

KFNF † KFNF † KFNF † KFNF

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KFNF

# Souvenir and Picture Book

OF



The Friendly Farmer Station



Henry Field Seed Co.

Shenandoah

Iowa

FNF

KFNF

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# Station KFNF Schedule

## 890 Kilocycles - 337 Meters

### Monday

6:00 - 7:00 Sunrise Concert.  
 7:00 - 7:30 Morning Worship.  
 7:30 - 8:00 Talk.  
 8:00 - 8:30 Garden Suggestions.  
 9:00 - 9:30 Poultry.  
 9:30 - 10:00 Music.  
 10:00 - 10:15 News and Announcements.  
 10:15 - 10:30 Weather, Markets and Nursery Helps.  
 10:30 - 11:00 Music; Visitors Hour.  
 11:00 - 12:00 Recreation Hour.  
 12:00 - 12:15 Music.  
 12:15 - 12:25 News.  
 12:25 - 12:35 Gospel Hymns.  
 12:35 - 1:00 Letter Basket.  
 1:00 - 1:10 Old Time Music.  
 1:10 - 1:20 More Letter Basket.  
 1:20 - 1:30 Songs.  
 1:30 - 2:00 Kitchen Klatter.  
 2:00 - 3:00 Record Hour.  
 3:00 - 3:15 Request Songs.  
 3:15 - 3:30 Afternoon Visit.  
 3:30 - 4:00 Mother's Hour.  
 4:00 - 4:30 Music and Sales.  
 4:30 - 4:45 Music and Sales.  
 4:45 - 5:00 Farmer's Want Ads.  
 6:00 - 6:30 Supper Time Music.  
 6:30 - 6:45 Old Time Songs.  
 6:45 - 7:00 News and Markets.  
 7:00 - 7:30 Evening Letter Basket.  
 9:00 - 10:30 Evening Concert.

Weather Forecasts: 6:00, 6:30, 7:30, 10:15, A.M.  
 12:35, 3:15, 7:00, 9:00, 9:30, P.M.  
 Markets: 10:15 A.M.—12:15, 12:35, 3:15, 7:00, P.M.

James Pearson.  
 Walter Pitzer.  
 Ross Salmon.

James Pearson.

Frank Field.

J. A. Reinemund.

James Pearson.

Henry Field.

Henry Field.  
 LuEttta Armstrong.  
 Leanna Driftmier.  
 Wiley and Dearmont.  
 LuEttta Armstrong.  
 Frank Field.  
 Jessie Shambaugh.  
 Pate Simmons.  
 Audrey White.  
 James Pearson.

Edythe Swartz.  
 James Pearson.  
 Henry Field.  
 Seed House Folks.

### Tuesday

Like Monday Except:  
 7:30 - 7:45 A.M. Talk to Boys.  
 7:45 - 8:00 A.M. Talk to Girls.  
 8:00 - 8:30 A.M. Flower Talk.  
 9:30 - 10:00 A.M. Sunshine Hour.  
 3:30 - 4:00 P.M. Flower Talk.  
 8:30 - 10:30 P.M. Evening Concert.

Pate Simmons.  
 Mrs. Kate Day.  
 Helen Fischer.  
 Edythe Swartz.  
 Helen Fischer.  
 Seed House Folks.

### Wednesday

Like Monday Except:  
 1:30 - 2:00 P.M. Health Talk.  
 3:30 - 4:00 P.M. Flower Talk.  
 9:00 - 11:00 P.M. Evening Concert.

Mrs. W. W. Pitzer.  
 Helen Fischer.  
 Seed House Folks.

### Thursday

Like Monday Except:  
 7:30 - 7:45 A.M. Talk to Boys.  
 7:45 - 8:00 A.M. Talk to Girls.  
 3:30 - 4:00 P.M. Flower Talk.  
 8:15 - 10:30 P.M. Evening Concert.

Pate Simmons.  
 Mrs. Kate Day.  
 Helen Fischer.  
 Seed House Folks.

### Friday

Like Monday Except:  
 3:30 - 4:00 P.M. Flower Talk.

Helen Fischer.

### Saturday

Like Monday Except:  
 7:30 - 7:45 A.M. Talk to Boys.  
 7:45 - 8:00 A.M. Talk to Girls.  
 1:30 - 2:00 P.M. Children's Hour.  
 3:30 - 4:00 P.M. Music.  
 7:30 - 8:00 P.M. More Letter Basket.  
 8:00 - 12:00 P.M. Evening Concert, Coffee Club.

Pate Simmons.  
 Mrs. Kate Day.  
 Leanna Driftmier.  
 Henry Field.  
 Seed House Folks.

### Sunday

8:00 - 8:30 Sunday School Lesson.  
 8:30 - 9:30 Chapel Service.  
 10:45 - 12:15 Shenandoah Church: By remote control.  
 2:00 - 2:30 Letter Text Sermonette.  
 2:30 - 3:00 Sacred Concert.  
 3:00 - 4:00 Sacred Service.  
 4:00 - 4:30 Foreign Language Service.  
 6:00 - 7:00 Golden Rule Radio Service.  
 7:00 - 8:00 Good Music Hour.  
 8:00 - 9:00 Song and Testimony Service.

James Pearson.  
 James Pearson.

Helen Fischer.  
 Seed House Folks.  
 Visiting Church.  
 Visitors.

Edythe Swartz.

## Questions We Are Often Asked

- Q. How high are the Radio Towers?  
 Ans. 218 feet to the top of the flag staff. Each is set in 80 tons of concrete 12 feet deep.
- Q. You must use a lot of electricity - any idea how much?  
 Ans. Yes, we use about the same amount as the average town of 2,000 to 2,500 population.
- Q. How many people work for you?  
 Ans. In the busy season this year we had between 550 and 600.
- Q. How much land does it take to produce the seeds and nursery stock that you sell?  
 Ans. The latest estimate is 8,497 acres. Of this amount we personally own and operate here at Shenandoah 693 acres. The rest is scattered over the country where the special crops do best, including California, Texas, and Tennessee.
- Q. How much floor space do you have at Shenandoah?  
 Ans. Over 4 acres.
- Q. About how much seed and nursery stock and merchandise do you sell a year.  
 Ans. Last year we shipped out close to 500 carloads.
- Q. How many visitors do you have every day?  
 Ans. That depends on the season and weather and roads. Last year we pinned over a half million badges on visitors and of course we missed some. Lots of days we had 3,000 to 5,000 on up to 10,000 and one day an estimate of better than 25,000. But anyway there are a good many most every day.
- Q. How does your counter business compare with the mail order?  
 Ans. Of course, we sell mostly by mail but the last year or two in the summer months for a few days when the crowds are largest the counter sales crowd hard for first place. Last year our counter trade from customers who came here to the Seed House was \$600,000.00. This is about one-fifth of our total business.

## How do you like KFNF?

We are always glad to get your opinion of the programs we broadcast over KFNF and want you all to remember that it is your station after all. We want it to be the kind of entertainment you all want and it's up to you to tell us if we are not doing the job to suit you.

We have tried to have good, clean entertainment, something you all like and enjoy. If you like anything special we want to know it and if you don't like some of it tell us that, too. We will do our best to give you what you want. But we can't do it unless you help by sending your opinions.



Here is part of the bunch that I am working for.



On the right is John Henry, then Frank, Letty, Georgia, Ruth, Mary, Bertha (Mrs. Field) and then me. This is all that I have left at home now and you will probably see them around all this summer. They are pretty good workers and are generally on the job someplace during the summer vacation months. Frank is the oldest and you probably know him best because of his announcing over KFNF. But they are all good children, know how to work and we make a pretty happy bunch together.

## Make Yourself At Home with us at KFNF

I have been inviting you all to come and see me for a good many years and I am going to keep it up for a good many more because we enjoy having our customers here and they always seem to enjoy it, too.

We want you to feel right at home. There isn't anything about the business that you aren't welcome to see and you don't have to be afraid of bothering us, either. We are never too busy to talk to you and show you around.

If you don't see what you want just ask for it and if you can't find what you want to see tell some of us about it.

I want you to have a good time. Want you to meet all the Seed House folks you are interested in. We are generally pretty busy but we never get too busy to be friendly.

So make yourself at home, go wherever you please, stay as long as you like and come again soon.

Henry Field.

### SPECIAL SUGGESTIONS

On Page 5 are some suggestions on what to see while you are here. The rest of the pages are full of pictures of the announcers and entertainers and of views of the flower gardens all around us here at KFNF.

Pages 18 and 19 show you pictures of all the buildings that we use in our business. This will give you an idea of how much business we do.

And, of course, I hope all the rest of the pages will be of interest to you, too.

Henry Field's Sleepy Hollow Flower Farm

## Read Our Guarantee Again

I am printing our regular guarantee here so you can all read it again and pass the news on to your friends and neighbors. You should all know by this time that we are a fair and square and friendly company. We have always believed in a square deal for everyone. It isn't just conversation either. We mean it and make the following guarantee to prove it:

**"We Guarantee Your Money's Worth Or Your Money Back."** That's the guarantee that goes with everything you order from us.

Henry Field.



## Trainloads of Seeds and Merchandise

Our fleet of trucks is on the go early and late in our busy season. They run back and forth all day long - and sometimes work nights - getting orders out to all you folks. The Express Office, Post Office and the railroads have to make special provision for our big volume. The two pictures here show some of the boys unloading our packages directly into the cars which are set out on the side track every day. It doesn't take long to fill them up.



## Where To Go and What To See

There are so many places you ought to go while you are in Shenandoah that we have made up a special marked map of the town. This will show how to get to the important places.

The route starts out from the Studio and takes you first to our No. 4 building where the heavy merchandise is handled. Then it takes you past our No. 5 building and from there to buildings 2 and 3 where the small seeds and bulbs and most of the merchandise is handled.

The route also includes the Trial Grounds and Sleepy Hollow farm. Then you come back past Mrs. Fischer's home.

There are lots of flowers to be seen at most of these places and fields of nursery stock, too. Sleepy Hollow, with its beautifully landscaped pool is especially pretty and you will no doubt enjoy seeing the seed trial plots all around No. 2 Building.

That gives you a general idea of the most important places and you can count on seeing other things of interest along the way.

## A Trip Through No. 1 Building

We call the Seed House, the Arcade and the Studio our No. 1 Building and probably the best way to see it all is to start right in the basement. Down there you'll find a complete print shop where we print millions of things every year. Presses, cutters, stitchers, a linotype machine, etc. Then go on up to the 1st floor and don't miss seeing the business offices on the 2nd floor and complete the job by going on up to the 3rd floor.

If you aren't careful you will miss the Greenhouse which is on the roof of the arcade. And of course you will easily find the Studio Auditorium.

Don't be bashful about asking for information. We want you to see all of us and all there is here to see.

Ask for the Map of Shenandoah. It's free and anyone in the Arcade can tell you just where to get one.

## We Will Help You Find a Place to Stay

We have 73 cabin accommodations right here close to KFNF - within a block. And so generally we can put you up for the night without much fuss. Of course, over the week-end we generally run out of cabins and sometimes during the week we run short. The best way for you to do is to write in advance and make a reservation for the nights you want to be sure of cabins.

Even if our cabins are all taken we can find some place for you to put up for the night.

Shenandoah is a neighborly town. We are all used to visitors here and know how to take care of big crowds. There are scores of homes who make a business of taking visitors in for the night and nearly all of them would do it in a pinch.

So come right along. Plan to stay a day or two and make us a real visit.



**Harley Bartles**  
Oil Station Mgr.



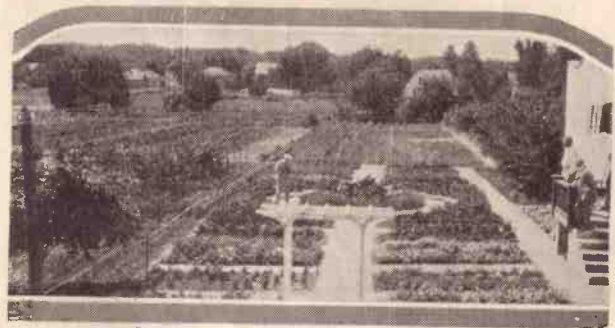
Edythe Swartz (above) is the "Sunshine Girl" and "The Prairie Flower" over the radio, and she is popular too, for her readings and her religious talks.

"Pate" Simmons (below) is the "Hired Hand" at KFNF and probably the peppiest man on the job. For a good many years "Pate" has been the boss's "right hand man." You'll find him ready and willing to lend a strong hand to every worth while activity.



According to Pate, Casey Jones (left) is King of Missouri Fiddlers. When he chases his bow over the fiddle you can look for things to hum, and toes to start tapping the floor.

(Below) The gardens back of the Studio are a fine place to brouse around and get acquainted with flowers and shrubs.



(Above) A view of the layout of our Seed House (No. 1 Building), the Studio and Flower Gardens.



(Above) Mrs. Kate Day is in charge of our Floral Shop where you will always find a world of cut flowers on display. The radio folks know her for her fine talks to girls.



Sid McIlvain croons the old fashioned traditional songs you all like so well. His comedy skits as Willie Whistle have always been very popular with KFNF listeners.





#### Home-Grown Hawaiians

Left to right above are Andrew Martin, Gus Sindt, Jim Mogg and Homer Davenport. These boys are KFNF's Home Grown Hawaiians and we believe they are second to none when it comes to South Sea melodies.



Walt Pitzer (left) is the man who gives the Garden Talks and he is head of our Garden Seed Department at our No. 2 Building.



Mrs. Leanna Driftmier (right) is our Kitchen Klat-ter lady. She broadcasts talks of interest to House-wives and Mothers.



Leon Cain (left) is a handy man with his guitar serving as a perfect accompaniment for KFNF fiddlers.



Fred Tunnicliff (below) is one of the pioneer announcers at KFNF. He is treasurer of the company and has been in the Seed House Family for over 16 years.

Andrew Martin and Homer Davenport (above) turn out a mean and snappy lot of harmony. They are just as snappy and as happy as the music they play.



Joe Young (below) sings gospel hymns for you quite regularly and he is just as nice a young man as you have expected him to be.

Below you see a part of the crowd here at one of our famous Watermelon feeds. The Arcade was built right where this crowd is gathered.





Here is Tulip Time at KFNF showing a few of the beds of tulips which you will always find at KFNF in their season.

Sid Anderson (left) is shown with some of the many instruments on which he plays for you, including his cigar box violin. Sid is a comedian as well as a musician.



Mrs. Walt Pitzer (right) gives health talks over KFNF where her practical nursing experience has been of real service.



Lyman Bullock is the "walking boss" in our Arcade and while you don't meet him over the air you'll probably see him in the Paint Department here at the Seed House.



Above are shown some of the Cabin accommodations we have within a block of the Studio. There are 65 or 70 in all but you had better make reservations to be sure of getting a cabin.



Inez Mollison (right) is our "Studio Songbird" and no doubt you are all familiar with her accomplishments as a soloist.

William McDonald (left) directs the Studio Orchestra and Ensemble and is especially known for his violin solos. A trumpet and guitar are also subject to Bill's will.



If you come to see us during the Peony season the picture below will give you an idea of what beautiful fields you will see — acres of colorful peonies.





The Smith-Belding Orchestra (left) has featured its Old-fashioned tunes over KFNF for several years. On the left is Lester Smith, on the right John Belding, and standing is Mrs. Lester Smith. You can't beat them.

Fred Elson (right) is one of the "Nursery Rats" and his specialty is old-time songs.



Mrs. Jessie Shambaugh (left) conducts the Mother's Hour program over KFNF which is such a great help and inspiration to mothers.

Plan a full day or more at KFNF so you will not miss any of our many acres of beautiful flower gardens like the one shown below.



#### KFNF Orchestra

Left to right above are Pete Hamilton, John English, Will English, Luverne Rhinehart, Bill McDonald, Elmer Strom and Rollo Jones. They are a fine lot of young men and are on the job here when not entertaining you over the radio.



Anna Dimmit (above) has long been a popular soloist on the KFNF staff. She sings your favorites because they are her favorites, too.



Verner Mauk (above) manages our big Print Shop. Be sure to see it in the basement of our No. 1 Building.

Homer Davenport (right) is a master at the banjo. His nimble fingers and sunny disposition have made him famous with all KFNF folks.





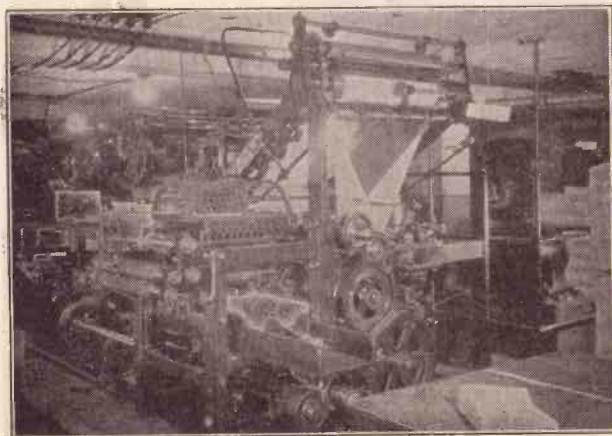


**The Trial Grounds** (above) are used to test the seeds we sell to be sure they are the best obtainable. You don't want to miss going through these acres of flowers and plants.



**LuEtta Armstrong** (left) has been one of our most popular singers since we first went on the air. And her popularity continues to grow every year.

Below you see the big catalog press in our Print Shop. During the season when we are printing catalogs, this big press turns out thousands of them every day.



The front view of our Studio above shows you how we try to have every nook and corner full of flowers for you to see and enjoy.

**Wilbur Smith** (right) is an old-time musician with a long record of fiddling from KFNF and a long list of folks who think he is the world's best.



Below is a crew of girls putting sections of our catalog together on the big assembling and stitching machine. They make books out of pages and covers.





**Ed McIlvain** (right) is a songster and he teams up with his brother, Sid, to form a harmony pair that's hard to beat.



**Frank Field** (left) is manager of our Nursery Department and besides his regular announcing on entertainment programs he gives daily Nursery Talks. Frank is the oldest son of the "Boss."

*You will look your best in a Henry Field Suit of Clothing. And what's more, you'll feel just as good as you look - because you will be mighty well pleased at the money you save. We have conservative patterns and styles for the older men as well as snappier and sportier models for the young men. Perfect fit guaranteed.*



The Ladies' Chorus brings you the old favorite gospel hymns. They are (left to right): Miss Ollie Hess, Mrs. Gertie White, Mrs. Mollie Ross, Miss Norine Hicks, Miss Lena Sanman, accompanist, and Mrs. Dora Spaulding.

## The Buildings and Grounds at KFNF

The pictures on the next pages will show you the buildings and grounds we have here at Shenandoah. Most of our customers have never seen them all and have no idea that we have to have so much room for our business.

Yes, we have had a pretty steady, consistent growth mostly due to the good things our customers say about us. A good reputation is the best advertising in the world.

Years ago I started a policy with our customers which has made us a lot of friends. I asked them sincerely to "tell us if you are not satisfied with what you get from us - and tell your neighbors if you are satisfied." We make mistakes occasionally. Bound to with thousands of orders going out daily and hundreds of employees on the job. But we don't make many and are glad to 'fess up when a customer points out the error.

I believe that has helped a lot. Another thing we never get excited about a lot of business. When things get extra busy we all roll up our sleeves and go to it. There aren't any swivel-chair jobs at the Seed House. We are all just folks, and are proud to be known as a friendly company, a place where you can trade with confidence.

Come and see us. Stay as long as you like. We'll do all we can to make you feel at home and enjoy your visit.

Henry Field.

**Henry Field Seed Company**  
Shenandoah, Iowa

# Some of the Buildings and Grounds of the Henry Field Seed Company--Shenandoah, Ia.

This isn't all of them.  
But will give you an  
idea of how we are  
fixed to serve you.

—Henry Field

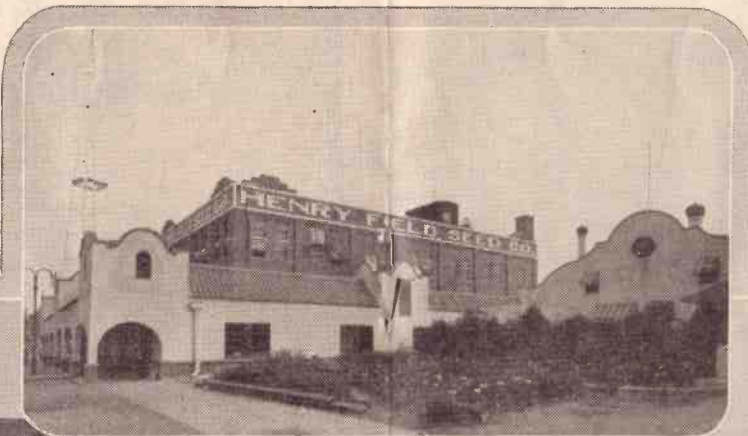
Radio Station

K F N F

890 Kilocycles

336.9 Meters

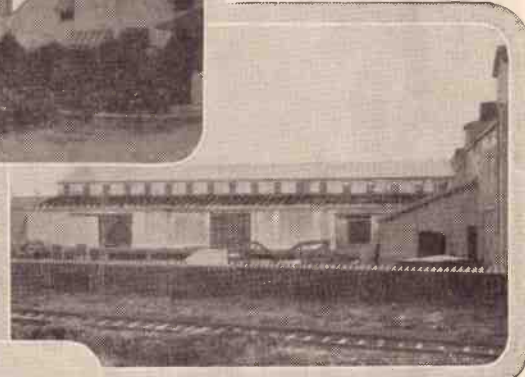
The Friendly Farmer  
Station



This is Seed House No. 1  
and the Studio and shows  
the New Arcade store  
building connecting them.



The mill property which we recently got  
and will probably remodel as soon as possible  
to make it fit our needs.



The new Warehouse above is something we  
just had to have in order to buy in large  
quantities and be able to store the  
merchandise.



No. 3 Building above is  
largely given over to  
Seeds and Bulbs with  
some Merchandise.



Above — Our layout at No. 9, mostly belongs  
to the Nursery Department. Below  
— Our Triangle Farm just on the edge of  
town.



The acreage shown above in our Trial  
Grounds where seeds are tested and  
experiments made to help our customers.



Above — No. 4 Building where  
you'll find the Fencing, Roofing  
and other things. Right  
— No. 2 Building where the  
Garden Seeds, Bulbs and Merchandise  
are shipped from.





You will nearly always find a big, good natured crowd at KFNF and lots of times we have something extra special here for your entertainment. These two pictures show parts of a crowd right back of the Studio having a good time on a Ferris Wheel and miniature steam train.



Come on along and join in on the fun, the more the merrier. You can bank on a hearty welcome and we will do our part to show you a good time. Bring the whole family and spend a day or two at KFNF.



Above are "Willie Whistle" and "Spec" pictured in the act of doing one of their comedy skits. Sid McIlvain as "Willie" is the one on his hands and knees. Sid Anderson as "Spec" is standing. Yes, they can play all the instruments in sight.



Mrs. Fischer (above) is the KFNF Flower Lady. The flowers and shrubs at her home are a great attraction to our visitors.

The Hawaiian Trio (right) bring you visions of the South Sea Isles with their harmony. Bob Welsh is seated with steel guitar. Jim Mogg at the uke and Andrew Martin at the standard guitar.



Wilely Wenger (above) is our Chief Operator and is known to you as one of the announcers of the Record Hour.



Andrew Martin (right) is dean of KFNF Fiddlers. He's a great favorite with our listeners and makes the bow sing with the best of them. As Pate says, "You can't even tie him."



When you want anything in the Men's Clothing Line, get our prices and see our quality before you buy. You'll save money and get a fine quality of merchandise. We guarantee a perfect fit and complete satisfaction.



Lena Sanman (above) is our Studio Director and you can thank her for arranging all the programs and keeping track of all the broadcasting.

A long distance view of the Studio and Seed House, showing one of our Cabin Camps and some of our Flower Gardens.



Below is a picture of the KFNF Roughnecks so called because they are anything but roughnecks. At the banjo — Lester Smith. At the guitar — Ed Ray. At the fiddle — Wilbur Smith.



Above is our Missouri fiddlin' crew headed by Casey Jones. Homer Davenport at the banjo and Sid McIlvain at the guitar. When it comes to hot and quick-trigger fiddlin' these Missourians step right out front and show heels to the best of them.

You can put off painting - but the rotting and decay go right on heading for expensive repairs. In the long run it pays to paint up. For economy and long service put on Henry Field's Paint.



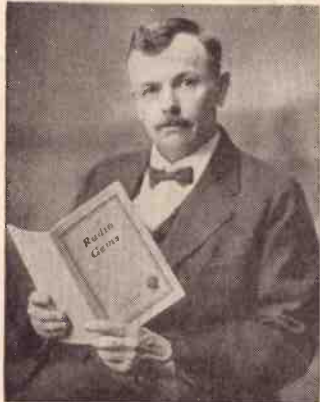
Here is the Girls' Trio which you have all enjoyed so much. Above is LuEtta Armstrong, at the left Irma Gee and at the right Inez Mollison.



Dick Dearmont (left) is our Advertising Manager. He announces the Record Hour along with Wiley.

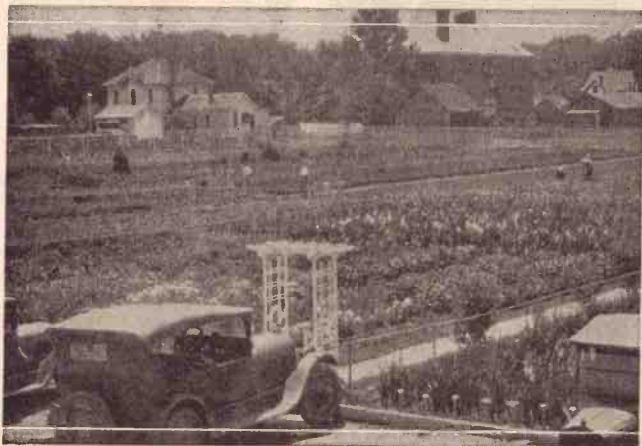


This is our "Sympathy" Orchestra which makes a specialty of square-dance rhythm. It is inspired and lead by Wilbur Smith who is a world beater at the bow. Homer Davenport and John English and Pete Hamilton assist Wilbur.



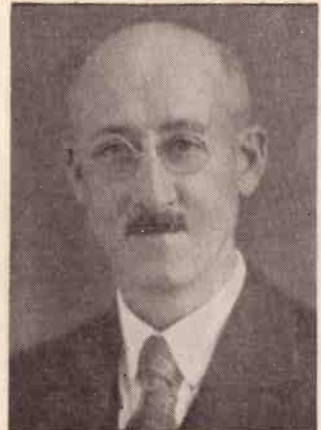
James Pearson began as the KFNF Newsboy years ago. He is still the Newsboy and a lot more, too. Gives talks on a wide variety of subjects and is probably best known for his leadership in devotional and patriotic activities.

Below is another view of the Flower Gardens at KFNF.



Above are some of our extensive Canna beds and other flower gardens at our No. 2 Building. Don't miss seeing them.

Lou Hunter (right) isn't known to you over KFNF but he is an old standby at the Seed House. He is Secretary of the Company.



Pate Simmons and Paul Benson (below) go right out in the fields for first hand information on field seeds as the picture below shows. Paul is Pate's assistant and the two of them run our Field Seed Department.





When KFNF has an Old Fiddler's Contest you can look for a real session because a big crowd of contestants always come. The picture above shows one group with Henry Field in the center.



**Audrey White** announces the Shopper's Period of broadcast and assists in taking care of your mail inquiries about the things we sell.

*Shrubbery and flowers are the last things some people think about in beautifying and improving their homes. But - no home can possibly be at its best in appearance and worth the most in cold cash until shrubbery and flowers have been planted.*



A view of "Sleepy Hollow" pool showing the Nursery Annex and house on this piece of our property.



The picture above shows Ruth Field more than "knee deep in daisies." It was taken down at our Trial Grounds where you will find about 20 acres of flowers and plants all plainly marked for your convenience. With our gorgeous flower gardens we have made Shenandoah famous as a beauty spot in this part of the country.



**Charley Anderson** is our Harmonica Harmony King. When he puts his harmonica into action with Homer Davenport's banjo you've got something worth listening to and then some.

*Before you buy any tires, read our Tire Guarantee and Challenge. And then look up our price on the size you need. You'll be dollars and miles ahead by using Henry Field's Tires.*



And here is the KFNF Filling Station featuring lots of service and all of it "with a smile."

"Glad time" at KFNF is a time for flower lovers. Above you see one of our many gladiola gardens.



Showing the formal layout of the tulip beds at the back door of the studio.



Henry Field and Frank Field are shown here practicing just what they preach - a cup of Field's Famous Coffee, best of all blends.



Interior of our Auditorium where you are always welcome to watch KFNF broadcasting.



Our No. 4 Building is a combination warehouse and shipping center for our Harness, Seed Corn, Fencing and other heavy merchandise.



Iris lovers will find row after row of these lovely flowers in our flower gardens.





Ross Salmon (left) is the KFNF Poultryman who is in charge of our Poultry Period. Ross is also head of our Seed Corn Department.

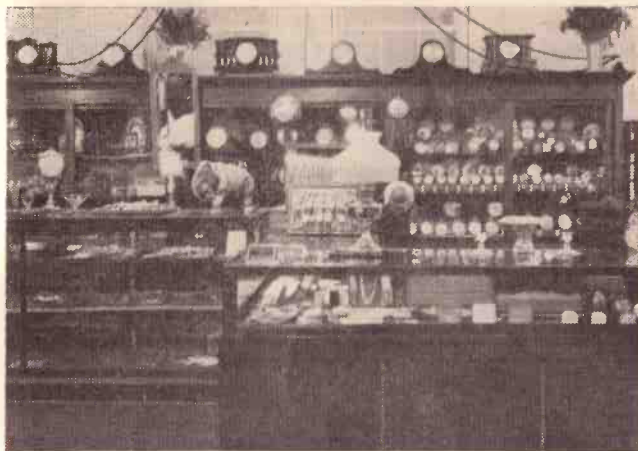


Clyde Hatch (right) is the head man in our Harness Department. If you want to know anything about Harness, Clyde is sure the man to ask.

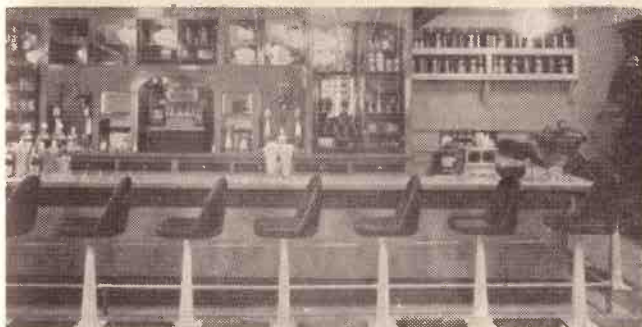
*The real value of a house is greatly improved when it is surrounded by a good lawn and beautified by plantings of shrubs and flowers. Real Estate men say that money put into a reasonable amount of these things is an investment - not an expense.*



Above are "Pap" and "Mam" the Hill Billies from Kentucky. It looks like Pap was getting a little lecture from Mam. Homer Davenport plays the part of Pap. Edythe Swartz is Mam.



One of the surprises here for you is our Jewelry Department, part of which is shown above. It's sure a bargain center and you will find everything in the jewelry line.



You will find this modern, quick service soda fountain in the arcade.



Coffee and tires and other things go out by the truck load. Above you see some of the boys sending out a bunch of coffee to our customers. Tires are piled up waiting for one of the other trucks.



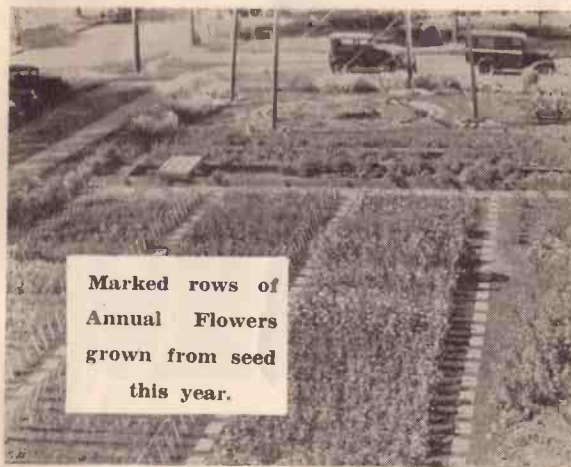
It takes a big crew of fellows to tend to a field of Hybrid Seed Corn in the making. The picture above shows one of the crews that did the job for us.



Henry Field lives just across the way from the Seed House and Studio. The above picture of his house was taken from the roof of the arcade.



Another view of KFNF crowds having fun in our "back yard".

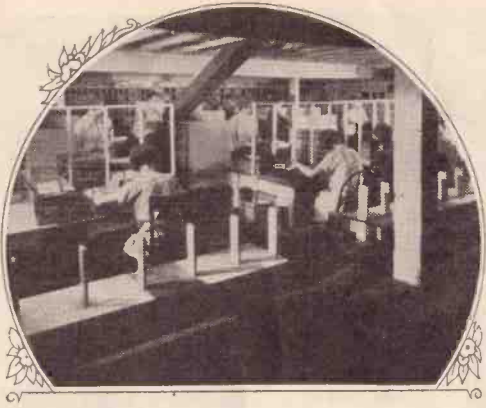


Marked rows of Annual Flowers grown from seed this year.

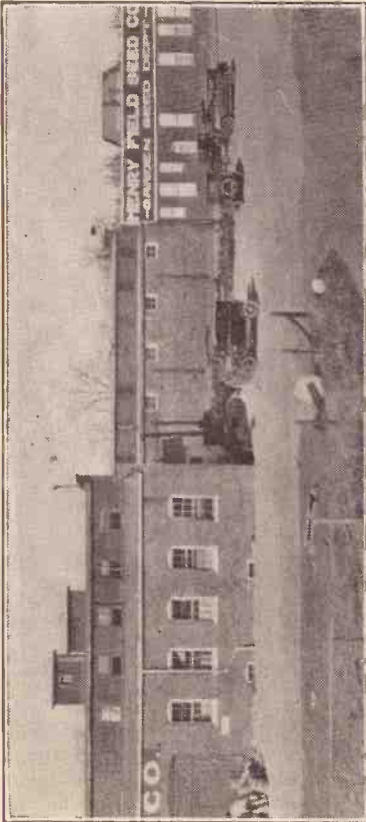
The above picture shows a garden plot on the north of our No. 1 Building. This was taken last year but has been planted again this year - so don't miss it.



During our Jubilee last Fall we had a contest to see who would bring in the tallest stalk of corn. August Behrens from Douglas, Nebraska, brought in the tallest one (15 feet and  $\frac{3}{4}$  inches high) and it wasn't from the "Tall Corn State" either.



It is hard to get you a good picture of the interior of our No. 2 Building because it is such a bee hive of activity when garden seed orders are being filled. But you can see something of the way it is done above and if you will go down there when you come to KFNF they will show you just how it all works.



Most of the merchandise orders and all the Garden and Flower Seed orders are filled in the buildings shown above. Everything has been worked out into a mighty efficient and smooth running system. You want to be sure to see it. And, besides the business part of it, this building is always surrounded by flower gardens of one kind or another. You'll find vegetable seed trial plots down here, too. We are always planting new things and testing out new strains so we can keep a jump ahead of the other fellow in offering the best seeds.


















14<sup>TH</sup> BIRTHDAY PARTY  
FEB 23, 1938.



B-188-A



# POST CARD



L TO R <sup>CC</sup> S ONDENCE

ADDRESS

MRS. FISCHER, FLOWER LADY  
MRS. JAMES PEARSON  
HOWARD GREENWALT  
KATE DAY  
EDNA RENNECK  
HARLEY BARLTES  
CLARE HORNING  
MRS. HENRY FIELD  
MR. HENRY FIELD









**On SATURDAY, JULY 30th . . . Listen to**

# **DOLPH HEWITT**

SINGING SONGS YOU LIKE

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## **WLS NATIONAL BARN DANCE**

890 on Your Dial

8:00 to 8:30 P.M. (CDST) . . . 10:00 to 10:30 P.M. (CDST)

9:00 to 9:30 P.M. (on *Phillips 66 Show* on ABC Network)

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Also: 7:30 to 7:45 A.M. (CDST) *Every Tuesday, Thursday  
and Saturday*



THIS SIDE OF CARD IS FOR ADDRESS

205

Bud Kesterson  
303 East Grant Ave.  
Shenandoah, Iowa





Sincerely,  
Paula

Sincerely,  
Pava

Mc Laughlin Twins  
WMAX

THE WHITE HOUSE

WASHINGTON

June 20, 1986

As a former radio broadcaster, I am delighted to send warm greetings to everyone gathered for the tenth anniversary of the "Golden Age of Radio" Reunion in Shenandoah, Iowa.

That was truly a special time in the history of American entertainment. I can still recall so many of the wonderful programs and great stars of long ago. I feel tremendously fortunate to have played a small part in the "Golden Age," and I applaud all of you for your efforts to preserve the treasures of this era.

This is Dutch Reagan signing off with best wishes to all for a memorable and joyful reunion. God bless you.

Ronald Reagan

*B. Hesterson*

THE WHITE HOUSE

WASHINGTON

June 21, 1985

I am delighted to send warmest greetings to all those gathered for the Golden Age of Radio Reunion Festival in Shenandoah, Iowa. This is a special pleasure for me as a former resident of Iowa and as a one-time broadcaster on WHO.

Radio has always been a major source of communication and entertainment for most Americans, and in the '30s and '40s in particular so many hearts were lightened and troubles forgotten because of the sounds and thrills produced by that wonderful medium. Those of us who were fortunate enough to be a part of its golden age remember the giants of the industry: Jack Benny, Fred Allen, Lowell Thomas, Edward R. Murrow, Fanny Brice and so many others. They will live forever through recordings and the memories that we of the radio generation pass on to our children.

Nancy and I send our best wishes to all participating in the Golden Age of Radio Reunion for a memorable and happy occasion.

*Ronald Reagan*









The Shipley Family  
7:45 A.M.





#-188







My heart to you  
my friend  
Buddy Stander

2.









11440



11440



die's Super Market  
enandoah, Iowa













