towns fell victim to these and other strong forces of change and nearly disappeared from the map. Other towns were more fortunate due to location on a major highway or railway or because they were county seats or had stable schools or other factors. These towns expanded their hinterlands into those

¹C. E. Lambertont, Why South Dakota's Branchlines Face Abandonment, (Brookings, South Dakota: Agricultural Experiment Station, South Dakota State University, 1978).

²Edward P. Hogan, Geography of South Dakota, (Brookings South Dakota: South Dakota State University Print Lab, 1976), pp. 59-60.
of faltering towns and absorbed them. This pattern seems to be acceptable, survival of the fittest, and adaptation to constant change. 3

But the picture is not that easily painted. Even those more fortunate towns are very concerned about future economic stability and possible growth. These towns realize that the problems are not theirs alone but are problems shared by all small towns. The spectre of a dying town is all too fresh a memory to small town residents. Some encouraging signs have developed due to much effort by individuals and groups hoping to rejuvenate rural areas. 4 Industry has responded by locating small branch plants in several small South Dakota towns. Some are located in towns that desperately needed something to revive themselves. Others are located in thriving small towns thus adding stability and diversity of jobs to their economies. 5 Tourism has been promoted by many towns as a means to replace lost businesses or increase income of existing ones. While legitimate tourism development can be a major plus to rural areas and towns it is a complex issue and should be properly planned and


5 South Dakota, Spring, 1978; "What 100 New Factory Workers Mean to a Town," South Dakota, Fall, 1979.
cautiously supervised to maintain authenticity and integrity of the promoted attractions.

At this juncture it must be noted that although tourism and small industries are great assets, in many cases they have arrived on the scene after the fact.

Organized efforts by communities to stabilize or supplant sagging local economies with such alternatives were often initiated during the very late stages of a business district's death or drastic reduction. The organizers of such efforts are not to blame. In most instances neither were the businessmen whose enterprises were failing. The real problem may have been the lack of information available to the individual making decisions about a particular business venture. When organized groups attempted to help they were faced with the same problem, lack of up-to-date economic information compiled into a usable form.

Several factors contributed to this information gap. In early frontier businesses the proprietor could easily remember all his customer's names, where they lived, how much they owed, and how often they came in. This system changed very little over the years. It has become outdated for purposes of making sound business decisions. The very nature of stores has changed. The old general store sold anything and everything and thus had everyone in the community for customers. Today's businesses are considerably more and
more specialized, needing a particular customer in search of a particular item. This translates into the fact that present day business types each need a population base of certain dimensions to be able to operate profitably. Some may need a small population that makes frequent trips, others may need a large population that very infrequently makes purchases, still others will require various combinations of size of population, frequency of visit, dollar value purchased per visit, rotation of stored stock, and other such factors. Without specialization these factors would seem bothersome, but with specialization, even to a moderate degree, information about these factors is vital. It must somehow be provided.

A third contributing cause to the lack of proper information was, and often still is, that outside parties such as major cities, educational institutions, and government agencies did not provide much help. Reasons for this are varied. Perhaps no one was overly concerned about the fate of small towns, there were seemingly more exiting and more important things to worry about. Probably the bigger towns, the colleges, and the government did not really understand how to provide help even after rural economic problems became

---

manifest. 7 Government agencies do amass statistics which are helpful on a limited basis. The main point is the general failure until recently of midwestern colleges and universities to recognize all the needs of rural towns and respond by offering disciplines whose courses included awareness of rural dynamics, techniques of collecting, interpreting, and displaying pertinent information about the ebb and flow of economic conditions in rural areas, and follow up studies and services.

The fact that an information gap developed and that no one really recognized it for what it was and that its consequences contributed to the demise and decay of many small towns and especially their business districts points out the immediate need for study, research, and development of methods to provide the needed information. It is a field ripe for applied research. The discipline of geography is becoming increasingly appreciated as one whose scope includes the awareness and the techniques needed for application to this problem. 8 The author's sound background in many facets of geography and sincere interest in the welfare of rural areas


brought about a decision to investigate the problem and pro- vide a solution that can be adapted to fit the needs of var ious towns in South Dakota.

The author intends to use geographic techniques to de velop a method of determining the trade area of a small town in South Dakota. A trade area study provides an important tool to use in solving the information problem. The trade area study method can then be applied to other towns. Thus this initial project will be considered a model for South Dakota.

A trade area can be defined as that geographic area sur rounding the town which supplies a proper population base to make the town's businesses economically viable and an area whose resident's normal monthly needs are served by that town. The reader can see that there are actually two ingredients comprising the total trade area.

One is the business community's outlook. Each business must reach out to enough persons and with enough appeal to insure the economic success of that particular enterprise. A business attempts to expand its trade area by advertising to attract new customers. The community may try to expand its overall trade area by seeking new business that complements the existing ones, therefore attracting new potential customers to all the businesses by offering a more complete range of goods and services.

The other ingredient is a personal outlook on the part
of the consumer. A personal trade area is the geographic area one needs to obtain all goods and services used by that particular person. In contrast to the constant expansion sought by businesses the individual is always seeking to concentrate the trade area needed. The fewer towns needed and the closer they are the better for the individual. Consumers must choose between towns that offer the products and services they need. They choose because of travel time, quality of service of the business, concentration of businesses they use, cultural ties to the community, and other such determinants.  

Often sheer distance dictates a break regardless of how strong other ties may be to the original choice. At any rate there comes a point at which the consumer decides against one town and in favor of another. This critical point forms the boundary of a trade area. This boundary can be found and mapped to display the entire trade area of a certain item for a certain town and can also illustrate where those persons outside that boundary are going for that item.

Such information could be very important to small town merchants formulating advertising and sales and marketing plans. It could reflect the success or failure of past plans and would definitely aid in future designs to maximize advertising outlays. A trade area map would also outline the pop-

---

ulation base served by the particular business. This information would be critical to possible expansion plans of that business. A look at the trade area map of each business in a certain town would provide yet another critical bit of information. By viewing each trade area as a piece of the overall community trade area the total population base actually served by the community can be determined and outlined on a map. This provides a definite base for businesses to use and perhaps more importantly, for the entire community to use. It can lead to understanding why certain types of businesses failed or were never tried. It can encourage others to locate in the community depending on the population base specifically needed. In short, having the facts at hand can assist the individual businessman in making decisions and will help the entire community understand its overall business situation and what it can do to improve its present position to the benefit of all concerns.

Modern geographic methods of supplying useful information on rural business trends and patterns such as this trade area technique being studied by the author may be increasingly utilized by rural communities with obvious local results and other more far reaching results. It may kindle new interest among other college disciplines to provide further assistance to the rural town rather than just to rural farms or families as has often been past policy. It may also stimulate government agencies to approach rural town problems with more
understanding of their unique situations. And it may re-
juvenate the vitality of small town life. The picturesque
beauty of the small Midwestern town will reflect not only a
quality of life shared by all rural inhabitants but also a
business district that has come to understand its role and
function in the business hierarchy of rural America.
CHAPTER II

KADOKA, A SOUTH DAKOTA TOWN

The community of Kadoka came into being in 1906 when the Milwaukee Railroad extended its track from Chamberlain to the Black Hills and established towns along the route.\(^1\) Today the town of Kadoka has an estimated 840 residents. It is the county seat of Jackson County, and tourist center for visitors to Badlands National Park and Buffalo Gap National Grasslands. Kadoka is also a trade center.\(^2\)

Kadoka is located in south western South Dakota very near the Badlands. Its name is derived from a Sioux word meaning "opening" or "hole in the wall" because of the town's location at a hole in the famous wall of the Big Badlands. Kadoka is approximately half way between Chamberlain at the Missouri River to the east, and Black Hills to the west. The road route is Interstate 90, a four lane highway passing just north of Kadoka and closely following the old route of U.S. Highway 16. The north-south route is South Dakota Highway 73. Easy access to such good roads is important to the continued economic success of the community.

\(^1\) Jackson and Washabaugh Counties (Marceline, Missouri: Walsworth Press, 1965), p. 78.

The designation of Kadoka as the county seat in 1914 stimulated growth and development of the town. County seats are often more stable than other towns. Kadoka reflects this pattern as it has never experienced a sharp decline in population. Kadoka has had only one decade in which it showed a loss at all and that was only 3 per cent loss occurring between 1960 and 1970; the population dropped from 840 to 815. Earlier census reports show the steady growth, from 341 to 385 between 1920 and 1930, then to 464 in 1940, and up to 584 by 1950.3

Besides the services of city and county governments Kadoka has an airport available for public use. The lighted runway is 2400 feet long and aviation fuel is available on site.

Kadoka is home to an Elementary School and a High School. Activities related to the schools draw people to the town and instill a sense of pride, unity, and cooperation into the community. Other activities are available for locals and visitors. There is an annual rodeo. There is also a city park with facilities for tennis and basketball and picnic space, ball parks for various types of organized play, a local golf course, and Kadoka Lake, a nearby spot with more potential than actual use.4

3Ibid., p. 11.
4Ibid., pp. 7-9.
The Milwaukee Railroad still serves Kadoka but at present the future of the service is very much in doubt. Loss of the rail service could have serious and adverse affects on the town's agriculturally oriented businesses and thus on the entire town because agriculture is the mainstay of the area, its principal economic endeavor.\(^5\) The physical environment is very conducive to raising beef cattle and to raising wheat. Hay is second in crop importance while small amounts of barley, oats, rye, and sorghum are also produced. Dependence on railways for efficient transportation of these items points out a problem inherent in all regions where one or two items predominate. The problem is lack of diversity and thus vulnerability to loss of railroad services, once a very unlikely idea but now a stark possibility. Greater agricultural diversity, alternate transportation methods, or other such ideas could alleviate some of the increased stress on the local economic structure.\(^6\) The problem further points out the need for a community such as Kadoka to increase its knowledge and awareness of the everyday interactions between its trade area and its businesses.


Back in 1906 when the town was founded by the railroad most businesses reflected the dependence on the rails by building near the depot. They also reflected the lifestyle. In 1906 Kadoka consisted of a livery, a blacksmith shop, a land office, a drugstore, a restaurant, three hotels, three general stores, a bank, a newspaper, a doctor's office, one church, and eight saloons. In 1907 some civilization came as the first school opened. It might seem that Kadoka catered only to the railroad or those arriving on it to settle in the area. But as the following excerpt points out such was not the case. "Hundreds of Indians traded at Kadoka when the town was first established, pitching their tepees at the outskirts of town."  

By 1909 most businesses who planned to stick it out had been established. The town even had a baseball team and a volunteer fire department. It also had a water supply, a well six feet square and twenty feet deep. Six saloons went out of business after the railroad finished its westward construction. Kadoka had gained several churches, a lumberyard, butcher, harness, bakery, hardware, and clothing shops, real estate dealers, livery stables, a grocery store, and a millinery. The next decade saw the coming of a phone company and the county courthouse and the going of three banks. The first tourist business was built in 1926 by Pete Simon

7 Jackson and Washabaugh Counties, p. 78.
and consisted of four original cabins and two built later. A theater was built in 1935, a bank was re-established in 1948, the hospital was built in 1950, with funds raised locally, and a retirement home was built in 1960, also with local financial support. 8

This brief business history hits highlights and town firsts but the pattern of development is quite similar to many other towns platted by railroads or overnight land companies. Not only many of the businesses in each town but in numerous instances the very towns were established with little or no regard for what could be supported by the population available or for what competition it would encounter after the initial excitement of creation simmered down. Geography had probably rarely been heard of, much less trade areas and the like. And so the towns were forced to adjust as best they could to changing times and development of economic bases and trade patterns. Unfortunately there was not any timely information available to help them understand the process, and there was not a large enough economic base for everyone in the population. But instead of cooperating as they possibly could have if aware of the forces at work, fierce competitions sprang up between towns, especially among businesses in each that could not survive without the addition of the customers from a rival. Often the losing

8Ibid., pp. 78-83.
town would become bitter toward the town that profitted. Or not infrequently the two competitors would both lose out to a third party, one with perhaps more to offer, such as a county seat. Out and out fights between towns to be recognized as the county seat were a common result. Residents knew it was important for economic success but perhaps did not fully comprehend why. As a result of either of the above feuds, there are to this day entrenched hard feelings between certain towns, much because no one understood the fragile and sensitive economic characteristics of a low density rural population or the requirements of businesses in rural towns serving that population.9

Kadoka has been successful in surviving this type of feuding in relatively good shape. The information for this trade area study was collected in mid 1978. The businesses, government services, and civic groups in Kadoka at that time were as follows:10

| 2 Doctors          | 1 Bowling Alley          |
| 1 Hospital        | 1 Building Material Dealer |
| 1 Lawyer          | 1 Bus Stop               |
| 1 Veterinarian    | 1 KOA Campground         |
| 1 Abstractor      | 1 Carpet Dealer          |
| 1 Auto Dealer     | 1 Catholic Church        |

---


1 Auto Service 1 Lutheran Church
1 Bank 1 General Contractor
1 Barber 2 Excavating Contractors
1 Beauty Salon 1 Farm Equipment Dealer
1 Farm Supplies 1 Bar
1 Feed Dealer 1 Fire Hall
1 American Legion Post 1 Water Plant
1 Locker Plant 1 Police
1 Furniture Dealer 1 County Library
1 LP Gas 1 State Highway Maintenance Shop
1 Auditorium 1 Resident Eng.
1 FED ASC Office 1 Paint Store
1 Soils Con. Office 1 Milwaukee Railroad Office
2 Grain Elevators 4 Restaurants
2 Grocers 1 Retirement Home
1 Hardware 1 Septic Tank Service
8 Motels 4 Service Stations
2 Insurance Agencies 1 Tavern
1 Laundry 1 Telephone Company
1 Lawn Mower Dealer 1 Television Sales
1 Leather Goods 1 Towing Service
1 Liquor-on-sale 1 Tire Dealer
1 Lumberyard 1 Tractor Dealer
1 Mobile Home Transport 1 Trailor Rental
1 Newspaper 1 Truck Dealer
1 Novelty Store 1 Weldor
1 Fuel Oil Dealer 1 Welding Supplies
1 Optometrist 1 Wheel Alignment

Obviously some business functions were combined into the same business establishment. Some changes have occurred since then. The author will explain recent developments later in the text as each business trade area is interpreted in further detail.

Kadoka has another economic resource besides the business district. Because of its location near the Badlands and in fact at the opening in the Badlands Wall tourism is a major economic activity. Kadoka is known as "The Gateway to the Badlands". Most visitors to the town have either spent the day in the Badlands or are about to enter them. The above list reflects an increased number of those businesses
that serve the needs of these tourists. Tourists to the area are usually experiencing badlands topography for the first time and are often quite excited about it. The landscape is often stark, often majestic, commonly spectacular with soft colors ever changing tones in proportion to the intensity of the sun's rays and the clouds moving shadows. If the scenery were not impressive enough there are more attractions to the Badlands. Geology is fascinating including fossils and unusual rocks. Wildlife and plantlife are of considerable interest. From Kadoka travelers may take a scenic roadway through a nearly untouched landscape and view the Badlands close up.\textsuperscript{11} Tourism is indeed big business here. Energy shortages and inflation are two areas of deep concern for tourist businesses and the towns that recognize their economic contributions.

Perhaps the best resource has yet to be mentioned, the people of Kadoka. They are individualistic, independent, and spirited, yet with a strong sense of loyalty and working for the common good of the community. They recognize these values of small town life in South Dakota. They also recognize the problems of today and know that it takes a lot of hard work to maintain a thriving small town and preserve those values. The Kadoka Community Betterment Association, herein called KCBA, provides an organizational base for the people to get involved in cooperative efforts to improve the local scene on

\textsuperscript{11}Hoy, Hogan, and Ostergren, "Kadoka: Badlands Basecamp", pp. 5-6.
several fronts; business development, tourism, history and historic preservation, holiday celebrations, and special civic events, to name a few. Efforts have been successful in attracting young professional and commercial people to Kadoka in recent years and current campaigns are under way to attract others in key professions.\textsuperscript{12}

The people of Kadoka also realize they occasionally need outside help from those interested in economic development and cultural preservation of small towns in South Dakota. The Department of Geography in the College of Arts and Sciences of South Dakota State University in Brookings, South Dakota, offers courses and programs whose direct applications to small town problems can be of great value to the communities. Through discussions between the KCBA and the Geography Department it was agreed that the university could prove helpful in working on four projects, one being a trade area study. The author thus chose the town of Kadoka to do this initial computer mapped trade area study. A small town trade area study method could now be developed and tested and refined. Kadoka would be supplied with valuable economic information and this study could be used as a model for other South Dakota towns to use. This work is the result of that decision.

CHAPTER III
METHODOLOGY

One of the very important steps in any project is to do background research to find and read any related studies. The author found some interesting approaches to trade area determinations and some works that were helpful in more subtle manners. By far the work most closely paralleling the author's is that of Borchert and Adams. It places retail and wholesale centers of the Upper Midwest into a regionally adapted classification scheme defining eight categories of trade centers. It also maps the trade areas of the larger centers. This is a great asset because the way to understand a trade area is to see it and the way to see it is to make a map of it. To do this the researcher must determine what information is necessary, how to find or collect the information, and what type of map to construct to best display the gathered data. Borchert and Adams used statistics from the Census of Business, Northwestern Bell Telephone Company, and other sources. The use of these statistics rather than independently collected data was necessary because of the wide scope of the study. This causes some limitations. "Trade areas have not

been mapped for smaller centers because data concerning their trade and population characteristics are not generally available."²

Berry's work is based on the idea of trying to explain regularities in patterns of retail and service businesses by applying the central-place theory.³ Central-place theory is one explanation of the size, location, spacing, and business nature of all settlements. A specific case study of market centers in southwest Iowa was of great interest to the author. The information was collected by surveying farmers shopping habits and the results were mapped by drawing a straight line between the farmer's home and the market used for a certain item.⁴ The maps do reflect trade areas but the techniques used gives them a crowded and somewhat confusing appearance not well suited for practical applications. And Berry's central-place approach is rather distracting in being a narrow and often lengthy discussion. The author feels that Berry had valuable examples of trade area studies presented in his work but rather than discuss trade areas as important tools for the communities' use he chose instead to use them merely as further researched support for the

²Ibid, p. 5.


⁴Ibid, pp. 3-23.
acceptance of a large scale theory.

Several reports done through the Cooperative Extension Service of South Dakota State University and U.S. Department of Agriculture were of considerable worth to the author. In basic trends in South Dakota towns and proposes guidelines for grouping present counties into economic cooperative units in the hope of increasing economic stability and efficiency.\(^5\) Using the trade center classification scheme of Borchert and Adams, Antonides attempts to outline trade areas of the 15 major trade centers in South Dakota, primarily by halving the distance between each center and its nearest competitor in each direction. This gives a very rough approximation of the boundaries and he acknowledges this.

Unfortunately, drawing the precise outlines of a particular trade area is not as easy as defining it. Determining the actual boundaries of any particular trade area requires time-consuming and expensive surveys.\(^6\)

An extension report by Sogn and Kraner dealt specifically with farmers. The questionnaire used was quite lengthy but some of the questions were good. The results were tabulated as several pages of statistical tables, thus it was difficult to relate the findings to a spatial pattern or to form any

\(^5\) Antonides, *Guidelines for Economic Development in South Dakota*.

\(^6\) Ibid., p. 9.
overall conclusions. 7

The author read several noteworthy reports on railroad abandonments. The report by Baumel and Rudel gave direct suggestions to communities, but the options were not necessarily attractive. 8 They suggest more use of trucks or fewer grain elevators, larger in size and located in selected places.

Other studies researched by the author provide less specific trade area material but valuable general background and examples of methodology. In a study in Kansas, McGraw and Vernon promote a plan of federated urban areas, a scheme similar to Antonides' proposal for South Dakota. They mention the political opposition that would inevitably mount up, but state that something must be done because "... not all small communities can grow." 9 In a related Kansas study Deines provides a good general discussion of the need for planning; several passages directly apply to small towns worried about the future. "There is a need for response to conditions other than growth." 10 "The first task for the

---

7 Sogn and Kraner, Where a Farmer Buys and Sells.
8 Baumel and Rudel, Producers Adjust to Abandonment.
community trying to move out of decline or stagnation is to get organized. 11 Deines also states that the community, once organized, must gather and analyze data about the local economy, people, public utilities, civic services, resources, and other items relevant to potential growth. This is similar to a civic audit but expanded.

Several points can be seen by looking at the overall picture presented by the preceding works. Trade areas for smaller trade centers have not been mapped, yet the value of small centers has been recognized. Data is not often available for them, and if data is compiled it is usually scattered through the files of different agencies or limited in its scope. The few maps done of smaller centers have not been adaptable to other similar centers, generally because the mapping techniques involved were time consuming and not very aesthetic in their final appearance. Thus the author will determine what data is needed, find or collect the data, and develop an adaptable and useful mapping procedure to delineate the trade area of a small town trade center. The author must also promote public cooperation through ongoing local publicity in and around the town under study.

Information necessary to make and interpret a map falls into two categories. One is direct information about where

11 Ibid., p. 15.
the households shop for each item on a list, where they live in distance and direction from a home town, and how often they go to town at all and to the town of study. The other is cultural information about the household such as total number in the household, number in each of several age categories, general occupation of the head of the household, and the school district. This information must be gathered for a large area around the town of study and must be done in a way to facilitate efficient analysis of numerous responses.

Considerable time and effort must go for background research on the towns present businesses before a list of items shopped for can be constructed. A visit to the town to take inventory of the existing businesses before a list of items shopped for can be constructed. A visit to the town to take inventory of the existing businesses and to converse with the merchants is a necessity. Reading the yellow pages of telephone directories of the local and surrounding areas is very valuable. Directories for most towns are available in the university's library. Reading the local newspaper is also very important. The library receives many small town newspapers.

Digestion of these and similar sources has several results. The personal visits, the yellow page ads, and the newspaper stories and ads reveal to the researcher the attitude of the business district. It may be one of aggressiveness or apathy or unity or disunity or something else. They
also reveal the overall community attitude towards such things as new business, new industry, tourism, neighboring towns, local customers, and each other. The insights gained here are important to the author's analysis of data and interpretive explanations of the maps constructed.

Another result is a list of actual business activities offered by the town.¹² This list is used to classify the trade center. Figure 1 illustrates a trade center classification scheme adapted by the author from the work of Borcher and Adams.¹³ Businesses are listed at the right, trade center types below the columns. Those businesses normally required of the type of center below each column are indicated by a solid bar across the column at a height indicating that businesses on the list that are below the bar are expected to be found in that particular trade center type. Those businesses which are optional are indicated by the additional height of the column above the solid bar. This classification system is very suitable for studies of trade areas in South Dakota.

The town of Kadoka can be classified as a partial shopping center.

By knowing the trade center type and the present businesses a list of items can be made. It would consist of all businesses in the town of Kadoka.

¹² The list for Kadoka was given in Chapter II of this report.
¹³ Borcher and Adams, Trade Centers and Trade Areas of the Upper Midwest, pp. 2-4.
Fig. 1 Trade Center Types Defined By Present Businesses.
the present types and those not present but normally associated with trade centers of similar size and function. Thus the researcher could see where people are going for goods and services locally unavailable at present but commonly associated with the particular trade center type. The study can thus show what is available, what is missing, and perhaps why.

The method of collecting the information is a serious concern for the researcher. Enough information must be gathered to give validity to the study but too many responding points could swamp the capacity of the author to individually compile the data. There are many ways to conduct surveys. After much consideration of the alternatives the author decided to distribute a written questionnaire. The distribution itself could be done several ways. The best method found by the author was to include the survey in a telephone billing statement with instructions to return it with the bill payment. The telephone companies involved in the Kadoka study were very cooperative and quite helpful. Publicity in local newspapers advising the public of the survey was instituted prior to the phone bill mailing.

Composition of the questionnaire itself is important. It must be explained concisely and in a friendly tone in an opening statement. Instructions for filling out the form must be written clearly and yet as briefly as possible. The questions pertaining to characteristics of the household must
cover needed information yet assure the respondent that his privacy and anonymity are safe. It must include a designated space for additional comments and must include a statement of thanks for the respondent's cooperation. The paper color is also of importance. It must be a friendly tone yet a noticeable one so that the recipient will take time to complete it rather than pitch it in the nearest trash receptacle. A copy of the survey questionnaire used by the author for the Kadoka trade area study is provided for the reader in Appendix A.

Once the questionnaire is written, printed, delivered, and distributed the researcher will anxiously await its return. During this time there are other tasks to be done. One is the construction of a base map. It must cover a large enough area to show the trade area of the town and the general area covered by the survey. Shape of the map is dictated by knowledge from the basic research about the suspected general trade area. The map may be square or it may be rectangular with the length oriented either east and west or north and south. It must include features relevant to the study: towns, roads, rivers, etc.; but need not include items which would only clutter its final appearance. It must also include the basic features of a map such as distance scale and direction arrow. The excellent cartographic facilities and the staff cartographer in the Geography Department at South Dakota State University enable the author to generate quality maps with relative ease. The original Kadoka study base map was drawn by Ruby Lapp as partial fulfillment of a
course in advanced cartography. The maps displayed the same geographic area but on different scales. Reasons for this will be brought out later in this chapter. Figure 2 shows the base map used for the Kadoka study.

After the questionnaires were returned to the phone companies the author collected them. They were scanned, counted, sorted by town and by rural address, and numbered. A review of the answers showed that even after the care taken in composition certain questions proved ambiguous, inconsistent, and therefore worthless. They were omitted from analysis.

The remaining information was now ready to be put on a map. This proved to be the most trying task. The trade area for services of a doctor was done as a sample of doing the work by hand. Using a copy of the base map the author read each questionnaire, located each household on the map, and at that point placed a number representing the town used by that household for doctor services. The map and its explanatory legend were quite satisfactory but the process of making it was much too lengthy and time consuming. To generate all the necessary maps would take ages. Just as important, the process would not encourage doing other such studies. This same process was noted as giving unsatisfactory results in the literature reviewed at the beginning of this chapter.

The author then began to investigate other methods of map construction. In this pursuit the author contacted Mr. Roger Sandness, Assistant Professor of Geography at South
Dakota State University. Mr. Sandness suggested with confidence that computer mapping using SYMAP\textsuperscript{14} could provide the answer. Since this field was totally new to the author it was decided that the first step would be to take the computer mapping class taught by Mr. Sandness. During the course the author and the instructor spent many hours, in fact weeks, designing and testing a method of compiling the data via the computer, storing it, and then retrieving selected categories with a mapping program.\textsuperscript{15} It was a fascinating and valuable learning experience for the author. The involvement of Mr. Sandness was crucial to the success of the effort. Explanation of all the details of the programming would be rather tedious for the reader. A basic idea of what was developed can be given. The base map was used as the basis of a grid system with x axis and y axis coordinates. The computer could be programmed to locate the home town given on each questionnaire once it had learned the coordinates for all the towns on the map. From there it could proceed to locate the specific household in distance and direction from the

\textsuperscript{14}SYMAP is an acronym for Synagraphic Mapping System, developed at the Laboratory for Computer Graphics and Spatial Analysis at Harvard University.

home town. For this the computer was programmed to use a linear model. That means plotting the point along a straight line radiating toward one of eight compass points from that household's home town. At that point it would print the number representing the town to which that household went to shop for the particular good or service in question. The computer could then read the same item from each questionnaire. When this was done the map would show each household and where it shopped for that item. The representative numbers for the trade centers are each assigned a symbol to fill the area around each of their appearances. The map is thus filled with areas of symbols. The boundary of each area is determined by splitting the map distance between two points reporting different numbers and giving the proper symbol to each areas. These boundaries can be clearly seen. They are the boundaries of each represented center's trade area for that item.

This system, even though the initial development and testing took awhile, will be much faster and more efficient than hand-drawn maps. It provides an understandable visualization of the spatial distributions and relationships of a trade center and its trade area. And the patterns are significant even when the data is based on sparse rural populations. The computer maps are an indication of the approach taken by a trained geographer. The analysis of the data is more important than mere accumulation of statistics.
In this report the reader is viewing page-size reductions of the original computer maps. The larger originals are well suited to interpretive work because the information is spread out over a larger area. Small pockets of information are more easily identified. If the maps were done on a smaller scale originally many of the information points would be bunched tightly together or even superimposed on top of each other. This would render them useless. Thus the originals are fairly large.

The reduction of the originals to regular page size caused problems for the author. The first base map was 10 inches wide and 16 inches long. Computer maps developed from this showed the same area but included a necessary border margin that made the overall map slightly larger. The length was shortened to 14.75 inches on the base and computer maps. This produced maps which could be properly reduced to page size on a Xerox 7000 machine using the greatest reduction capability. At first this seemed to be satisfactory for the author's needs. However, the author, in a quest for the best copy quality available, had a sample reduction made on a new Xerox 9200 copier recently installed in the Printing Lab on campus. The copy quality was vastly superior to that of the Xerox 7000. There was one major problem, the reduction scales were not the same. So it was back to the drawing board, literally. The second base map was drawn to be 8.5 inches wide and 12.5 inches long, this being very close to the size
needed to get a page-size reduction with proper margins from the Xerox 9200. The computer maps were re-run to the new scale, the reductions were made, and they were just the right size, finally. This was a good example of having to work backwards to get the desired result.

Transparencies were made of each reduced computer map and the base map. These can be used in a verbal and visual report to the community, in this case Kadoka. They can also be used as examples in presentations to other communities. The computer maps do not show the towns and roads as does the base map. Thus a transparency of the base map was made. This is placed on top of a computer map to visualize the trade patterns in direct relation to town locations, roads, and distances. A base map transparency for the reader's use is provided in Appendix C.

The next step in the methodology is analyzing the maps to provide a written summary of the facts presented visually. This requires the author's application of interpretive traits developed in part by course work and fieldwork in geography. The remainder of this paper is devoted to this task.
CHAPTER IV
THE TRADE AREA OF KADOKA

In 1970 Jackson County had 1,531 residents and 515 occupied housing units. This provides an average of 2.97 per household. Washabaugh County in 1970 had 1,389 residents, 329 occupied housing units, and an average of 4.22 persons per household.¹ In 1979 Jackson and Washabaugh Counties were combined. The name of Jackson County was retained and Kadoka continued as the county seat. Thus the present county area would have had a 1970 population of 2,920; 844 occupied housing units; an average of 3.45 persons per household. Jackson County contains 1,869 square miles in an area about 41 miles wide and 46 miles long.² The population density, based on 1970 data, was 1.6 persons per square mile.

Jackson County is the core area of the study. Communities included therein are Kadoka, Belvidere, Interior, Cedar Pass, Cactus Falt, Wanblee, Cottonwood, Long Valley, and Hisle. (Figure 2). Small communities near Jackson County included in the study are Norris, Quinn, Midland, and Wall. Larger centers that may be considered nearly the same trade center classification as Kadoka, and therefore business competitors, are

¹ Marvin P. Riley and Eugene T. Butler, Jr., South Dakota Population, Housing and Farm Census Facts, Bulletin 611, (Brookings, South Dakota: Agricultural Experiment Station, South Dakota State University, May, 1973), pp. 24-25.
² Ibid., p. 13.
Philip, Martin, and Murdo. Since Philip is near Kadoka it was surveyed, Martin and Murdo were listed on the questionnaire as possible trade destinations but were not surveyed because of the distance from Kadoka.

The total area surveyed can be closely approximated as that area falling within a circle having a 30 mile radius with Kadoka at the center. The questionnaires were placed in the bills of the Long Valley, Belvidere, Interior, and Philip exchanges of the Golden West Telephone Cooperative of Wall, South Dakota. Questionnaires were also placed in the bills of the Kadoka Telephone Company. Every household in those exchanges should have received one. A total of 1500 were distributed: 275 in Long Valley, 110 in Belvidere, 90 in Interior, 675 in Philip, and 350 in Kadoka. The number of replies from each exchange and per cent replied are Long Valley, 95 replies, 34.5 per cent; Belvidere, 50 replies, 45.5 per cent; Interior 43 replies, 47.8 per cent; Philip, 126 replies, 18.7 per cent; Kadoka 142 replies, 40.6 per cent. This is a total of 456 responses, an overall average of 30.4 per cent. A truer picture can be seen by omitting Philip since that exchange covers only the actual town of Philip. Yet it took up 675 questionnaires, 45 percent of the total distributed. And the 18.7 per cent response was far lower than any other exchange, perhaps because the town of Philip did not care one way or the other about a study of Kadoka. Excluding Philip, 825 were sent out, 330 were returned, an average of exactly 40 per
38 cent. This is considered a good survey return and establishes validity for the data collected.

Not every person gave an answer for every item, that is to be expected. The responses from persons living in a town were not used in the mapping program but were valuable to determine if a town followed the shopping patterns of the mapped rural responses from the area around it. Of the total 330 returns, 134 were either from in towns or from such a distance that no relevant trade occurred. This left 196 rural households to plot on the maps. These households account for a population of 677, broken into three age categories as follows: 218 persons age 1 through 15; 71 persons ages 16 through 21; 388 persons ages 22 and over. The average population per household for these responses is 3.45, identical to the 1970 average for what is now Jackson County.

The questionnaires had a space for remarks by the respondents. The remarks from all the questionnaires are provided for the reader in Appendix B. It is definitely worthwhile to read through them as they cover a wide range of topics, attitudes, and outlooks.

Figure 3 shows the frequency of trips to town as trips per month to any town. The legend on the facing page explains the symbolism used. This information is pertinent to all the following maps. The reader may use the base map transparency in Appendix C to place over the figure and thus relate the location of towns and roads to the inform-
### KEY TO FIG. 3
TRIPS TO TOWN

<table>
<thead>
<tr>
<th>NUMBER OF HOUSEHOLDS PER CATEGORY</th>
<th>TRIPS PER MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### TRIPS PER MONTH

<table>
<thead>
<tr>
<th></th>
<th>1-5</th>
<th>6-10</th>
<th>11-15</th>
<th>16-25</th>
<th>26-30</th>
<th>31-90</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ation displayed. This can be done for any figure.

Each of the remaining figures defines the trade area for a specific time and each will be discussed. A master legend for all these figures is provided on the facing page of Figure 4. This matches the numbers and adjacent symbols to the town they represent. The appearance of that number and symbol on a map indicate that persons within that area shop in the corresponding town for the particular item involved.

The figures are separated into eight groups. Each group contains related goods and services. Visual and written comparisons of trade areas can be more easily made when related items are thusly grouped.

Group 1

Kadoka's trade area for groceries extends solidly to the southwest about 29 miles (Fig. 4). To the north and west it extends about 10 miles. To the east it extends 10 miles initially, is interrupted by a concentrated pocket that trades in Belvidere, then picks up again for another 5 or 6 miles to the northeast and east. A long narrow arm extends southeast about 32 miles. To the south the pattern is very mixed because of the local trade areas of Long Valley, Wanblee, and Norris. Long Valley draws most of the trade for an area extending about 12 miles southwest and west and for about 10 miles north and northeast. Wanblee is at the trade boundary between Kadoka and Martin. Some local trade is noticed but most of the area is split between Kadoka, Martin, and Rapid
City. Most of the trade in the area southeast of Wanblee and northwest of Long Valley does go to Kadoka. South of Long Valley the break from Kadoka occurs sharply. Norris is completely outside the boundary. To the north the break is very sharply marked between Philip and Kadoka. Some pockets exist in each center's areas that go to the opposite town but their effect is to balance out. Several households very near to Kadoka trade at Philip, Murdo, or Rapid City.

Kadoka's trade area for meat extends solidly 24 miles to the northwest and to the southwest, 30 miles to the southeast with fingers extending to 36 miles, 25 miles east, and 15 miles northeast. Very little trade comes from directly north of Kadoka. The southern break is quite distinctly marked at Long Valley, but several pockets do use Kadoka, from as far as 40 miles south (Fig. 5).

The trade area for beer and cigarettes were very mixed (Fig. 6). Kadoka's solid trade comes mostly from the south and southeast, about 36 miles in those directions. Very little trade comes from the southwest. To the east and northwest for 16 miles the trade is scattered between Philip and Kadoka, then breaks to become only Philip. A solid local pattern surrounds Belvidere.

**Group 2**

The adult clothes trade area was dominated by Rapid City, 46 per cent of the area traded there. Philip and Kadoka were near equals with 19.3 per cent and 17.5 per cent of the re-
Long Valley, Wanblee, and Norris are together because their respective trade areas are very localized and can be separately distinguished even though the symbolism for each is the same.

** Towns here include Pierre, Valentine, and Winner. In this case it is not necessary to show which particular town is used, only that the business was transacted at a town some distance from the study area.
remaining trade from the survey area. Kadoka has a solid area of 32 miles in length to the south-southeast and about 9 miles to the southwest. Trade comes from as far as 24 miles north and 36 miles southwest. A large pocket lies just to the east of Kadoka and is about 25 miles long, 10 miles wide, and is 22 miles away at its furthest point (Fig. 7).

Kadoka exhibits a very unusual pattern for children's wear. Within an arc with a 22 mile radius from southeast of town to west of town no trade comes to Kadoka, one southeast of town from 22 miles out to 38 miles out and up to 16 miles wide (Fig. 8). Trade comes from up to 36 miles southwest. No trade comes from the east for 10 miles, then a pocket 16 miles long and 7 miles wide appears as sold for Kadoka. A pocket just north of Kadoka is 10 miles long and 5 miles wide. Rapid City attracts half of this business, Philip gets about 21 per cent, Kadoka about 15 per cent.

The trade area for shoes is totally dominated by Rapid City with 71.5 per cent of the households going there. Philip, Kadoka, and Martin had very small and nearly equal amounts of trade. Pierre, another larger center, drew trade from the upper right hand quadrant of the map (Fig. 9).

Kadoka's trade area for dry cleaning and laundromat is quite localized inside a 12 to 13 mile perimeter except for a solid stretch extending about 29 miles to the southeast. Points using Kadoka did come from as far as 43 miles southeast, 36 miles south, and 16 miles northwest (Fig. 10). Philip was
most popular with 32 per cent of the responses, Rapid City was a close second.

The beauty salon trade area for Kadoka is very solid, extending 36 miles southwest, 29 miles south and southeast, 16 miles east, and 10 miles north (Fig. 11). Very little business comes from west, only a couple were from northwest of Kadoka. A pocket immediately around Kadoka goes elsewhere; not to just one other place but to several. The area directly between Wanblee and Long Valley also divides its business among several towns other than Kadoka.

The trade area for barber is not strong. The influence of Philip is dominant to a line 10 miles south of Kadoka (Fig. 12). Kadoka draws from the area south of this for 27 more miles in length and 40 miles wide. But areas around Long Valley, Wanblee, and Norris are not included. They split their trade between Philip, Martin, and Rapid City.

The Kadoka trade area for jewelry is non-existent. Rapid City would come to mind as the favorite and it does show up with 38 per cent of the trade, but Philip is the major jewelry center with 44 per cent of the total (Fig. 13). All other answers were very insignificant.

**Group 3**

Kadoka has a very widespread doctor trade area (Fig. 14). It includes most of the area south of Interstate 90 within a radius of 36 miles from Kadoka; north of Interstate 90 it includes the area within a 16 mile radius with extensions to the
northwest and as far north as 40 miles. Scattered points within the southern area go to Philip, Martin, or Rapid City. Overall Kadoka draws 55 per cent of all those responding to the category.

The hospital trade area very closely resembles that for doctors (Fig. 15). There are some adjustments but they are minor and occur near the fringes of the trade area. This often occurs in a situation where a doctor and a hospital are both available in a given town, they complement each other. It is unfortunate that since this information was gathered the hospital has been closed. The closure may be temporary depending on the success of the community's efforts in recruiting another doctor.

The trade area for dentist services reflects the fact that Kadoka has no dentist. The primary trade center is Rapid City, 53 per cent of the responses, followed by Martin, 21 per cent, and Philip, 11 per cent. Murdo, Wall, Wanblee, and Pierre accounted for the rest (Fig. 16).

The optometrist trade area is a scattered pattern for Kadoka (Fig. 17). The trade is almost wholly shared between Rapid City, 56 per cent of the total area, and Kadoka, 30 per cent. Kadoka draws from as far as 27 miles northeast to 34 miles southeast and from 36 miles southwest to 18 miles northeast. The largest solid areas are in the far southwest area and the outer northeast area. The rest is interspersed with Rapid City users.
Kadoka's veterinarian trade area is very solid. It includes virtually all of the area south of Interstate 90 within a 35 mile radius from Kadoka (Fig. 18). Northeast of town it extends about 18 miles; north and northwest it ends abruptly at 10 miles, but a strong pocket is located at about 16 miles to that direction. Some points come from nearly 30 miles northwest.

The lawyer trade area is unusual in that very few responses from the area immediately around Kadoka actually use Kadoka. Its trade comes from a large area southeast of town from 10 miles out to 36 miles out (Fig. 19). Scattered responses come from as far as 35 miles southwest to 23 miles northwest. A solid pocket occurs 7 miles north of town; it is about 7 miles long and 14 miles wide. Kadoka is the top center for lawyer trade, 36 per cent, followed by Philip, 25 per cent; Martin, 7 per cent; and Rapid City, 16 per cent.

The Kadoka trade area for banking is rather fragmented. A solid section about 10 miles in width curves from north of town around the west side and to the highway south of town. A good pocket comes from an area 20 to 22 miles southwest (Fig. 20). Very little business comes from within 14 miles southeast but outside that line there are incoming responses, as far away as 43 miles. Virtually no business comes from east or northeast of Kadoka; these areas use Belvidere, Philip, and Midland. The bank has changed ownership since this data was gathered; this is undoubtedly a change for the
better because the previous bank was obviously not doing a very good job, illustrated by its weak trade area.

The pattern for the insurance trade is similar to that for banking. Kadoka's main area is a solid area starting 10 miles out and going to 21 miles west then curving to the highway south of town then extending in two directions, to 30 miles southeast of Kadoka and to 26 miles southwest. Some points came from 36 miles south and from 14 miles northwest. (Fig. 21).

The trade area for mortuary is totally dominated by Philip, with 78 per cent of the trade (Fig. 22). Kadoka has a barely visible 3 per cent. The only other trade center worth mentioning in the category is Martin with 1 per cent.

The florist trade was closely divided between Wall, 30 per cent; Philip 29 per cent; and Rapid City, 22 per cent (Fig. 23). North of Interstate 90 the area was evenly dispersed with these three choices; south of that highway Wall and Rapid City fairly evenly shared the area. Kadoka claimed a meager 4 per cent of the total florist trade.

Church preference is not a business function but if viewed as a cultural characteristic of the customers it can be very helpful in comparisons to trade areas to determine if it is a factor in customer decisions about where to shop. Kadoka draws a solid area from the southwest as far as 36 miles, from the west about 18 miles, and from the south about 16 miles. A strong area comes from the southeast up to 18 miles. Others come from as far as 23 miles north and 32
miles south (Fig. 24).

The newspaper trade area is very solid for Kadoka and quite extensive (Fig. 25). Of the responses, 52 per cent listed The Kadoka Press as their newspaper. The area included south of Interstate 90 is virtually all that within a 36 mile radius of Kadoka. North of the interstate the saturated area is within a radius of 10 miles. It reaches northwest to about 18 miles and north to some points about 23 miles away.

Group 4

Kadoka's drug store trade area is limited in its northern half to within a 10 mile radius from town. Along arm extends southeast to about 35 miles; another arm extends south about 14 miles, then bends southwest another 25 miles (Fig. 26). No trade comes from west of Kadoka beyond about 5 miles. Philip is the principal center with 34 per cent of all; Kadoka and Martin each have 23 per cent.

The hardware store trade area is quite solid. It southeast quarter includes almost all the area inside a radius of 36 miles. The southwest quarter extends 36 miles at the southern end, shortens slightly to about 29 miles to the direct southwest, then shortens again to about 14 miles directly west (Fig. 27). The area extends about 16 miles northwest, about 11 miles north, and about 14 miles northeast. A pocket around Wanblee, the Long Valley area, and the area south of Norris do not use Kadoka but rather trade at Martin or elsewhere. Kadoka receives exactly 50 per cent of the trade from
the entire area surveyed.

Kadoka's variety store trade area is noteworthy in only two areas, the northern area within a 10 mile radius and a long arm to the southeast to an extent of 35 miles (Fig. 28). A pocket just north of Long Valley and another near and south of Wanblee trade in Kadoka. No significant trade comes from the west or nearby areas of the southwest quarter. Philip is the major center with 45 per cent of the responses, Kadoka was second with 21 per cent.

The trade area for general merchandise is mostly to the south for Kadoka. The southeast quarter is nearly solid in an area 33 miles long and up to 18 miles wide. The southwest quarter has many loyal points out to 35 miles, but with points going elsewhere. Some points come from up to 14 miles north but there are not many over 5 miles to that general direction (Fig. 29).

The camera trade picture is almost entirely developed for Rapid City with 72 per cent of all the survey responses. Kadoka claims only 3 per cent of the business (Fig. 30).

The music trade area is also dominated by Rapid City with 83 per cent of a category that elicited a rather light number of responses (Fig. 31).

The trade area for sporting goods is another category primarily served by Rapid City (Fig. 32). Rapid City pulls 44 per cent of the area, Philip draws 27 per cent, Kadoka gets 15 per cent. Kadoka's trade comes mostly from the east
half of the surrounding area to an extent of about 18 miles.

Kadoka's trade area for saddlery is very strong in the southern half of the study area. It extends solidly 16 miles east, 12 miles south, and 30 miles to the southwest. It is sharply broken at the southeast by equal portions of Philip and Rapid City traders, then begins again about 23 miles out and continues to about 35 miles from Kadoka (Fig. 33). Philip gains 45 per cent of the business; Kadoka gains 33 per cent.

**Group 5**

Kadoka has a very widespread trade area for appliances. It draws from 38 miles north, 31 miles west, 21 miles east, and 35 miles south, southeast, and southwest. The solid areas are those to the southeast, southwest, and east. The south area is stopped by pocket areas that trade in Rapid City.

The north trade area consists of several pockets engulfed in Philip's area (Fig. 34). A very noticeable oddity is the area completely around Kadoka at least 5 miles wide. All these points go elsewhere and do so with no repetitious pattern. In spite of this Kadoka collects 37 per cent of the total; Philip and Rapid City each draw 24 per cent.

The furniture trade area for Kadoka is very limited. Several points come from near Belvidere, some come from just north of Norris. The strongest area is the southwest, from 12 miles away to 36 miles away and 16 miles in width at the greatest expanse (Fig. 35). Rapid City is the main center with 51 per cent of the survey; Philip has 21 per cent; Kadoka has 13 per cent.
The trade area pattern for television and radio is very mixed. Kadoka draws from a pocket centered 11 miles southeast and from a pocket 32 miles south. It also draws about half of the points in the southwest out to 35 miles. Small pockets come from the northwest and northeast (Fig. 36).

Kadoka's trade area for farm and garden is mostly to the south of Interstate 90. It forms a large odd-shaped oval 36 miles north to south and 50 miles east to west. A large pocket near the center and two others in the east half of this shape go to other towns (Fig. 37). Some trade comes from northwest of Kadoka and some from northeast, but in general the area north of the Interstate is all Philip. Kadoka nets 35 per cent of the surveyed area; Philip gets 34 per cent.

Plumbing and heating supplies are a very strong Kadoka trade area. Everything south of Interstate 90 within 36 miles is solidly in the area with the exceptions of a small pocket southeast of Wanblee, a pocket at and northwest of Norris, and a pocket area around Interior (Fig. 38). The area north and northeast of Kadoka for about 11 miles is solid. Scattered points come from northwest as far as 23 miles but are within an otherwise solid Philip area. Kadoka has 50 per cent of the business, Philip has 24 per cent.

The trade area for paint and glass is very close to that for plumbing and heating goods. It draws the same from the south, it draws better from the north, extending 16 miles northwest and northeast and 11 miles north (Fig. 39). Kadoka
is the major center with 48 per cent of the survey; Philip draws 18 per cent; Rapid City gets 17 per cent.

Kadoka has a strong lumberyard trade area. It includes much of the area south of the Interstate within a 36 mile radius. A large exception protrudes northwest from Norris for 20 miles. Several pockets occur along the highway between Kadoka and Long Valley somewhat halving the south trade area. A bulge east from Interior also disrupts the pattern. The Kadoka area extends fingers 16 miles northwest, 12 miles north and 18 miles northeast (Fig. 40). Kadoka draws 49 per cent; Philip and Rapid City each attract 20 per cent.

**Group 6**

The trade area for automobiles and trucks is dominated by Philip. Kadoka has several points 11 miles southeast and others scattered southwest, far south, and northwest but area is very fragmented (Fig. 41). Philip pulls 42 per cent; Rapid City, 14 per cent; Kadoka 12 per cent; Martin, 11 per cent; Murdo, 8 per cent; Pierre, Valentine, and others, 7 per cent. Since the data was collected the Kadoka dealership has changed hands. The previous owner retired and a young partnership began operations.

Kadoka's trade area for tires and batteries is small extending mostly into the southwest quarter to an extent of 30 miles but generally less than that. Some points come from near Norris, 34 miles southeast; some come from within 8 miles north; little or nothing comes from east, southeast, or northeast (Fig. 42). The patterns are more localized than
anything else. Philip does account for the largest single share, 25 per cent. For comparison Kadoka has 13 per cent.

Service station trade areas are somewhat localized yet Kadoka has a far reaching area. It extends solidly 20 miles west, 29 miles southwest, 18 miles south, and 14 miles northeast. It attracts several good pockets from the southeast up to 33 miles away. It gets a little business from the east (Fig. 43). Kadoka has the top center with 29 per cent of the total.

Kadoka's implement trade area was virtually non-existent. The map is completely engulfed by the Philip implement trade area (Fig. 44). Rapid City had some influence near the west edge of the map area; Valentine and perhaps Winner had some pull near the southeast corner of the area. Philip controls 73 per cent of the trade. Since the data was collected a new implement dealership has located in Kadoka.

Group 7

The restaurant trade area draws solidly from 18 miles north, 18 miles west, 32 miles southwest, 21 miles south, and 34 miles southeast. A solid trade pocket is centered about 30 miles south to southeast from Kadoka (Fig. 45). Kadoka claims 42 per cent of the survey trade; Philip, 22 per cent; Rapid City, 12 per cent; Belvidere, 11 per cent; Martin also 11 per cent.

The pattern for tavern or lounge is very fragmented because of a light response in this category. Kadoka draws
some local points from the east and northeast but the most responses were from far to the south and southeast; some came from moderate distances to the southwest (Fig. 46).

The hotel and motel category also had a somewhat thin response. Rapid City comprised 69 per cent of those responses. The map is filled with symbols but the real point is that the area's residents seldom use or need motels (Fig. 47).

**Group 8**

The trade area for building contractor is solid for 18 miles west, 14 miles southwest, 15 miles southeast, and 21 miles east of Kadoka. A small core area around Kadoka goes elsewhere. Points come from only 10 miles north but from 35 miles southwest, 36 miles south, and 33 miles southeast (Fig. 48). Kadoka and Philip each captured 33 per cent of the survey area. Responses for this category were not numerous but that is its nature, therefore, the data is significant.

Kadoka's electrical contractor trade area is similar in size and shape to the preceding one but is more extensive by about 5 miles to the northeast and west and more solid to the southwest (Fig. 49). Kadoka collected 43 per cent of the total; Philip, 30 per cent.

Kadoka has a very widespread trade area for excavating contractor. It extends solidly for 36 miles east, southeast, south, and southwest; 18 miles west, northwest, and northeast. It draws from points up to 35 miles northwest and 22 miles north (Fig. 50). Kadoka got 64 per cent of the survey;
Philip was next at 18 per cent.

Welding trade areas were localized at Wanblee, Long Valley, and Norris but were expanded for the towns of Kadoka and Philip. Kadoka drew from 14 miles northwest, little or none from northeast, 18 miles east with some interference, about 34 miles southeast, about 27 miles south, 25 miles southwest with points out to 35 miles, and 14 miles west (Fig. 51). Kadoka and Philip each received 38 per cent of the survey.

The trade area for telephone service is a good way to check the survey method to determine the general accuracy of the respondents answers. It also illustrates the fact that Kadoka has its own independent telephone company (Fig. 52).

The trade area of electric utility is interesting but not critical to the general concept of a trade area study unless some peculiarity is expected that would affect trade habits (Fig. 53).

Kadoka's bulk oil trade area extends 35 miles east, 29 miles southeast with some intrusions by White River, 35 miles southwest, 21 miles west, very little northwest, and 10 miles north and northeast. Some points next to Kadoka use other towns (Fig. 54). Kadoka is the main center with 42 per cent of the area, Philip gets 23 per cent.

Kadoka has a thin, scattered trade area for a livestock hauler. Nearly all its points come from the far southeast to the general southwest, (Fig. 55). Philip is the obvious leading center with 52 per cent; Belvidere is important with
17 per cent; Martin gets 13 per cent; Kadoka manages 10 per cent.

Kadoka's grain elevator trade area is dominant everywhere south of Interstate 90 but quickly yields to Philip in a transition zone just north of the highway (Fig. 56). Kadoka harvested 62 per cent of the survey, Philip got 23 per cent, Belvidere got 9 per cent.
CHAPTER V
CONCLUSIONS

Since its founding in 1906 Kadoka has shown a steady and quite stable growth rate. Today the town has about 840 residents. Kadoka is the county seat of Jackson County and is classified as a partial shopping center. It is located in the wheat country of southwestern South Dakota. Agriculture is the chief economic activity but tourism is quite important as Kadoka is located near the Big Badlands of South Dakota and has ready access to Interstate 90, the major east to west route across South Dakota.

The people of Kadoka are aware of the problems facing small town as they plan and prepare for the future. Jackson County had a 1970 population of 2,920 spread over 1,869 square miles for a very thin population density of 1.6 persons per square mile. This type of population provides a fragile base for economic competition between different trade centers. The Kadoka Community Betterment Association was formed to coordinate efforts to promote and develop business in Kadoka and to maintain enthusiasm for the style of life offered by small towns. The KCBA undertook a study of its trade area with the cooperation of the Department of Geography of South Dakota State University in Brookings, South Dakota.

The trade areas for 54 categories of goods and services were mapped. In the preceding chapter each area was explained
in terms of its extent of penetration into the hinterland around Kadoka. Several factors that may influence the shape and size of the trade areas can be examined. As a general rule the distance between centers of the same classification can be divided in half. Philip, Martin, and Murdo are the nearest centers of like classification. The area between Philip and Kadoka follows this rule, as does the area between Kadoka and Murdo with Kadoka exhibiting a common tendency to go beyond halfway to Murdo. But the rule does not hold true between Kadoka and Martin. Kadoka consistently draws from well over halfway to Martin.

Natural barriers often influence trade areas. The White River would seem to provide a strong break because of limited crossing points and the sparseness of roads due to the rugged terrain. But the trade areas of Kadoka act as if the White River did not exist. In fact, most of Kadoka's strength consistently comes from the south, southeast, and especially southwest.

Manmade barriers, usually an invisible political boundary can have a great affect on trade areas. The Jackson County outline reveals a significant pattern. All the trade areas for existing Kadoka businesses conform quite regularly to the county outline. The areas commonly fluctuate within the county but only a few go beyond the county limits. Still, there are certain questions unanswered by accepting the county political boundary as the only major influence delimiting the trade areas.
Another political boundary is that of the school district. The Kadoka school district is very similar in size and shape to Jackson County and is, in fact, located entirely within the county. But certain fringes of the county are not within the school district. This knowledge answers most of the remaining questions, the school district and the compositie trade area are very close to the same. Thus the school district is probably the major influence in determining Kadoka's trade area.

Cultural forces can often influence trade areas. Church preference was quite localized within the area surveyed and as such is a secondary influence. Family ties can be strong influences but are very difficult to ascertain. Individual choice must be considered as a factor because of the independent spirit of the people in very rural areas. It too is difficult to measure but may account for specific abnormalities on the trade areas.

All of these factors working in combination have produced the Kadoka trade area. It has its strengths and its weaknesses and its oddities. Its strongest trades include lumberyard, newspaper, hardware, plumbing and heating supply, paint and glass, bulk oil, grain elevator, excavating contractor, veterinarian, and restaurant. Doctor and hospital were strong trades but the hospital closure in recent months may change that picture unless the efforts at doctor recruitment prove fruitful. The weakest trades include adult and children's
clothes, barber, mortuary, drug store, variety store, furniture, and livestock trucking. Bank, automobile dealer, and implement dealer were in the weakest category but recent changes may serve to improve the picture in those categories. Oddities occur in two trade areas in particular, television and radio store and lounge and tavern. The television and radio trade was very mixed. Six towns split most of the business and no clear territorial domination appeared on any large scale anywhere on the map. Lounge and tavern trade appeared localized yet showed pocket concentrations which traveled farther than expected.

Businesses not present in Kadoka but associated with similar trade centers were family shoes, jewelry, camera, music, sporting goods, florist, and dentist. Most of this trade was done in Rapid City some was done in Philip.

All other categories of trade were considered as good or stable. But many of these do have room for improvement within the boundaries of the trade area. They can solidify the trade area without necessarily making it more expansive.

Kadoka could establish some of the missing businesses. A florist shop could succeed. The present trade within Kadoka's reach is split evenly among Wall, Philip, and Rapid City. The downtown business district needs a restaurant, at present none is located there. A combination of furniture and television and radio could provide a stable business for the community. Several businesses should be improved. The
drug store trade must be expanded. This is perhaps contingent on the status of medical services. The hospital is located amidst an area that needs it and efforts to reopen it should continue, with the author's hope that they will be successful. The new automobile dealership and implement dealership may develop slowly but steadily in the fight to regain lost business. Their success is of considerable importance. The Badlands State Bank may be a key to future economic development. Its task of recovering trade from those that bank elsewhere may not be easy but this process may be monitored by Kadoka as an indicator of a subtle change in attitudes about the community in general. To date the recovery seems to be working.

The grain elevator trade is very strong but is facing the unsolved problem of railroad abandonment. The tourism business is facing other problems, energy shortages and inflation. It may require adjustments but should continue to substantially supplement the agriculturally based economy of Kadoka.

The people of the area are very active in community support functions, whether as businessmen, farmers or ranchers, or workers; they get involved in the schools, the government, and the Kadoka Community Betterment Association. It is these people who will continue to improve the economic situation and enjoy the special life style of Kadoka, a small South Dakota town.
COMMUNITY SURVEY

Many communities in South Dakota have realized the need to better their local economy in order to provide for future growth and diversity of their business and service activity. This questionnaire is part of an effort sponsored by the Kadoka Community Betterment Association and will be analyzed by the Department of Geography at South Dakota State University in Brookings. Your cooperation in completing and returning this form is vital to this community's efforts to provide you the best business and service climate for the future. This survey may be returned by including it in the envelope when you remit your phone bill. Thank you for your interest.

PART I  Please answer the following questions.

Do you live in Kadoka?______ If not, are you a rural resident whose mailing address is Kadoka?______ If so, how many miles from Kadoka do you live?______ In what direction?______ If Kadoka is not your address, what community is your mailing address?________________________ Do you live in town?______ if not, how many miles from town do you live?_____ In what direction?______ How many times per month do you go to any town, including Kadoka?______ How many times per month do you go to just Kadoka?______ How many of these trips are for shopping?______ Your job?______ School?______ Church?______ Medical?______

Social?______ Marketing products?______ Other?______

How many people are in your household?______ Of those how many are children (Age 1-15)______ Youth (16-21)______ Adults (22+)

______

What is your general occupation?________________________________

What school district are you in?________________________________

PART II  Place the number of the appropriate town in the space provided in each case to indicate where you usually shop for that item. Towns are listed alphabetically.

(Over please)
1. Belvidere
2. Kadoka
3. Martin
4. Midland
5. Murdo
6. Philip
7. Rapid City
8. Wall
9. White River
10. Other (Please write in)

Groceries
Drug Store
Hardware Store
Bank
Restaurant
Gasoline Service Station
Variety Store
Meat
General Merchandise
Automobile and Truck
Implement Dealer
Appliances
Furniture
Jewelry
Men's or Women's Clothing
Laundry and Dry Cleaning
Family Shoe Store
Lumber & Building Supplies
Farm and Garden Supplies
Livestock Hauling
Lawyer
Barber
Beauty Salon
Church
Grain Elevator
Newspaper
Insurance Agency

Hotel or Motel
Mortuary
Florist
Plumbing & Heating Supplies
Paint and Glass
TV or Radio Store
Sporting Goods
Camera Store
Tires and Batteries
Children's Wear
Music Store
Antiques
Tobacco, Beer, & Liquor
Lounge or Tavern
Dentist
Doctor
Optometrist
Hospital
Veterinarian
Saddlery
Building Contractor
Electrical Contractor
Excavating Contractor
Welding Shop
Telephone Co.
Electric Co.
Bulk Oil
Other

PART III Remarks:

THANK YOU FOR YOUR HELP!
APPENDIX B

Kadoka definitely needs a theater, swimming pool, just a recreation facility in general. Kadoka died when the theater burned. Looks like Kadoka could do the same with this project as they did with the auditorium. Concentrate on local people instead of ripping off tourists. The locals are the backbone of this community--cater to them a little. Don't try to make in one day what takes us 1 year to pay.

I think that if Kadoka would try to get its prices down instead of acting like most tourist traps they'd get a lot more trade from the local people.

We do a lot of our own livestock hauling, welding and service on machinery and vehicles.

We usually do our shopping wherever we can find the best buy.

Kadoka has no farm repairs. The administrators of the School, City and County are not cooperative in many ways with the bulk of the rural, over taxed population. This may be the fault of the state, federal governing, I don't know. My own personal feelings are against the personnel of the local body.

Kadoka needs a good implement and repair shop since Pattersons are no longer in this business.

We make 4-5 trips to Rapid City annually--but probably do at least 85% of all spending in Kadoka.

This is a lot of hooey.

My husband goes to Kadoka about twice a year on business for the company.

Kadoka has too many business people interested in buying land to worry about farm trade.

We live west of Philip, SD, not in Kadoka.

Some of these services we do not use--being retired.

Kadoka is a tourist town. A handful of people run the town and it makes me sick. Remove all the motels and you have removed Kadoka from the map.
I do not make regular trips to any town--only when I find it necessary. Might be several times in one month or perhaps not once in a month.

Some are hard to choose a number for, as they are purchased very seldom.

My family lives in Kadoka during the school year.

Martin is closer and seems to have most of the items we need at a reasonable price.

Although Kadoka is closer we go to Philip more because of the repairs and Implement Dealers there.

I do so little shopping for most of these items that it is difficult to answer the questions with any degree of correctness, but I have tried to give the best answers I could.

If they don't have it how can we buy it? Usually you save more in other places, and that is what we are striving for. We shop for better prices.

Martin is our town for our business--grocery shopping, gas, etc. We also shop in Winner, SD, Rapid City, SD and Valentine, NB.

Since Patterson Supply has quit we have had to get repairs from Pierre and Winner.

Martin, SD is our main hometown. Most of our business is at Martin. Norris, SD is just our address on Route. We live in Bennett County. Mostly all our trade is done at Martin, SD. 34 miles.

Difficult to answer because we don't have a certain place to buy--just wherever we happen to go.

I shop at different towns some times.

I teach for the BIA in Wanblee and travel many weekends. I also have family and connections in Michigan. Many of the #10's are Michigan related.

Do most trading in Martin, Rapid City, Wall and Wanblee.

Much of our clothing and other supplies are obtained from Sears, Wards, Penneys by Parcel Post or U.P.S. Many other things are do it yourself at home.

Parts I wrote--Don't Use--would be Kadoka if we did use these services.
First thoughts are to support local businesses without city sales taxes.

This questionnaire is impossible for me to accurately fill out. We live a long distance from everywhere so we buy where we get quality and best price.

It is very inconvenient not to be able to call Martin free toll.

Implement dealers—we go to the town that has the kind of parts we need. Cas-Mission or Rushville or Pierre. IH-Philip, Valentine or Rapid City. JD-Winner or Philip. There are none closer.

Since the most variety of things to shop for is located in Rapid City that is where we go most often. In winter we do some shopping in Philip because it is closer and people are quite friendly. Wall has extremely limited services due to overemphasis on tourism and seem to care little for needs of local people.

It is a long way to Rapid City and more businesses close by would be good for everyone.

Whenever we go to the surrounding communities we do whatever is necessary for whatever service is needed—the less trips we have to make the better we like it.

Kadoka is sort of out of our area. Wall is in our county and our main business place.

We live right in the center of Kadoka, Murdo and White River so we go to all 3 quite often.

I am a resident of Jackson County. Wife works in Kadoka.

Too damn many questions, O.M.I.

Church is country church-Norris. We do not go to town for just groceries or drugs but keep a running list and buy where ever we go for machine parts, dentist or other reason.

It was not possible to answer all of the questions.

We feel Kadoka prices are too high. They cater to much to the tourists. It is as if there isn't any local people. When they have sales their prices are higher than the regular item.

We do our household shopping where ever we go for our machinery repairs or vet supplies. We never go to town just
for shopping. We travel to Rapid City only when it is a medical necessity or meetings. We would like to keep our shopping and trading in Belvidere and Kadoka when prices warrant but too often the stores along I 90 cater to tourist and forget we farmers and ranchers are important too and try to feed the world.

Our shopping is done where and when the ranch needs repairs, vet supplies, etc. Trips to Rapid City are made only as a necessity, as optometrist, meetings, etc., and shopping for clothing, groceries is done then. We try to shop at Kadoka when we can or when it is cheap enough to not warrant a trip to Rapid City.

I go where I can get what I need and when I need it. Sometimes I get to a town once a month and sometimes it maybe as many as 2 or 3 times a day.
BIBLIOGRAPHY

BOOKS


JOURNALS


PUBLISHED REPORTS


MAGAZINES


"What 100 New Factory Workers Mean to a Town." South Dakota. Fall, 1979.
PAMPHLETS


Bateman, Arnold J. *Functions of Selected Agencies and Organizations Contributing to Rural Development in Western South Dakota.* Brookings, South Dakota: Agricultural Experiment Station, South Dakota State University, July, 1974.


MISCELLANEOUS

Hoy, Steven M.; Hogan, Edward Patrick; and Ostregren, Robert C. *"Kadoka: Badlands Basecamp."* South Dakota State University, 1977.
Opheim, Lee A. "A Project in Map Compilation Relating to Transportation and Communication in Minnesota." Manuscript, University of Minnesota, 1956.


