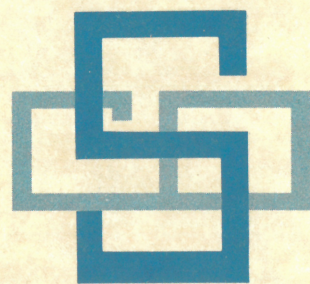


014-474 Interviewee — File: Carl Dewey



80 Years of Progress



1900

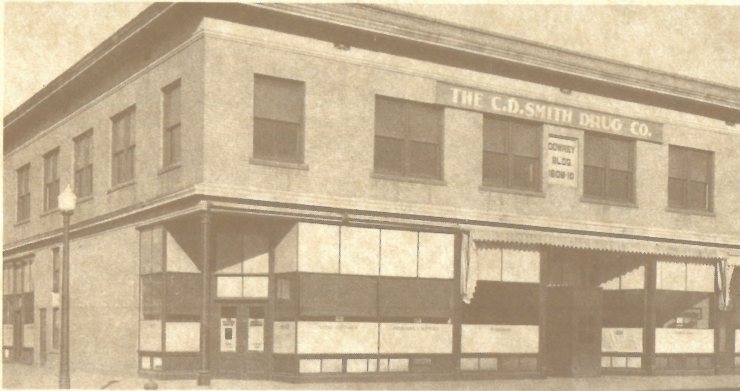


Mr. C. D. Smith was born in Los Animas, Colorado in 1879, and started in the drugstore business when he was fifteen years old. He became a registered pharmacist in 1900 (one of the youngest ever registered in the state) and founded his first store in Grand Junction that same year.

His great love was the retail drug business; that's where he started. By 1907 he owned seven stores. That love formed the foundation of philosophies we have followed ever since.



This is an interior view of C. D. Smith's first store (the exterior is shown on the front cover). Mr. Smith understood the value of a good location. His store was located at 5th and Main in Grand Junction. That corner serves as testimony to Mr. Smith's perception. In 1900 that corner was considered the "principal corner in the town" . . . today . . . eighty years later, it still is.



By 1910 C. D. Smith had moved into the wholesale drug supply business. This "brand new" building served as the wholesale division's first home. Candy, case goods and beverages were in the basement. Drugs and the Hy-Grade laboratories were located on the second floor.

Mr. Smith once said, "We are prepared to render the type of service that a progressive retail druggist demands." We still offer that same service today.

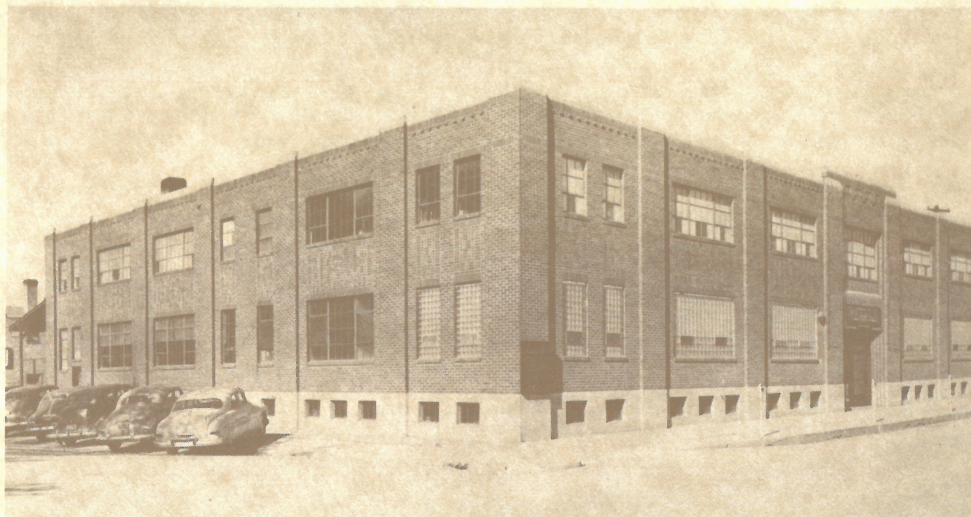


By 1930 the wholesale business had grown from a three person staff to one of thirty-three. Mr. Smith stepped out of his retail operations shortly after entering the wholesale business to avoid what he felt would be an unethical conflict of interest.

In divesting, he went to the extra effort of arranging exceedingly attractive offers so that his managers would be able to buy the stores they were then running.



By 1928 all three of C. D. Smith's sons, Burrell, Claud and Sterling had become involved with their father in the firm. Burrell was Vice President at the time. Claud and Sterling were only young boys, but they worked after school and in the summers. This picture, taken around 1933 shows (clockwise, bottom to top) C. D. Smith, Claud Smith, Sterling Smith, and Burrell Smith. Later . . . Burrell became President of The C. D. Smith Co. and Claud headed up Smith Chemical Company. Today Sterling fills the role of President and Chairman of the Board.



C. D. Smith was a man who felt a strong community pride. By 1935 the company had outgrown its location. The need to build a new building was evident. He purposely chose a "less than desirable" location. He felt his new construction would clean up a bad area and improve the community. It certainly did. It was the nicest . . . newest . . . and biggest . . . and Fifth and Ute was no longer a "seedy part of town".

1980

The C. D. Smith Co.



We do things a little differently today. There are modern order-filling procedures, computers, vastly revised stocking systems, and a whole world of new merchandise and electronic equipment. Despite all of the equipment, service still comes down to one word . . . people. At The C. D. Smith Co. our people still represent customer service. To quote Mr. Smith's words back in the late 1920's, "The combined effort of these people is squarely behind every order that reaches The C. D. Smith Co."



In cooperation with the Silver Eagle Express Company we have developed one of the largest and fastest point-to-point delivery systems in the area. This system allows us to offer regular truck delivery to most of our customers on over-the-counter merchandise once a week. In the case of an emergency, we often arrange "same day" delivery through whatever means are necessary.

We feel an extreme obligation to get the merchandise to the store rapidly, in fresh saleable condition.

Because the truck arrives every week purchasing and related planning is greatly simplified.

The idea is to hold the line on cost and still maintain an excellent level of service. The challenge is difficult but our customers tell us we are winning.



The C. D. Smith Co. has stayed totally up-to-date with the installation of the most modern IBM computer equipment available. Our computers are linked to an order entry system in the retail outlet. The retailer can order directly from his store whenever he wishes. We have one of the most sophisticated customer service packages available. Our computer system enables us to offer a host of additional customer services including individual accounts receivable programs and customized price stickers.

We honestly believe there is no service offered by anyone that we can't do better or at less expense to our customers.

We are proud of the independent businesses we serve

When my father started this business back in 1900 the word "independent" had special meaning. Today the huge wholesalers are literally taking over departments and entire stores. I guess it's the old story of the big getting bigger. When the big get this big what happens to the independent store owner or retail chain? Do these folks suddenly find themselves on the outside looking in?

At The C. D. Smith Co. we are proud of the fact that we are independent and that we still service and sell independent store owners and independent retail chains. We like dealing with these people. We're proud of them and the service they render to their communities. We feel the independence they represent is the backbone of our whole American system. It is our intention to help the stores of these independent business men and women grow and prosper in every way we can.

Sterling Smith



On any given day of any given year you'll find over one and one half million dollars worth of merchandise on the shelves at The C. D. Smith Co. Remember, our roots are retail. We understand retail customers. When they need it, they need it now and your sale depends on your source of supply.

It sometimes seems as though the "whole world is on backorder". We fight the problem daily with the manufacturers, but in this new decade our intention is to have what you need, when you need it . . . in stock . . . on the shelf . . . and ready for delivery.

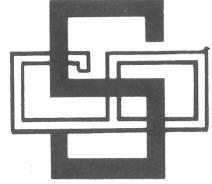
80 Years of Caring

In 1900, when we first started, "care" was probably the most important word in our business philosophy. Today it still is . . . WE CARE. We care about our product and services, and we care about our customers.

This has always been a family business with a family approach to business. We consider ourselves to be "part of the family" to every retail outlet we serve. As "family" we care about your store and we want to do everything possible to make your life easier and more profitable. That was the goal when we started . . . and now, 80 years later, it remains unchanged.



The C. D. Smith Co.
WHOLESALE



P.O.Box 728, 233 South Fifth Street, Grand Junction, Colorado 81502, (303) 243-1121

Welcome
to The C. D. Smith Company



Gift Show

We've put this packet together for your convenience. You'll find your show badges, a list of restaurants and a Grand Junction City Map.

If there is any way we may be of further service please just ask any of the people wearing the blue C. D. Smith badges.

Let us remind you of our "Special Birthday Party", Saturday night beginning at 6 p.m. here at Two Rivers Plaza. You and your guest are all invited to attend.

American

1. Aeroplane Restaurant - Walker Field
2. Arby's Roast Beef - 115 North Avenue
3. Arctic Circle - 709 North Avenue
4. Arthur Treacher's Fish and Chips - 2884 North Avenue
5. Bar-X Restaurant and Lounge - 1600 North Avenue
6. Bonanza Sirloin Pit - 120 North Avenue
- *7. Board of Trade - 336 Main Street Arcade
- *8. Burger King - First Avenue and 1730 North Avenue
- *9. Cafe Caravan Restaurant and Lounge - 105 W. Main
10. Capt'n Bob's Subs and Deli - 2721 North 12th
11. Cedar Square Inn - 666 Patterson
12. Country Kitchen - 2842 North Avenue and 753 Horizon Court
13. Der Weber Deli - 104 Orchard Avenue
14. Dusty's Chili and Things - 710 North Avenue
15. Far East - 1530 North Avenue
- *16. Feed Lot - 118 Main Street
17. Furr's Cafeteria
18. Harry M's Restaurant and Disco - 715 Horizon Drive
19. Holiday Inn Restaurant and Lounge - 755 Horizon Drive
20. Howard Johnson's - 750 Horizon Drive
21. McDonald's - 2555 North Avenue
- *22. Mesa Drug Coffee Shop - 400 Main Street
23. Mr. Steak - 2500 North Avenue
24. Ogelvie's - 759 Horizon Drive
- *25. The Office - 159 Colorado Avenue
26. Ramada Inn Restaurant and Lounge - 718 Horizon Drive
27. Sambo's - 710 Horizon Drive
- *28. Sandwich Factory - 525 Main Street
- *29. Santy's Stop Restaurant and Lounge - Pufferbelly Station
30. Sirloin Stockade - 1960 N. 12th Street
- *31. T-Bone - 120 North 7th Street
32. The Timbers and Disco - 1810 North Avenue
- *33. Trudy's Deli - 326 Main Street
- *34. Vick's Pastry and Kafeteria - 524 Main Street
35. Wendy's - 2010 North Avenue
- *36. The Winery - 642 Main Street
- *37. Woolworth's Coffee Shop - 455 Main Street

American, Cantonese, Mandarin, and Chinese

1. Far East - 1530 North Avenue
2. Golden Dragon - 1037 North Avenue

Mexican

1. Aurelio's - 748 North Avenue
2. Casa Tijuana - 2148 Broadway
3. Dos Hombres - 2516 Broadway
4. El Escondido - 509 28½ Road
5. Los Reyes - 811 S. 7th
- *6. Old Mexico - 929 Main Street
7. Taco Bell - 859 North Avenue

Italian

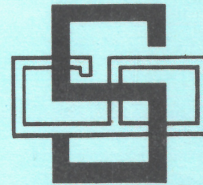
- *1. Grasso's - 103 North 1st Street
- *2. Pizza Hut - 1st Street, 1440 North Avenue and 704 Horizon Drive
- *3. Junct'n Square - 1025 North 7th Street

*Within walking distance of TWO RIVERS PLAZA.

Local Restaurants

80/80

ANNUAL GIFT SHOW



The C. D. Smith Co.