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**Centennial
Edition**

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Introductory Introductory

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—CREDITS—

PUBLISHER

Aberdeen Area
Chamber of Commerce

John D. Schmit
Executive Vice President

ADVERTISING

JoAnn Becker

PHOTOGRAPHY

Tom Howarth
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Dr. William Taylor, Chairman
Mel Mickelson
Al Roseth
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EDITOR

Ellsworth Karrigan

PRODUCTION

North Plains Press

Henry Schmitt
Reed Sydow
Howard Johnson
Carl Perry
Jack Thompson

Aberdeen is a "complete city" — a good place to live, to work, to play and to visit. And it's getting better.

One cause of Aberdeen getting better is its heritage. It is a proud heritage that is the object of interesting review as the city observes accomplishments of its first 100 years and looks ahead to continued improvement of the quality of life during its second century.

In 1881, with the arrival of the Milwaukee Railroad, a prairie village sprouted. It was named for Aberdeen, Scotland, the birthplace of Alexander Mitchell, the railroad's president. The village attracted people starting a new life — a life they anticipated would be good.

As Aberdonians of 1981 think positively, so did the first settlers. An example is found in an item in the *Dakota Pioneer* of Aug. 4, 1881. The town was only weeks old, The item: "The class of immigrants could not be better. They hail, in great numbers, from Eastern states and . . . are honest, intelligent, genial, well-to-do, prosperous and will form a class of society to which any state or territorial magistrate may point with pride."

The item later was interpreted as one intended to influence Easterners to move to Aberdeen. While some of the first here were from Eastern states, there were few who were prosperous. Many were homesteaders, working at any jobs they could find in town to augment meager farm income. Most of the people had determined the opportunities in Aberdeen were greater than those in the places from which they came. Some were from other countries and Aberdeen became something of a Dakota melting pot.

The mixture, ethnically and geographically, proved right for developing the qualities in the Aberdeen of the future. Through foresight, planning, a cooperative spirit (known then as "The Aberdeen Way"), hard work and a desire to provide Aberdonians with advantages comparable to those the Easterners had left behind, Aberdeen of the 1980s has evolved.

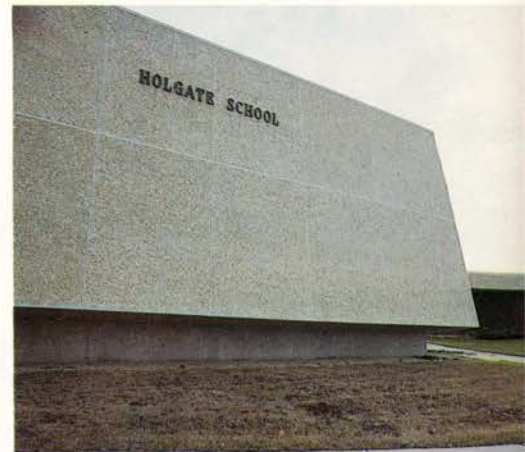
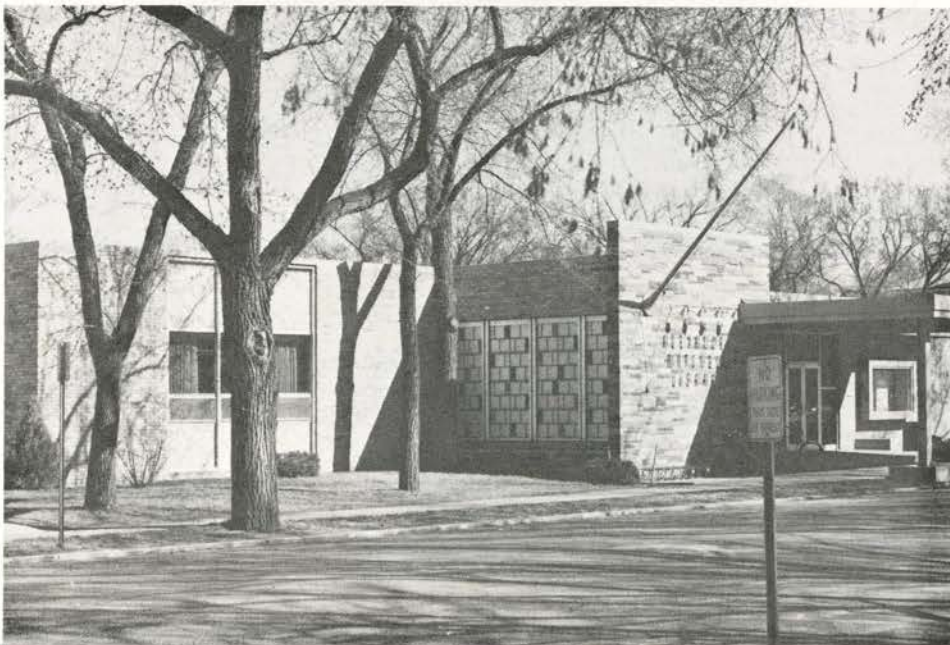
Observing its Centennial, Aberdeen is continuing to demonstrate its capability of adapting to changing needs and anticipating development of better ways to serve the community.

Aberdeen's first businesses were retail firms, eating places and rooming houses.

Retailing is a major factor in Aberdeen's livelihood today and it serves an ever-expanding territory.

But Aberdeen is proud of its capacity for providing a great variety of excellent services. A hint of the extent of these is found in the Table of Contents of this Centennial Year-book.

Education Education Educati



on Education

The Aberdeen public school system, proud of its history, anticipates the city's second century of advancement with courses of study adapted to changing needs, competent faculty members and administrators, and modernized classrooms.

As Aberdeen observes its Centennial in the second year of the 1980s its school system enjoys the advantages of completion of a seven-year renovation and new buildings program, including the Hub Area Vocational School.

A factor in maintaining the quality of education in the Aberdeen schools is the continuity of a dedicated and gifted faculty. The system retains an average of 94 percent of its teaching staff in any one given year.

The advances in special services in aiding children with learning difficulties of all types and those who are exceptionally gifted and talented have established a pattern that will cause additional educational benefits.

A factor in the healthy education climate is the cooperation of the Aberdeen Public Schools with various schools and particularly Roncalli, the cross-town Catholic high school. The cooperation is described as a model looked upon with admiration by larger cities.

Aberdeen was five years old when the first Catholic school started. It was to become Sacred Heart Elementary and it opened October 4, 1886, with an enrollment of 50 students. Three Presentation Sisters served as faculty.

In 1910 St. Mary's Elementary was established.

Roncalli High School opened to classes in 1964. Five years later Roncalli Junior High was organized to serve seventh and eighth graders.

All of these schools now operate under the unified Aberdeen Catholic School System.

In 1973 the system received the highest level of accreditation rating from the South Dakota State Department of Education and Cultural Affairs and has maintained that level of excellence.

Students attending Roncalli High School are eligible to dual-enrollment at the Aberdeen Vocational and Technical School in certain classes not offered at Roncalli.

During the 1950s civic leaders of Aberdeen conducted a successful campaign to have the School for Blind moved from Gary to Aberdeen to provide an expansion of educational opportunities. First classes started in 1961 and later it got a new name, the South Dakota School for Visually Handicapped.

The school's program is flexible, allowing some pupils to do part of their studies in the city schools including the vocational school. Some students from the Aberdeen schools are helped at SDSVH which provides visual examinations for all desiring them.

Other programs for exceptional people are the Learning Disability Center and the Adjustment Training Center. The School of Hope, a model training place for pre-schoolers, gave way to improved special education advances.

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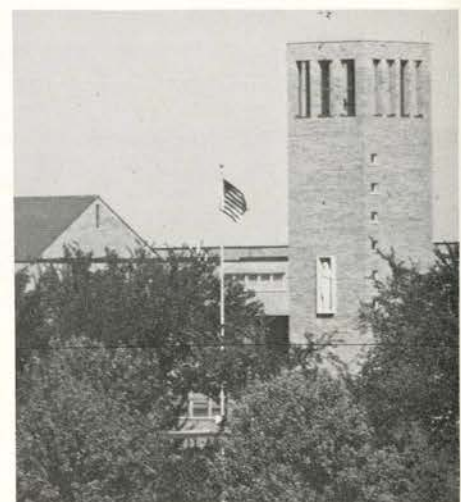
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ABERDEEN, S.D. - BRITTON, S.D.



MedicalMedicalMedicalMed



ical Medical

Doctors, hospitals and cemeteries were not among the first thoughts of the optimistic young people who settled here in 1881. They were a healthy lot, too busy to become ill and they likely didn't envision Aberdeen becoming the medical center it has come to be.

But in the 1980s and for some time past it is, and has been, recognized for the skills of its doctors and dentists, with their various specialist ratings, and modern hospitals.

The St. Luke's Hospital complex, which includes a new Family Health Center, started as an emergency measure during a diphtheria epidemic in 1900, 19 years after the town was founded. Nuns of the order of the Presentation Sisters staffed the improvised health care facility set up at Sacred Heart Church. Leaders of the community expressed appreciation of their valuable contribution and asked them to continue to provide hospital facilities. They did and in a progressive, professional and businesslike manner.

The birth of quintuplets to Mrs. Andrew Fischer at St. Luke's Hospital in 1963 brought it and its staff international recognition. Newspaper, television, magazine and radio representatives flocked into Aberdeen, some remaining for weeks. The hospital opened its dining facilities to the members of the media and provided space for daily news conferences. The medical and hospital advantages of Aberdeen were described for millions of people eager to learn about the quints.

In 1969 the health care facilities were expanded with the opening, on the city's northern outskirts, of Dakota Midland Hospital. It is a not-for-profit, non-sectarian institution that since 1974 has been affiliated with Health Central, Inc. Since 1975 it has been a regional support center for Health Central Shared Services Programs.

Inpatient treatment for chemically dependent persons was added to the hospital's services in 1978. The hospital is also the Poison Control Center serving Northeast South Dakota.

Aberdeen is also a mental health center, serving patients from a large area. Shortly after World War II, local leaders determined that mental health care should be a part of Aberdeen's services and took necessary steps to provide it. After having early offices in a war surplus quonset hut on Northern State College campus and moving from time to time the Northeastern Mental Health Center (NEMHC) is now located in an attractive and functional structure designed and built for its purposes in 1975. It is located near St. Luke's Hospital on 3rd Ave. and Lloyd St. S. NEMHC also conducts a rehabilitation facility at the old Simmons Mansion at 14th Ave. and Main St. S., and a specialized services program for children.

Several quality care facilities for the elderly are also available, some with religious affiliations.

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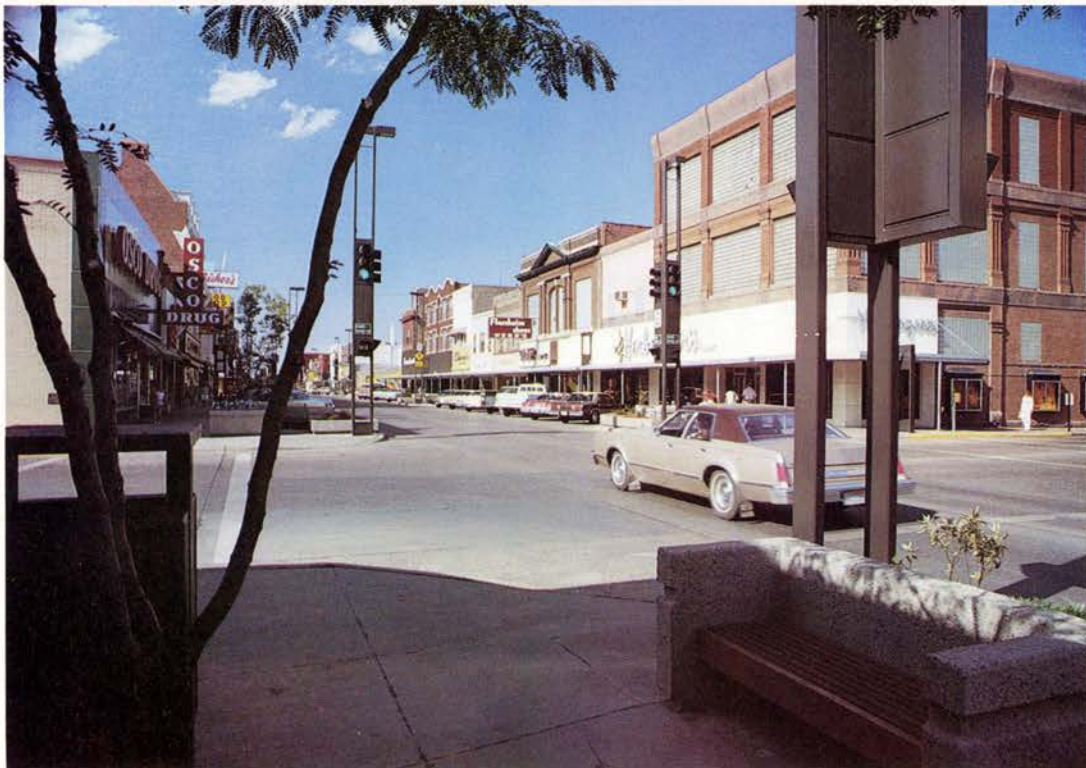
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RetailRetailRetailRetailRetail



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Like most towns founded on the prairie in the "horse and buggy" days, Aberdeen had a retail district concentrated in an area close to the railroad depot. Main St. was the choice location of early stores, restaurants, hotels, medical offices, newspapers, real estate offices, law offices, financial institutions, livery stables, candy kitchens, theaters, recreation parlors, blacksmith shops, cigar factories, etc.

Main St., with its shops that were constantly improved, was the pride of early Aberdonians.

Newly designed, paved and landscaped, fitted with comfortable benches and modern lighting, the downtown stretch of Aberdeen's Main St. continues to be a sector to which Aberdonians point with pride.

Unlike many cities which have witnessed the deterioration of their downtown sectors as attractive shopping malls have been conveniently located in easily accessible places, Aberdeen's Main St. has remained attractive to shoppers.

Aberdeen offers the advantages of a viable downtown business section as well as impressive shopping places along most of the main thoroughfares traversing the city. It's a combination that gives Aberdeen a unique distinction.

Because of its impressive shopping facilities, with merchandise selection comparable to much larger cities, Aberdeen serves not only city residents but thousands of people from the Dakota Midland, an area of 14 counties.

Super City Mall, Aberdeen's first "shopping center" located outside the downtown district, enters the city's Centennial with an attractive "face lift" and a great variety of services.

Automobile dealerships, initially located in the downtown area, have built attractive new display areas and service departments in less crowded sections. Four dealers chose adjacent locations in Northwest Aberdeen to form the Auto Plaza.

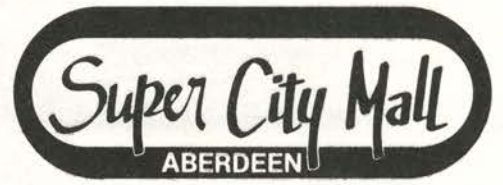
Aberdeen's complete retailing services have appealed not only to people who live here. Aberdeen is the place to shop — because of its modern stores and courteous sales and service people — for residents of northern South Dakota and southern North Dakota.

A retail center since the town's founding, Aberdeen continues to expand its major service facilities. An expanding territory takes advantage of what Aberdeen has to offer.



Super City Mall is a comprehensive, climate controlled shopping center with over 100,000 square feet of shopping area. Plans for expansion will ensure continued quality service and one stop shopping for the Aberdeen Area trade center.

- | | | |
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College College College Colle



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Northern South Dakota was neglected when early Dakota Territory legislatures selected sites for tax-supported institutions of higher education. Thus Northern State College has the distinction of being the first college authorized after South Dakota became a state in 1889. Before being given its present name it was Northern Normal and Industrial School, then Northern State Teachers College. The Aberdeen institution has been a community asset since 1902.

Northern established Aberdeen's advantages as a college site and exactly 50 years later the city was further enriched when Presentation College (operated by the Sisters of the Presentation of the Blessed Virgin Mary) was moved here from Mitchell where it had been known as Notre Dame Academy.

A third institution, for post high school training, is Stewart School of Hairstyling which offers vocational opportunities for many young people. Its 21st anniversary here coincides with the Centennial.

The Aberdeen colleges, widely recognized for quality education and the beauty of their expansive campuses, are important factors in the city's cultural and economic life. The Aberdeen community benefits from the learning facilities the colleges offer people of all ages and from the enjoyment provided the public by the instructors and students of fine arts as they perform in musicals and dramas and otherwise exhibit their talents. People of the community show their appreciation by full cooperation with the colleges. The "town and gown" relationship here is the envy of many communities.

As name changes have indicated, Northern State College has adapted to needs of changing times. Announced goals for the 1980s are contained in a program that will continue: to strive for quality and excellence; to attract a diverse student body; to expand opportunities for faculty and staff professional growth; to extend services to serve the region; and to maintain a comprehensive development program.

Initially a girls' school, Presentation College is now co-educational. It is a two-year school which received its tradition of concern for humanity from the Presentation Sisters. This community of Catholic women has been committed to service for more than 200 years. Presentation College offers persons seeking career opportunities, career interest tests and a general studies program with a chance to clarify a major and move on to a four-year program.

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Although the 1980s are expected to witness a speed up of the advance toward the "cashless society" (more electronics and automation in business transactions) Aberdeen, in its beginnings, knew the need for hard cash and money lenders recognized this new frontier as a good place for investment.

Banks and other loan agencies were among the early arrivals. People can make their own judgments about whether the community prospered because of the availability of capital or the money lenders prospered because of the enterprise of the settlers but in any event Aberdeen and its progressive financial institutions continue to grow side by side.

Aberdeen maintains its reputation as an outstanding commercial enterprise center, with three major banks, two large savings and loan organizations and several active credit unions. With new and ultra-modern facilities — all adding beauty to Aberdeen's physical appearance — the banks operate multiple units. One has four buildings, the other two each have two.

All banks offer full service opportunities and, with other institutions, adequately fill the capital needs for business expansion, homes, farms, costs of sending children to college and a variety of other things. And obviously they reward the savings accounts depositors.

Two of Aberdeen's banks are affiliated with financial organizations with holdings in several neighboring states and headquarters in the Twin Cities. One Aberdeen bank is associated with a bank holding company headquartered here.

A former president of an Aberdeen bank provided evidence of the caliber of this city's financial talent and reputation when, in 1979, he was elected chief executive officer of a corporation including more than 80 member banks in the Minnesota, Wisconsin, Dakotas and Montana area.

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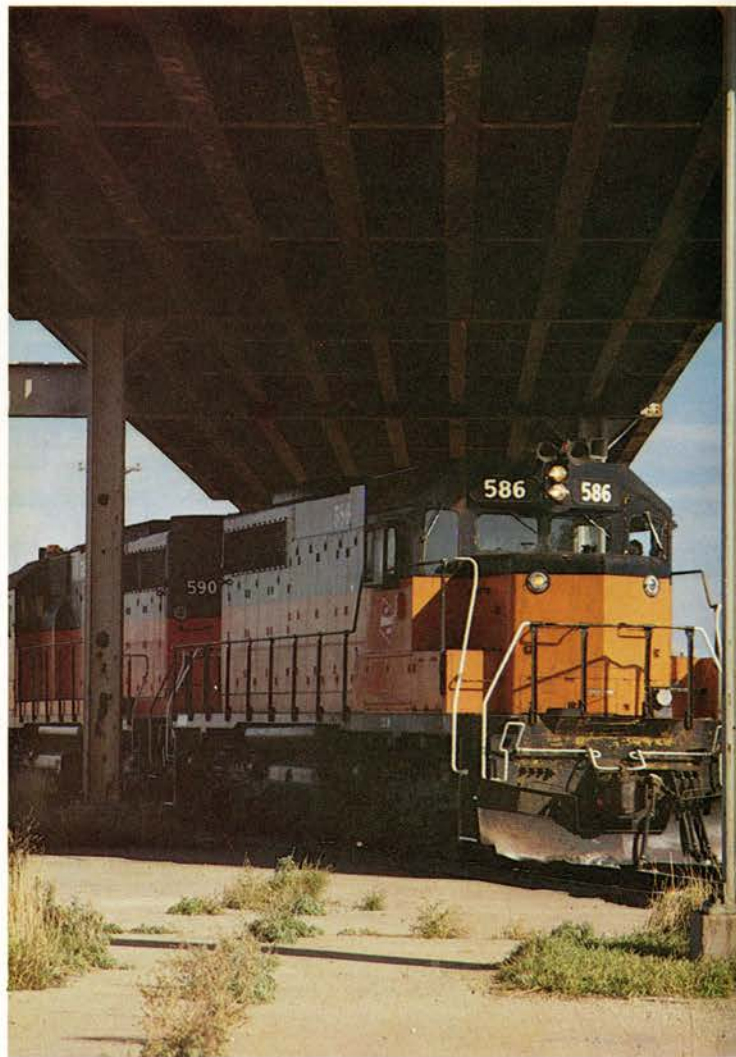
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Transportation Transportation



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In the beginning railroads were Aberdeen's lifeline — they brought needed supplies and they carried to larger city markets the products of this rich agricultural area. Because Aberdeen needed them and railroads needed Aberdeen, this became the "Hub City." Railroads were spokes extending east, west, north, south and directions in between. For more than half a century railroading was one of Aberdeen's big businesses.

In the 1980s transportation is still a major business in Aberdeen but the railroads have had to share it with the often more convenient, more expensive modern truck freight services, comfortable highway motor coaches, private motor vehicles and jet-age air transportation.

Far more people are now engaged in transportation-related businesses — automobile dealerships, numerous motor truck lines, bus networks, passenger and freight air services, regularly scheduled and charter, than were employed by railroads during their boom days. Constant improvement of the Aberdeen Regional Airport (Saunders' Field, named after an Aberdeen World War II Air Corps hero who later was to become president of the Chamber of Commerce) has prepared the community for expanding air service to meet anticipated demands. Convenient charter service links Aberdeen with metropolitan air terminals, making all major cities in the nation only hours away.

Aberdeen is approximately two hours driving time from Interstates 29 and 90. Access to them is over improved highways all soon to be four-lane and divided. The comparatively light volume of traffic over these roads insures carefree travel.

While newer and speedier means of transportation are thriving, with air ambulances among the conveniences, the railroads are not being forgotten.

Government-sponsored programs to maintain essential rail service in the areas where freight trains are needed for the hauling they do best will be advantageous to the Aberdeen community. A balanced and efficient transportation system will continue to enhance the "complete city's" opportunity for service in the 1980s.

As Aberdonians were active in the early 1920s in helping J. W. Parmley of Ipswich pioneer the Yellowstone Trail (U.S. 12) they are constant supporters of programs to improve South Dakota's secondary highway system. (The Yellowstone Trail had a wide reputation, even while still a dirt road, as the best route from Chicago to Yellowstone National Park.)

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NightLifeNightLifeNightLife



NightLifeNig

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There is good pastime for all ages from the youngsters engaged in Scout and YM—YW programs to the mature people who enjoy a variety of entertainment at the Senior Center.

Movie fans have the choice of programs at four theaters the year around and five during the warm weather months when an outdoor theater offers entertainment.

“Live theater” is on the entertainment slate frequently. Guthrie Players of Minneapolis schedule shows in Aberdeen, Northern State College’s highly professional drama and music departments stage plays regularly and Act II, a city-wide theater group, offers excellent performances.

Two country clubs, several fraternal organizations and numerous privately owned restaurants and lounges, some of them with fittings more elaborate than Aberdeen’s visionary pioneers could have imagined, appeal to a wide range of entertainment interests. Night club performers, admired nationally, are among talented show folk in many categories who appear in Aberdeen throughout the year.

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Several of Aberdeen's and Brown County's retail outlets changed to wholesale establishments in the early days as business leaders saw the need for extending services to newly settled communities. Aberdeen became the distribution point for meats, groceries, fruit, dairy products, beverages, hotel and restaurant supplies, hardware, drugs, farm machinery, plumbing equipment, automobile parts, tires and electrical supplies among other commodities.

Railroad Avenue became "wholesaler's row" and Aberdeen established a reputation as a headquarters for traveling men representing local firms and distributors from larger cities in neighboring and other states.

Railroads were the transportation for the salesmen and the merchandise they sold.

Side tracks were built so close to the wholesale houses that unloading of merchandise was direct from freight or refrigerator car to warehouse loading docks. Firms not located along the tracks kept livery services busy hauling goods from the freight depot, which had its doors opening along nearly a block of Railroad Ave.

In due time salesmen abandoned the trains and used automobiles for their calls and trucks came into use as a major means of delivering the goods they sold. Better highways, larger trucks, forming of cooperatives and group association of stores brought about changes.

In the 1980s, thanks to improved methods and intense competitiveness, more merchandise is transported directly from major distribution points to the retail outlets.

Aberdeen has adapted to changing conditions and continues to claim wholesale business significant in its overall role as service center of an expanding area. It supplies locally manufactured beverages to a large territory and distributes a variety of confections in the same region.

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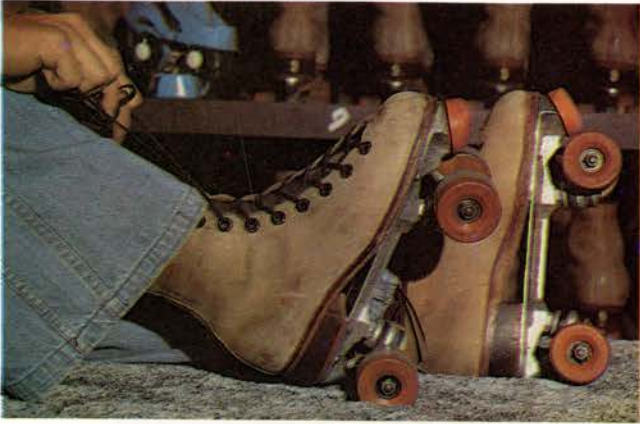
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Recreation Recreation Recre



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Aberdeen's hard-working pioneers believed all work makes Jack a dull boy. From the beginning there was time for play. Baseball was one of the first recreational activities. It entertained people at a community picnic in one of the area's scarce groves about the time the town was founded.

Several years later interest was shown in tennis and a few clay courts were constructed. That was the start of what was to distinguish Aberdeen as a tennis mecca.

As Aberdeen entered the 1980s it was recognized as having more tennis courts per capita than any other city in the U.S. Aberdeen industrialist and philanthropist, the late C. C. Lee, a tennis enthusiast, was given credit for many of the courts. The city and colleges supported the extensive tennis program.

A city-supervised recreation program provides year-around activities appealing to people of all ages.

Bowling has been popular recreation for many years and engaged in at different levels. One of the first bowling places was in a basement on Main St. Another was on the third floor of a Main St. building now accommodating tennis courts. Several modern bowling facilities serve today's needs.

Physical fitness programs are emphasized at privately-owned and other recreation places.

Since impounded water has given area residents access to numerous lakes, large and small, boating and water skiing have made tremendous strides. The per capita boat count here is high.

Three sporty golf courses, all only a few minutes drive from any part of the city, are well patronized. Players on those courses and golfers from hundreds of miles away are among the participants in the annual Dakota Open, with the largest entry list of any tournament in this part of the country.

Modern softball facilities and organized programs provide recreation for hundreds of men and women, girls and boys. Tournaments attract many softball players and fans to the city.

Indoor and outdoor swimming pools and skating and hockey facilities are attracting additional participants. Aberdeen swim teams rate high in state and regional competition.

Always farm country, it is not surprising that horseshoe pitching, which started in the early days of settlement, has continued popular. Horseshoe stakes were placed in outlots by first arrivals. Early parks had courts. Later the city established a court near the Southside swimming pool used exclusively for the horseshoe players. Aberdeen area horseshoe players have traditionally won their share of titles in state competition.

Volleyball, first popular at YMCA courts, has spread and is an outdoor, as well as indoor, pastime.

A modern roller skating rink has boosted a revival in a type of recreation that started here when concrete replaced the boards in sidewalks.



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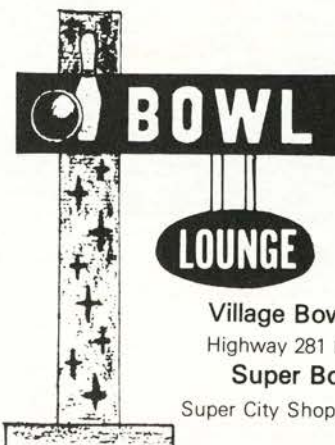
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Dining Dining Dining Dining D



iningDining

In 1881, and several years thereafter, early Aberdonians enjoyed sitting down to a good meal after a busy day. From the start they did well with the food supplies and accommodations available to them. They advanced from the fun of basket socials to special occasion refined dining in the Sherman House. But generally restaurants were for transients and an infrequent treat for the local folk.

How times have changed. The "eating out" trend that developed rapidly in the 1970s is showing no signs of slowing down in the 1980s. Aberdeen has gained a reputation for its food service establishments' success in satisfying a great variety of tastes.

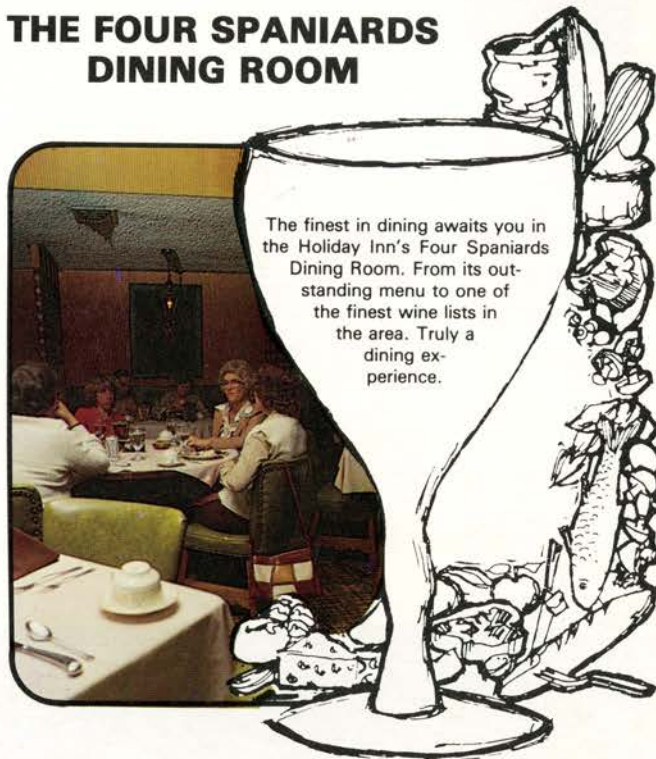
Entertainment during dining has become commonplace. Occasional dinner theater programs are popular. Nightly, good food in ultra-attractive settings has its enjoyment enhanced by talented performers.

Buffet suppers at a number of clubs and restaurants attract many people.

One of the opportunities for formal dining is provided by the Metropolitan Dinner Club of Greater Aberdeen which for more than 10 years has met regularly except for summer months. Members partake of gourmet food and the programs offer intellectual enlightenment and sophisticated entertainment.

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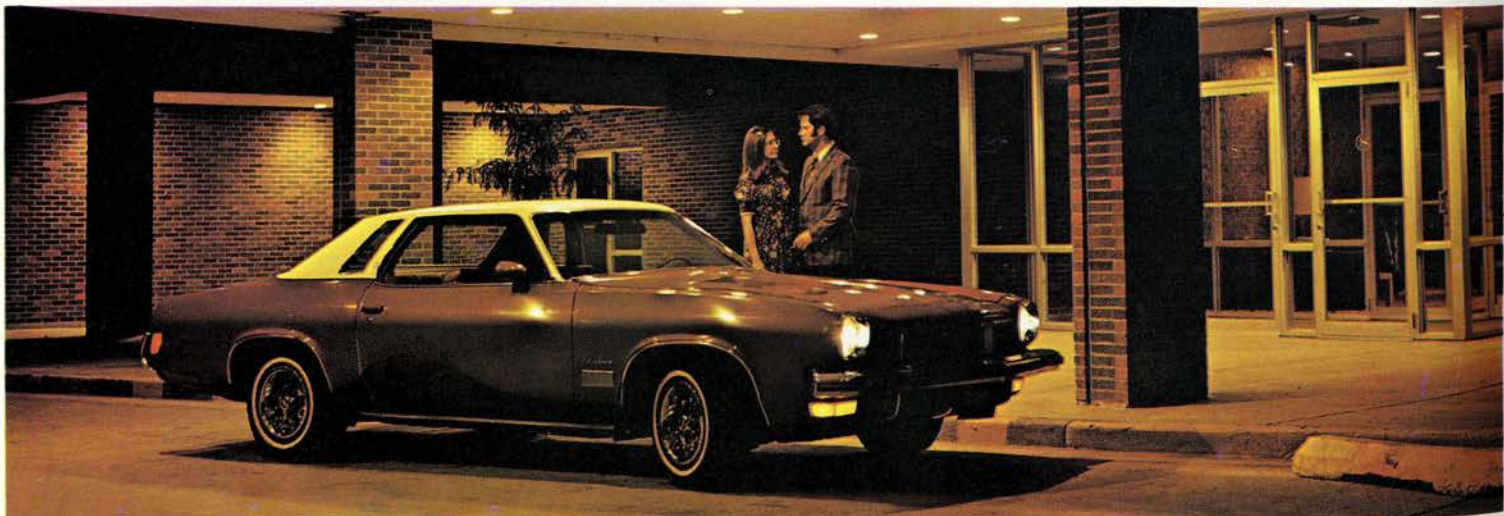
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Lodging Lodging Lodging Lo



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A convenient meeting place in the early days when its network of railroads provided dependable transportation, Aberdeen won immediate recognition as a convention city. Its reputation for being attractive to guests grew during the 1930s and 1940s when Aberdeen's Arena and Civic Theater, together with its lodging facilities, made it an ideal place for state-wide meetings.

An Aberdeen goal, now, is to construct a convention center to meet the needs of a new century of growth.

In the meantime Aberdeen, with luxury motel accommodations and guest rooms for hundreds, is constantly improving its transient housing capabilities.

Several nationally franchised motels or inns in Aberdeen offer their services to visitors and to local recreation-seeking residents.


Indicative of the awareness of Hub City people in quality lodging, Aberdeen was the starting place and is the headquarters of a rapidly expanding chain of motels.

Lodging was an important industry in the infant Aberdeen as it is today. Tents provided shelter for some of the early arrivals. Owners of private homes took in boarders. Cafe operators added lodging to their businesses. The Sherman House, rebuilt after a fire and became the Sherman Hotel. Destruction by fire of an earlier Ward Hotel resulted in construction of a new six-story fireproof building renamed the Alonzo Ward Hotel.


When automobiles came into practical use and tourism — later to become a major economic plus for South Dakota — started to make an impression upon the community, several "tourist camps" sprung up. The tourist camps later became tourist cabins. The cabins provided sleeping quarters and a central building contained shower and toilet facilities.

The comparatively primitive cabins changed, with the advance of vacation and business travel, into motels or motor inns.





Aberdeen's motel accommodations, as the city observed its Centennial, ranked with the best. They boasted cleanliness, comfort, prompt service, South Dakota hospitality and courtesy and a price range satisfactory to travelers of varying means.



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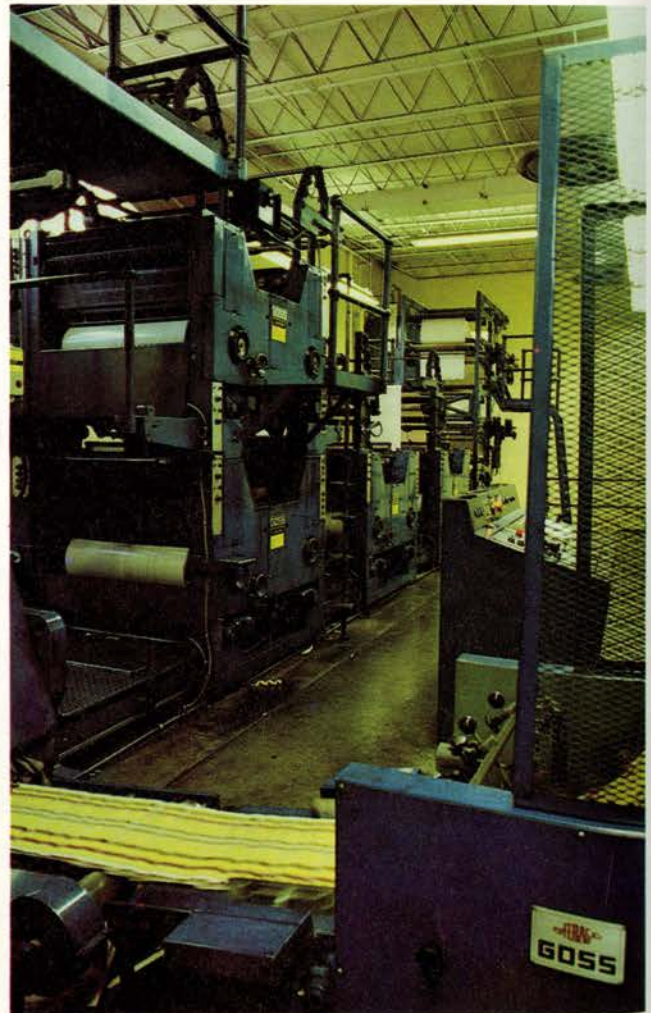
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Only weeks after the first train of the Milwaukee Road pulled into Aberdeen, in the summer of 1881, the prairie village had its first news medium. A couple hours after the first weekly (The Aberdeen Pioneer) was published on white muslin (because the paper supply had failed to arrive) there was a second newspaper (The Dakota Pioneer). So the community, almost from the beginning, was served by local advertising and news media.

During the first few years Aberdeen had a succession of weeklies but it was in 1886, five years after the town's founding, that a daily was published. That paper was the "roots" of the Aberdeen American News which, through its news and editorial columns, recorded the happenings and played a leadership role in building a better Aberdeen, and through its advertising columns attracted an ever-growing volume of business to the city.

A second periodical, which was to grow with Aberdeen and the Dakotas, moved here in 1893. It was, and is, The Dakota Farmer, which was started in Alexandria, Dakota Territory, in 1881. It is a two-state farm paper, the influence of which is associated with agricultural progress.

Aberdeen also has a free-distribution weekly, The Comet, including Up and Coming, which, in addition to being an advertising medium, publicizes some of the local happenings.

The media was expanded in 1933 when Aberdeen's first radio station, KABR (now KDBQ) went on the air. In 1948 Aberdeen was served by its second radio station, KSDN, and in 1975 the two were joined by KKAA. KSDN and KKAA both have added FM to their initial AM operations.

Adding to the information, entertainment, advertising and general communications offered by the newspapers and radio stations are two television stations and a Cable TV system serving Aberdeen and the surrounding area. KABY-TV, Channel 9, a NBC affiliate, has offices and studio in Aberdeen and KDLO-TV, Channel 3, affiliated with CBS, is headquartered in Sioux Falls. Cable service makes a great variety of programs available.

The media provide an excellent communications system, the facilities of which keep residents informed, encourage their civic pride and reveal the advantages and opportunities offered in Aberdeen.

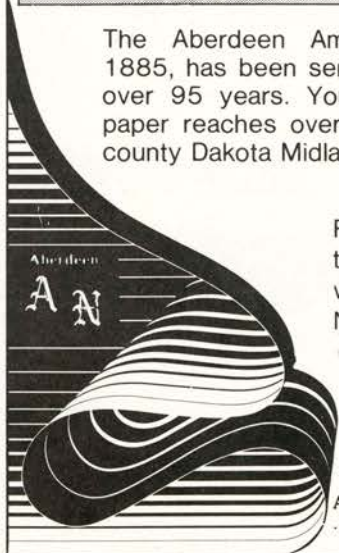


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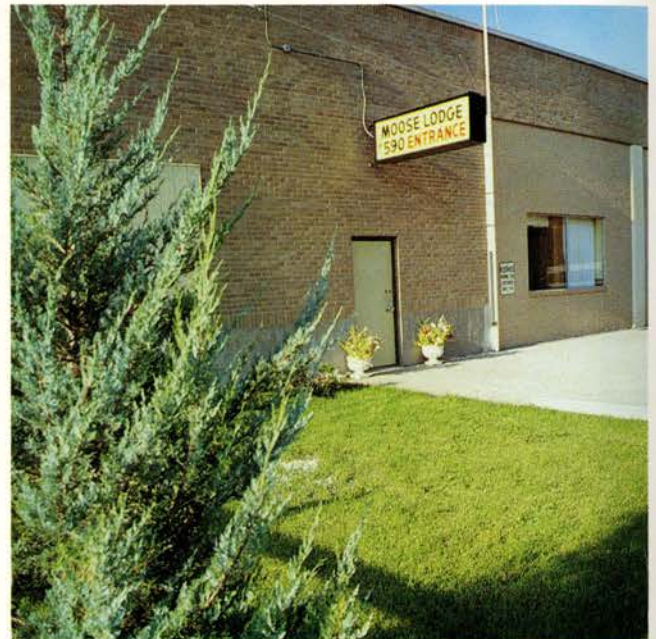
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Lodges & Clubs Lodges & Club



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Service, fraternal and social organizations are contributing factors to the good life in Aberdeen. They are proof that people like to join hands in the interest of community betterment.

Organization associations start early in life for Aberdonians. Enjoyment and an initiation into civic participation come to youngsters in Cub Scouts and Brownies. They graduate from those groups into Boy and Girl Scout troops, the Boys Club of Aberdeen, the YMCA and YWCA and from there to the Jaycees and Jaycettes.

Many service organizations, some of them in existence for more than half a century, have contributed to Aberdeen's progress. The Lions Club emphasizes programs aiding the blind and works closely with the students and staff at the S. D. School for Visually Handicapped. It also supports the Snow Queen Festival by conducting a contest for an Aberdeen entry in the queen competition.

Kiwanis Club of Aberdeen supports several youth programs and encourages high school and college age people to become civic minded. It does this through sponsorship of junior service clubs — Key Club at Roncalli High and Circle K and K-mates at Northern State College.

The Kiwanis Sunrisers sponsor events to raise funds for the School of Hope.

Sertoma encourages service to mankind and annually honors an individual who has made unselfish contributions for the good of the community. It also is directing the construction of the Wizard of Oz area at Wylie Park. La Sertoma is the women's auxiliary unit.

Rotary Club, through scholarship funds, encourages youth in the field of music. Its members have been prominent in support of the Expo building at the county fairgrounds.

Cosmopolitan Club emphasizes encouraging youth and stages the annual Amateur Athletic Union track and field try-outs for post high school competitors — sometimes called the little Olympics.

The Exchange Club sponsors programs to promote patriotism and Americanism.

The Hub City Lions Club has as its major project assistance of the Aberdeen Zoological Society in upgrading the Wylie Park Zoo.

Zonta, a woman's club, is dedicated to community, national and international service. It sponsors scholarships for study at Aberdeen colleges and finances representatives to Girls State and the YW camping program.

Among other active organizations, helpful to the community, are the Knights of Columbus, the Yelduz Shrine and other Masonic bodies, the Elks Club, Moose Lodge, Eagles Club, Sons of Norway, American Legion, VFW, BPW, League of Women Voters, etc.

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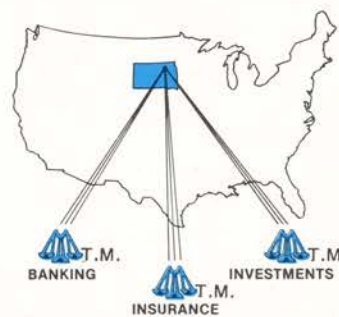
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Strong religious beliefs were ingrained in many of Aberdeen's early settlers and meeting places for worship were eagerly sought. The first to organize a church were the Presbyterians who were served by a circuit-riding preacher — the Rev. H. B. Johnson — who headquartered in Watertown. Services were held, on some Sabbath days, in a tent that, during week days, served as a saloon, other times in a sod hotel and in the Milwaukee depot.

Within two years after the town's founding, first a Presbyterian and then a Catholic church was built.

Today Aberdeen is recognized for its many church structures which range in architecture from the steepled style of the Nineteenth Century to the simple and practical patterns of the late Twentieth Century.

Immigrants from Germany, by way of Russia, constituted a large part of the original St. Mary's Catholic Church and people from Eastern United States the Sacred Heart parish.

There are people of Scandinavian and German descent in the numerous Lutheran churches among the 40 places of worship listed in the 1980-81 church directory. The Congregation B'nai Isaac Synagogue is worship headquarters for the Jewish community.

The ecumenical movement was welcomed in Aberdeen where various churches unite for Thanksgiving services in the Civic Arena; and where members of lodges that are predominantly Catholic meet with members of lodges made up of a majority of Protestants and some of the Jewish faith, to salute one another.

The Aberdeen Ministerial Association is an influential organization in the community.

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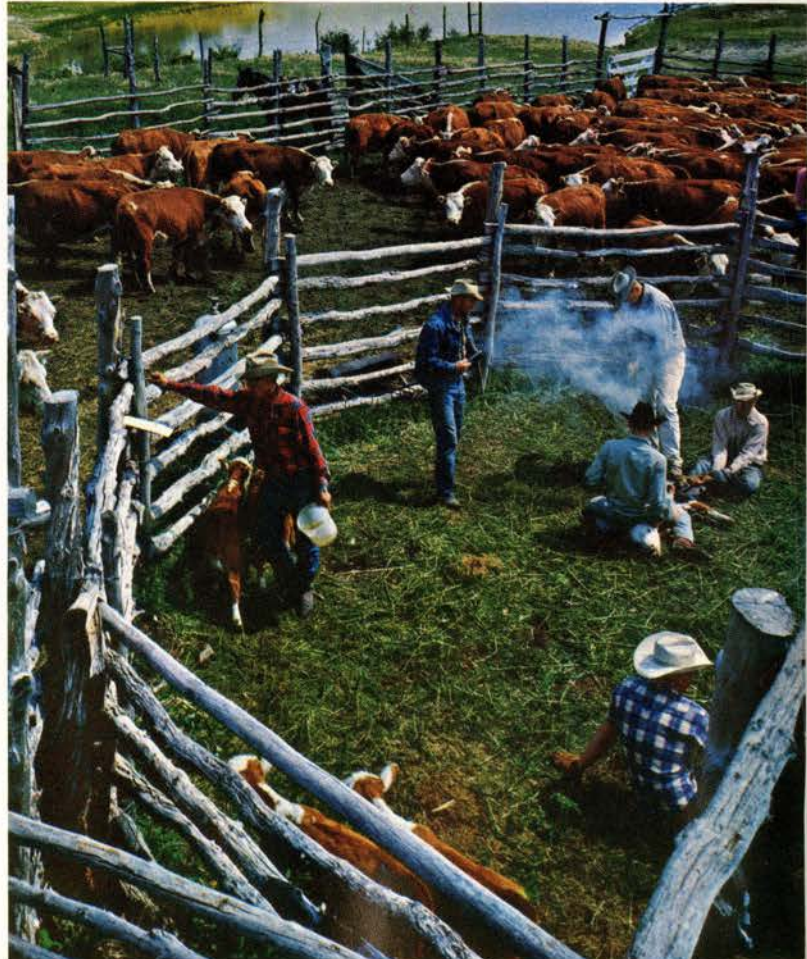
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Agriculture Agriculture Agric



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Aberdeen came into being to serve the frontiersmen who settled here to till the virgin prairie and cast their lot with the success or failure of agriculture. Aberdeen today continues as a primary service center for a major farming area and its future is indelibly identified with its ability to progress hand in hand with neighboring farmers and ranchers.

The 100-year history of agriculture in the Aberdeen area has been marked by periods when good times were enjoyed and bad times endured. There have been boom periods, sometimes associated with demands of war-time economy and times when "bust" best described the conditions.

The period of the 1930s, one of the times when nature dealt harshly with croplands, is one that on first thought might be considered best forgotten. But viewed optimistically, the extended drought of the 1930s emphasized the necessity of a concentrated soil and water conservation program.

The lessons learned in the 1930s have been a great help in bringing about the much more stable crop production performance existing today and expected to improve during the 1980s.

Nature continues to be the dominant influence upon Aberdeen area agriculture but increased knowledge and advanced technology have made it easier to cope with the elements. Horsepower in motors replacing horsepower on hooves has reduced risks of unsatisfactory seeding or harvest seasons. Planting can be accomplished on large areas in a comparatively short time to compensate for late seasons. Crops can be dried artificially if unfavorable weather exists in the fall.

Soil enriching ingredients have come into extensive use, weed control methods have improved and grasshoppers and insects are less of a threat because of new ways to combat them.

Livestock production has made great strides and the Aberdeen area helps stock the meat counters while continuing to do its part in filling the nation's breadbaskets.

The manner in which area farmers and ranchers managed to salvage their crops during the drought and other disadvantages of 1980 bodes well for the future.

Aberdeen and agriculture have been good partners during the past 100 years. The advantages of this partnership are expected to encourage a continuation of progress and new prosperity.

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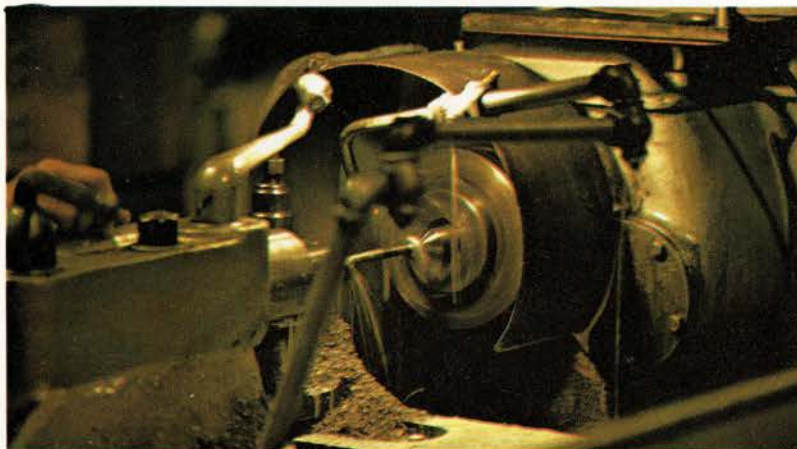
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Industry Industry Industry In



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Founders of Aberdeen in 1881 hadn't heard of planning commissions but they looked to the future and displayed common sense in establishing priorities. They anticipated needs and prepared to meet them. Industrial plants were not No. 1 on the goals list — the agricultural base had to be served first — but early settlers from the East did not wait long to apply previous experience and current skills in starting flour mills, machine shops, dairy product processing plants, and glove and overall factories. To satisfy the "sweet tooth" and the nicotine habit, there were candy and cigar factories.

More stable among the early industrial plants were two that were started to service farm machinery but, because of innovative qualities of their personnel, developed components essential to the motor era. Products of K. O. Lee Co. and Hub City Iron Co. were of such high quality they were in demand in all parts of the world enjoying the mechanical revolution.

The success of these two factories and the obvious need for agriculture alternatives to provide a more stable, balanced economy encouraged a movement by civic leaders in the mid-1950s to emphasize the Aberdeen community's advantages as location for new and expanding industries. Their efforts led to the organization of Aberdeen Development Corporation, the establishment of the Industrial Park in northeast Aberdeen and an interest in an expanding area of clean industries.

Availability of qualified workers accustomed to putting in a day's work for a day's pay, plus a healthy environment, exceptional recreational advantages, good communications systems and excellent cooperation of government with industry are given credit for the growth of the industrial complex.

Also appealing to industrial and business firms scouting for new locations away from big city disadvantages are Aberdeen's educational opportunities, ranging from elementary, secondary and college. The school system's vocational program has also been an inducement.

As Aberdeen enters its second century of progress, it looks ahead to increased emphasis upon industrial expansion. It anticipates that the favorable conditions, that have caused employment at the complex to exceed 1,700 and the annual payroll to reach \$25,000,000, will continue to improve.

Aberdeen is a good place to live, to work, to learn and to play.

The Aberdeen Development Corporation, is charged with continued creation of jobs for the area's productive work force and has proven its value by attracting many national firms to the Aberdeen Industrial Park.

The organization is serviced by a full time staff and maintains offices at 514½ Main St. S.

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Recreation opportunities of this area preceded the founding of Aberdeen. Hunting and fishing awaited the early settlers.

Hunting of ducks, geese and prairie chickens was not inhibited by game licenses or government-prescribed seasons. Fortunately, after the fabulous game harvests experienced by the first white sportsmen (there are records of capturing fish with use of pitchforks on the James River and filling wagons with ducks after a day's shooting) thoughts turned to conservation and preservation of hunting and fishing joys for future generations.

Aberdeen sportsmen then, just as their counterparts today have done, cooperated in programs that will perpetuate this area's reputation as a sportsman's paradise. Obviously hunting is not what it was before the plows broke the prairies and the marshes were drained to expand cropland, but hunters today enjoy one sport that was unknown when Aberdeen was founded 100 years ago.

That sport is pheasant hunting. It is one of the most popular pastimes for outdoor people today and it was made possible by South Dakotans who, wishing to improve upon existing natural resources, imported a few pair of the ring-neck birds from China. The pheasants prospered and helped improve the image of Aberdeen and South Dakota in the eyes of hunters throughout the nation.

The Sand Lake Refuge, a half-hour's drive from Aberdeen, is one of the nation's exciting assembly points for migratory water fowl. Its attraction for ducks and geese has contributed to the Aberdeen area's good reputation among sportsmen. The refuge is a public domain, supervised carefully by the U.S. Game and Fish Service. The refuge has brought deer hunting closer to Aberdeen.

Aberdeen and Brown County have some of the most active sportsmen's organizations in the state and the local chapter of Ducks Unlimited has an annual banquet which climaxes its year-around conservation activities.

Building of dams and impounding water, during the 1930s, resulted in Mina, Richmond and Elm Lakes, all close to Aberdeen and inviting to anglers. The Oahe Dam on the Missouri River near Pierre, has brought a huge lake to within 100 miles of Aberdeen. Fishing on that lake attracts sports enthusiasts from points beyond South Dakota.

And as in earlier days, the banks of the James and Elm Rivers and the Wylie Park lake provide fishing enjoyment for the young fry.

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In the early days, horse-drawn grain wagons lined up and waited their turn at the elevators located along the railroad tracks. The farmers' needs for equipment were simpler then but Aberdeen had the items necessary for them to produce crops and market them.

Huge trucks have replaced the grain wagons now and agriculture, in its various forms, has become a highly complex operation. Aberdeen has kept abreast of the needs, has anticipated needs to come. The role Aberdeen plays as an agriculture center is one of the factors that has advanced its growth and improved its opportunities for widely based services.

Large grain terminals here are advantageous in periods when grain storage is vital to the farm economy and Aberdeen builders of on-the-farm storage units are extensively patronized.

Livestock sales barns, open the year-around, aid in the marketing process.

An increasing number of veterinarians is located here, skilled in preventing livestock disease and treating ill and injured livestock.

A grain inspection service, previously available only in major cities, is beneficial to producers of the Aberdeen area.

Several major farm implement dealers offer a wide selection of new and used equipment and provide efficient repair service. Trucks for all purposes are available at Aberdeen's automobile agencies.

Numerous institutions, staffed by farm-oriented people, service farm loans and provide opportunities for investment of farm and ranch profits.

Rural water and sanitary systems and all other features that make farm homes completely modern are specialties of Aberdeen business places.

Processing and manufacture of dairy products in Aberdeen offer attractive markets for dairy farmers. Aberdeen distributors supply modern dairy farm equipment.

Cooperative and investor-owned electric systems and gasoline and diesel oil distributors with headquarters in Aberdeen and environs add to this city's partnership with farmers and ranchers in serving as an agricultural center.

As sunflowers have become an increasingly popular cash crop, Aberdeen has been considered as a site for processing the oil-rich seeds. This is another example of how the city and farm progress, hand-in-hand.

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Sleigh-ride and bobsled parties were prominent among the modes of winter recreation in the pioneering days. The modern version of fun in the snow has some of the characteristics of that early sport. Snowmobiles, motor-powered sleds, have taken the place of the horse-drawn variety. An annual cross-country snowmobile race has become a highlight of winter. Snowmobile clubs combine fun with civic service, providing emergency transportation during severe storms and bringing joy to handicapped youngsters who are their frequent guest passengers. Comfortable cold-resistant winter clothing has replaced the buffalo robes of the bobsled days to encourage ever more popular outdoor activity.

Ice skating continues to vie with cross-country skiing for the hardy outdoor types. The city's recreation department encourages skating by maintaining numerous rinks. Lessons are offered in skiing.

Hockey is a fast-growing sport and facilities are continuing to improve.

Since Mina, Richmond and Elm Lakes, all developed as a result of impounding water behind dams, have come into existence and since improved highway maintenance has increased winter travel to other lakes, ice fishing has become a popular winter pastime.

Some of the fishing shacks built over the holes in the ice boast most of the advantages of home. They not only provide warmth for the anglers, but many of them contain comfortable furnishings including radios and television sets.

The annual Jaycee-Jaycette Snow Queen Festival has been an incentive toward causing Aberdonians to recognize that winter need not be dull in South Dakota.

State and local recreation agencies have cooperated with winter fun lovers by designing and maintaining snowmobile trail areas.

For those who prefer their winter fun indoors there are excellent facilities for bowlers, basketball players and fans of handball, volleyball, tennis and various other sports.

School programs in basketball and wrestling, among others, provide spectator, as well as participant, enjoyment.

The facilities at the YMCA, including two gyms, a running track, health club and swimming pool increase in popularity during cold weather. Indoor recreation at the old Monroe School building is a winter headquarters for many.

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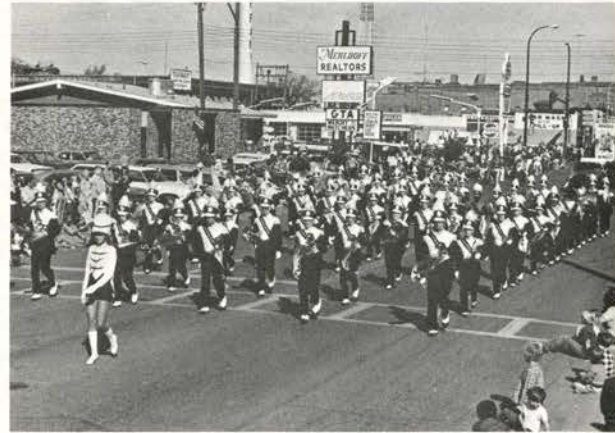
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Special Even

The year's calendar of activities in Aberdeen lists special events that must satisfy the tastes of most people in the community. And not the least of them is the Annual Dinner of the Aberdeen Area Chamber of Commerce.

The 1980 speaker was National Broadcasting Company's "Today" news program host, Tom Brokaw. He was the latest of an array of annual dinner speakers which have included such "household word" names as Ann Landers, Paul Harvey, Drew Pearson, Harry Reasoner, Dr. Charles Mayo, of the medical center in Rochester, Minn., the Rev. Dr. Vincent Peale, New York City pastor and popular author, Jeane Dixon, of horoscope fame, F. Lee Bailey, noted trial lawyer, and Dr. Joyce Brothers, psychiatrist.

Always crowd pleasers are the bargain events, Crazy Days, every summer; Moonlight Madness, when sales people appear in amusing costumes; Farmers' Market, with produce direct from farm to consumer; and a community-wide rummage sale on city streets.

Northern State College's homecoming, Gypsy Day, with its traditional colorful parade, coronation, football contest and high school band competition, is an annual highlight of the autumn season. Chamber of Commerce members and most of the people in the community cooperate with the students to assure its success.

A welcome "special" among special events is the program of the Jaycee-Jaycette sponsored Snow Queen Week in, what used to be thought of as, the dead of winter — January. Now each year it is anything but dead as it features the Governor's Cup Snowmobile race, the selection and crowning of a junior snow queen, and the coronation of the South Dakota Snow Queen at a program mingling nationally recognized entertainment talent with winners of local amateur shows.


Summer attractions include the Dacotah Stampede Rodeo, featuring the nation's best stock and performers. It is a YMCA benefit sponsored by a group known as the Y's men.

An impressive social event is the St. Luke's Hospital annual ball, arranged by the women's auxiliary of that hospital.

Popular, also, are the agriculture appreciation banquet and the farm visitation program.

Free transportation on the Christmas shuttle bus, a special event of 1980, is likely to be provided annually.



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They didn't have that name for it then, but the enthusiastic and far-sighted young people who settled in Aberdeen 100 years ago had the Chamber of Commerce spirit. The manner in which they expressed their ambition for the robust new city, their practice of telling their dreams and then giving their resources to make the dreams come true became known as "The Aberdeen Way."

The founders of Aberdeen learned early that working together to obtain community needs and solve problems was the route to progress. Aberdeen had a Commercial Club (the forerunner of the Chamber of Commerce) three years after the city was incorporated. And not many years after that the Commercial Club had its own building, a three-story brick structure on Lincoln St., immediately south of the Court-house. The Commercial Club building included a lobby providing space for recreation and reading, a dining hall and living quarters for men. As late as the early 1930s the annual Chamber meetings were held in that building. But in the early 1930s (depression years) the meetings were not elaborate. However, the spirit was optimistic and speakers who predicted prosperity "just around the corner" were cheered.

Retail merchandising was the prime concern of the early-day Aberdeen boosters and the Commercial Club's program was promotional. Retail promotion continues to be one of the major objectives of the modern Chamber of Commerce, but its program is far more extensive. In addition to retail development it has committees dealing with agriculture, aviation, business and consumer relations, business and economic education, convention and visitors bureau, education, energy, governmental affairs, sports and recreation and transportation.

Giving the Aberdeen Area Chamber of Commerce committees and projects vitality are more than 600 members, representing both business and professional firms. More than 200 volunteers serve actively on the committees and task forces working to provide for Aberdeen needs. A group of "Ambassadors" gives encouragement to Aberdeen progress and extends Aberdeen friendship in many neighboring communities.

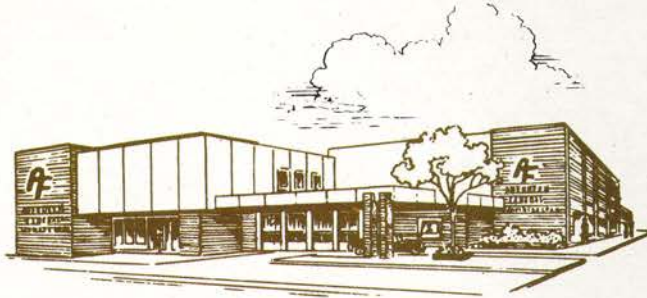
The Chamber, a driving force for progress, has in the past and is now active in encouraging improvements that will retain Aberdeen's reputation as a convention city. It has a task force dedicated to preserving rail service, which in earlier days was responsible for Aberdeen being called "The Hub City." The Chamber has been a better highway booster since founding of the Yellowstone Trail (now U.S. 12). It has played a key role during the past half century in development of city water supply and distribution and favors more use of Missouri River water in the area. It has been a partner in developing expansion of the Brown County Fair and is encouraging new building programs on the fairgrounds.

The Chamber stimulates progress in the community by aiding many civic events through information services and business assistance.

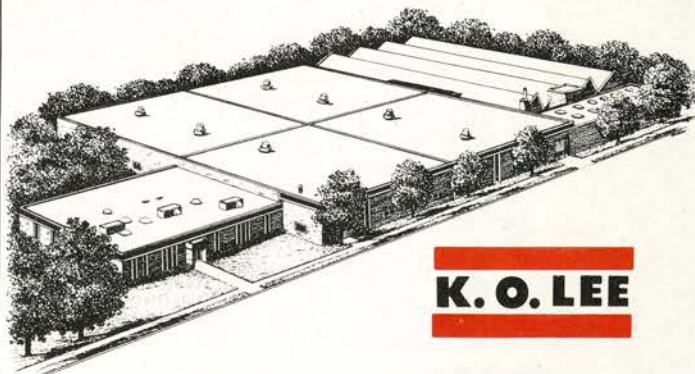
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We appreciate the spirit of cooperation which has been extended to us by the Aberdeen community through the years and we look forward to our part in the continued growth of our community in the 1980's.

HousingHousingHousingHo



usingHousin

From sod shanties in 1881, Aberdeen has advanced as it moves into its second century, to become a city of beautiful homes.

An interest in unique architecture was displayed by early settlers. The interest has continued.

Still a show place in Aberdeen is the yellow mansion with black shutters. In the Highlands addition, patterned after the home of famed poet, Henry Wadsworth Longfellow.

The so-called Easton Castle, on Aberdeen's western outskirts, is listed among historic buildings and the Simmons southern plantation-style mansion, a landmark on Main St. S., are among many examples of impressive homes.

Hundreds of individual homes have been built during the past several years in many new additions to the city and in a number of areas outside the city limits. The new additions contain attractive homes with landscaping to match. The tree-lined streets of the older sections of Aberdeen are being duplicated in the newer areas to maintain the city's reputation for beautiful flowers and foliage.

Adding to the modern housing boom have been many luxurious condominiums and apartment buildings.

Practical zoning ordinances have been enacted since pioneer days to assure orderly expansion of the residential districts. Developers have insisted upon high standards for new construction.

For the convenience of elderly, and other apartment dwellers, modern units have been built in two downtown areas (one located on the site of the pioneer Sherman House, Main and 3rd Ave. S.). Others have been constructed within easy walking distance of the shopping malls and other commercial establishments adjacent to U. S. 12 in the eastern section of Aberdeen.

As has been the custom since early days, building of new schools in outlying areas has been followed by extensive home construction in those areas.

Parks in and around the city have also proved popular sites for new home construction.

Despite the rapidly expanding boundaries of Aberdeen there remain many areas for ideal home sites and new housing developments were in the planning stage as Aberdeen moved into the exciting 'eighties.

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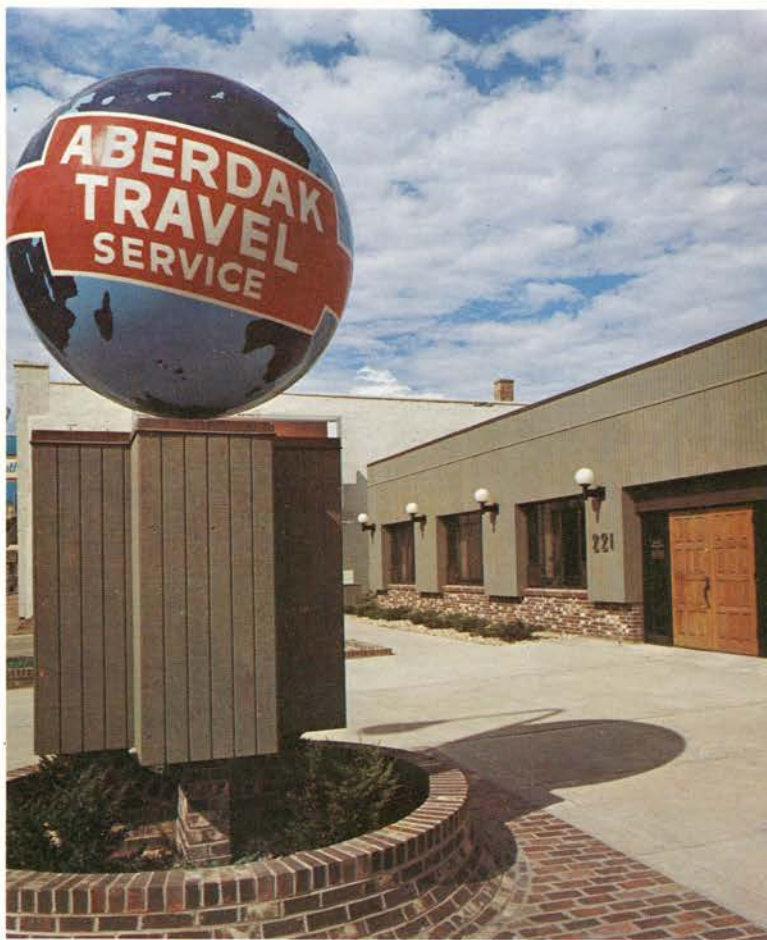
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From the time Aberdeen was founded, Realtors (although they didn't call them by that name) have played an important part in the development of the city. Always optimistic they have anticipated needs for expansion and have encouraged it. Current development of new areas is based on precedent. An article in the Yankton Press and Dakotan in 1882, commenting on Aberdeen enterprise, said every few days "some ambitious fellow with an eye to business buys up a quarter section a couple of miles out and lays it off in lots, and in a couple hours all his lots are sold . . ."

Following property ownership, the need grew for insurance on belongings as well as life and health. Aberdeen has a good contingent of qualified insurance counsellors.

Many competent attorneys in a growing number of prestigious law firms aid Aberdeen and neighboring community residents with legal matters in an era when complexity marks the lives of many people.

Well qualified abstractors and certified public accountants are prominent in Aberdeen's professional ranks.

Highly professional services are provided by three Aberdeen undertaking firms that include mortuary facilities ranking among the most modern in the Middlewest.

Computer Service Centers and distribution firms also offer professional assistance with equipment programming, design and training.



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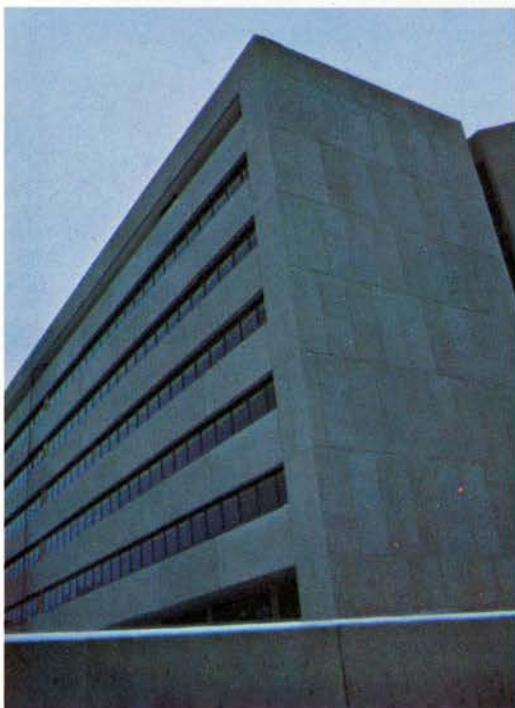


MANNES BUILDING



The Mannes building was completed in 1973, to serve the needs of a growing Aberdeen community. It is currently headquarters for several national accounts, SHAKLEE PRODUCTS, plus local professional people, such as Peter J. Buttaro, Attorney-At-Law. It has an excellent location, free parking, and meets the needs of the core area of Aberdeen. People looking for modern office space, should contact the Mannes Building, subsidiary of M2 Enterprises, 23 6th Avenue, S.W., Aberdeen 57401, or call (605) 225-0808 for information.

Government Government Go



vernmentGo

The Municipal Building, modernized and attractive, is the headquarters for city government, directed by a mayor and four commissioners (in the mayor-commission form of government). In addition to its city government, Aberdeen is the seat of government of Brown County and the site of several major departments of state and federal government.

Offices of approximately 30 branches of U.S. government, many of them housed in the Federal building complex in downtown Aberdeen, serve residents of a large area. The largest are the Internal Revenue Service, Bureau of Indian Affairs, Indian Health Service, Postal Department and Agricultural Stabilization Conservation Service.

Aberdeen is also the headquarters for the South Dakota Department of Labor which has a large staff overseeing job service, unemployment insurance and various phases of employment encouragement.

City government, headed by five elective officers, one chosen annually for a five-year term, supervises the provision of basic needs, such as water, fire and police protection, sanitary facilities, modern airport and maintenance of streets and alleys. City government also supervises a growing park and recreation program and maintains an excellent public library. The mayor heads the administration and the four commissioners' responsibilities are finance, public safety, streets and water and sewer. Various citizen committees, or boards, appointed by the mayor, offer recommendations to the commission.

The city government, during the 1980s, is continuing a long-range program for a constantly improving water supply and distribution system. It has made great strides since its early days when its artesian wells, spouting streams high in the sky, were a steady, if not tasty, source.

Current efforts are to improve upon ground water supplies which include Willow Creek Reservoir, Elm Lake, Elm River reservoirs and water laden gravel pits — the source of city water supplies for nearly 50 years. Water from the Missouri River, proposed soon after the town's founding, continues to be a consideration.

Government of the county, operating from offices in the Brown County Courthouse, consists of five commissioners and various other elected officers supervising administrative functions. County and city officials continue to explore areas in which cooperation can improve the quality of service in the most economical manner.

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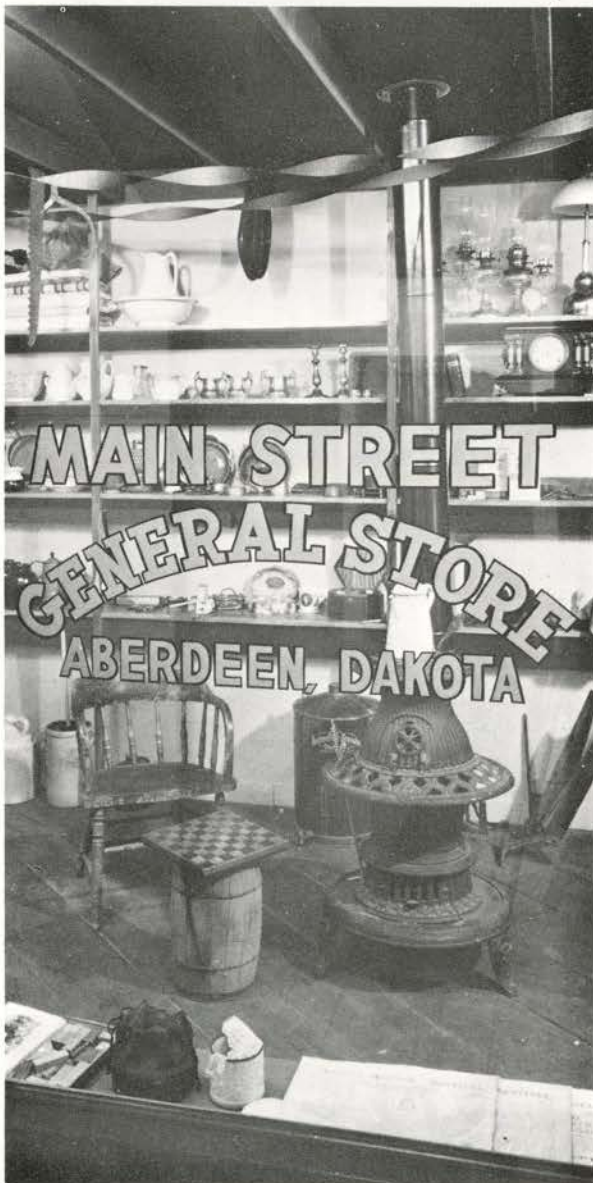
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CulturalCulturalCultural Cult



ural Cultural

Hard pressed as they were to provide life's necessities, the energetic people coming to Aberdeen in 1881 welcomed the challenge presented them to transform a treeless prairie into a city offering cultural advantages many of them had known before migrating from the East.

Provisions for schooling and religious worship had high priority but almost immediate interest was expressed in the arts and the foundation was started early for the developments that have given Aberdeen the cultural advantages it enjoys in the waning years of the Twentieth Century.

Aberdeen was scarcely two years old when the Grain Palace was built (at 5th and Main, S.) to become the "civic entertainment center" of its day. It was destroyed by fire nine years later in 1902, but appreciation of the attractions it had brought to Aberdeen confirmed the desire of the city's leaders to provide residents with opportunities for enlightenment and development of taste for beauty in art and nature.

The schools, the colleges, the Alexander Mitchell Library and the Dacotah Prairie Museum have made great contributions to Aberdeen's aesthetic tastes which now, in the 1980s, are enriched by numerous art shows, Community Concerts productions, Metropolitan Dinner club programs, Act II theatricals and Arts in the Park.

Part of early Aberdeen's interest in culture can be attributed to L. Frank Baum, actor and author who enjoyed a brief respite in his career in the arts to run a variety store, contribute to the local weekly newspaper and take over its management temporarily. Later Baum, who was an uncle of Aberdeen's Matilda Gage, became famous as the author of the Oz books of which there were well worn volumes in the original Alexander Mitchell Library at 6th Ave. and Lincoln St. S.

Aberdeen's newer library, located three blocks east of the old one, caters to interests in addition to books. It stimulates understanding of paintings, music, crafts, hobbies and many other things that add to the good life. Expanding libraries at Northern State College and Presentation College also serve the public.

The Dacotah Prairie Museum, effectively maintaining interest in Aberdeen's heritage, conducts programs and tours for children. It also houses an art gallery that prompts commendations for Aberdeen.

The museum's collection of relics of frontier days increases respect present Aberdonians have for the qualities of their ancestors and provides a measurement for progress made and still to come.

Visits of thousands of school children to the museum enrich their appreciation of their heritage.

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Sports Sports Sports Sports



SportsSport

Aberdeen has had its share of sports thrills during its first century and that doubtlessly accounts for its continuing high rate of interest in athletics.

There are few around today who witnessed it, but in 1915 at Johnson Field (Northern State College's old gridiron) Mark Payne of Dakota Wesleyan scored on a drop kick measured at 63 yards to set a record which still stands. The kick, in a game against Northern, replaced the record of 62 yards set by a University of Wisconsin hero, Pat O'Dea in 1898. The drop kick, due to the smaller size of the modern football, no longer is a part of football scoring. The record made in Aberdeen is not in danger of being broken.

Aberdeen's athletic lore is based upon significant highlights in both professional and amateur competition. Al Simmons, an Aberdeen player in the old Dakota League, became a star of Connie Mack's Philadelphia Athletics and made it to baseball's Hall of Fame. Don Larson, with the Aberdeen Pheasants in the 1950s, pitched a no-hitter for the New York Yankees in a World Series game. Many former Pheasants became major league stars and several were on teams vying for the championship in 1980.

LaVerne (Blondie) Saunders' bid for football fame started at Northern State College, continued as an All-American contender at Army where he later was a coach.

Larry Udell, an Aberdeen boxer, was matched with Joe Louis (later to be world champion) in Louis' third professional bout. Louis was unable to score a knockdown, but cut Udell's lip and the referee ruled a technical knockout.

Aberdeen's continued interest in horse racing may result from an early-day association with a Groton neighbor, Earl Sande, rider of three Kentucky Derby winners.

George Amundson, Aberdeen Central High, set a national high school discus record in a meet here in 1969 with a throw of 204 feet, 11 inches.

This background, plus their share of championships by athletic teams of Northern State College, Roncalli High School, Central High School, The American Legion's Smitty's in junior baseball and entertaining competition engaged in by other organized amateur city teams in baseball, basketball and other sports maintain Aberdeen's reputation as a sports capital.



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"Hello, Central," was a frequently spoken phrase in the early days of the telephone industry, but it was short-lived for the people making local telephone calls in Aberdeen.

Thanks to an inventive genius, J. L. W. Zietlow, a fabulous man with tremendous drive who was lured to Dakota Territory, Aberdeen had the world's second dial telephone system. The Aberdonian was a rival to Alexander Graham Bell in telephone pioneering — a step ahead of him in some of the technical phases.

The dial system was installed in Aberdeen Nov. 6, 1905.

The telephone industry and generation of electrical energy and manufacture of gas were early starters in Aberdeen and now in the 1980s they are continuing to anticipate needs of a growing community and constantly upgrading facilities.

"Larry, the lamplighter," was a familiar figure in the city's early days and he continued to make his rounds in the residential districts, touching a torch to the mantles of gas street lights, even after downtown had the benefit of electric street lights. The switch of the current into the first lights on Main St. called for a celebration and a parade.

In due time the light and power plant, the gas manufacturing operation and the home grown telephone system were purchased by the present operators, Northwestern Public Service Company and Northwestern Bell.

The electricity that supplies ever growing needs is generated in a network of multi-million dollar plants. The gas that is burned in Aberdeen furnaces is provided by nature and piped from oil and gas fields thousands of miles away.

Northwestern Bell marks Aberdeen's Centennial by putting into operation new equipment costing millions of dollars and providing additional communications conveniences that likely did not enter the dreams of the "Zietlows" of the early telephone era.

Looking to the future, Northwestern Public Service Co. is in the process of building new electric generating plants with capacities similar to the huge facility near Big Stone Lake.

Water, a vital utility, is provided by the city. Progress on improving the supply and distribution system is described in the "Government" section of this book.

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Northwestern Public Service Company distributes natural gas in Aberdeen and 23 other South Dakota communities, as well as in three large Nebraska communities.

Northwestern Public Service Company has planned, built, and invested to assure your energy supply now and for the future . . . for homes and for business and industry.

Profile

I. POPULATION

Metro Area 31,500
County 40,700

II. TRANSPORTATION

Rail Lines: Milwaukee, Chicago & Northwestern, Burlington-Northern

Truck Lines:

Number of terminals: 4 Railway express: yes
United Parcel: yes

Airport:

Airlines: Republic Jet service: yes Charter service: yes

Bus lines:

Inter city lines: Greyhound & Jackrabbit

Highway route numbers:

Federal: 12 & 281

III. GOVERNMENT

Mayor, Commission

Area within city limits: 2,661 acres

Undeveloped: 476 acres

Parks: 816.5 acres

Fire department: 47

Police force: 38

Streets paved: 95%

IV: UTILITIES

Water:

Municipal water source: stream and lake

Storage capacity: 9,500,000 gallons

Pumping capacity: 7,000 gpm

Sewer:

Capacity of sewage treatment plant: 4.2 million g/d

Electricity:

Electric service by: N.W. Public Service and Northern

Electric Co-op.

Gas:

Gas service by: N.W. Public Service

Telephone:

Telephone Company serving area: N.W. Bell Telephone Co.

V. COMMUNITY SERVICES

Number of hotels: 2 Total rooms: 117

Number of motels: 12 Total units: 527

Hospital beds: 356 Nursing home beds: 471

Doctors: 71 Dentists: 24

Number of churches: Protestant 33; Catholic 3; Jewish 1

Parks & playgrounds: municipal 3; state 2

Sports:

College: all sports

Bowling: Village Bowl — 32 lanes; Super Bowl — 12 lanes

Golf Courses: Three 18-hole grass green courses: Aberdeen

Country Club; Lee Park; Moccasin Creek Country Club

Skating: Rollaway USA and Ice Skating Rinks

Swimming: 2 Municipal Pools; 2 Motel Pools; YMCA;

NSC; Mina Lake; Richmond Lake; Wylie Lake

Tennis: 32 Courts

Theatres: Capitol; Orpheum; Cinema I and Cinema II;

Star-Lite Drive In

Museum: Dacotah Prairie Museum

Races — Rodeos — Fairs: Pari-Mutuel Horse Races (May); Stock Car Races (Summer); Dacotah Stampede Rodeo (July); Brown County Fair and 4-H Show (August) Camping: Melgaard Park; Wylie Park; Richmond Lake State Recreation Area; Mina Lake State Recreation Area Zoo: Wylie Park

Festivals: SD Snow Queen Festival (January); Aberdeen Arts Festival (June)

Parks: Melgaard Park — Wylie Park and several smaller parks

Retail Shopping: Major retail shopping center for over 100,000 people

News media:

Papers: daily 1; weekly 1 Radio stations: AM 3; FM 2

TV stations: 1 NBC Affiliation

TV network affiliations: NBC, ABC, CBS, PBS, Home Box Office

Reception from: Midcontinent Cable Systems

Meeting facilities: Capacity of largest three: 6,000; 1,500; 1,000

Chain retail stores: 16

Major department stores: 9 Shopping Centers: 1

Financial Institutions

First Bank, Farmers & Merchants Bank, First National Bank, Aberdeen Federal Savings & Loan, American Federal Savings & Loan

Public Libraries: 7

No. of volumes: technical, 22,000 Total: 438,065

Service Organizations: All major represented.

VI. EDUCATION

Schools:	Number	Enrollment	Grades
Elementary	8	2,917	1-6
Junior High	2	1,205	7-9
High School	1	1,419	10-12
Parochial elementary	2)		
Parochial Junior High	1)		
Parochial High School	1)	879	1-12
Pupil/teacher ratio: elementary 19, high school 21			
Vocational-technical: Aberdeen Area Vocational School			
Colleges: Northern State College, Presentation College			

VII: CLIMATE

Coldest month: January Hottest month: July
Mean daily maximum: 19° Mean daily maximum: 83°
Mean daily minimum: 0° Mean daily minimum: 63°
Number of days over 90° F: ten
Annual average precipitation: 20.74 inches
Snow: 21 inches
Number of days between killing frosts: 140

VIII: INDUSTRIAL SITES

Name of site: Aberdeen Industrial Park

IX: FOR ADDITIONAL INFORMATION

CONTACT:

Aberdeen Development Corporation
514½ S. Main — Box 1179
Aberdeen, SD 57401

Aberdeen Area Chamber of Commerce
516 S. Main — Box 1179
Aberdeen, SD 57401



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We grew with this town. Grew to know it. Grew to participate in it. We value the clean air, the wide open spaces, the very blue sky—and most of all, the friendly people.

We've been here almost from the beginning. Our Hub City Division started as a blacksmith shop in 1892, and expanded into a foundry in the 1920s, making replacement parts for the brand new automobile industry.

We did our part during World War II, and then launched an extensive line of power transmission products for much of the farm and industrial machinery used throughout the world.

Our modern 125,000 sq. ft. production complex, completed in 1973, and our new Safeguard Castings Division resulted from more and more demand for our products in a great variety of industries, many of them vital to the national interest.

Most recently, we are helping our country utilize solar energy, with power transmission units that enable solar panels to track the sun.

Future growth and new market penetrations will help us maintain our strong commitment to Aberdeen.

We're not the only company to contribute to this area. Because more and more firms have found that Aberdeen's a great place to do business. And more and more families have found that it's a good place to work and raise kids.

We're proud to have shared in building this great town into an important center of commerce. And we're grateful for all the town has given us.



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