



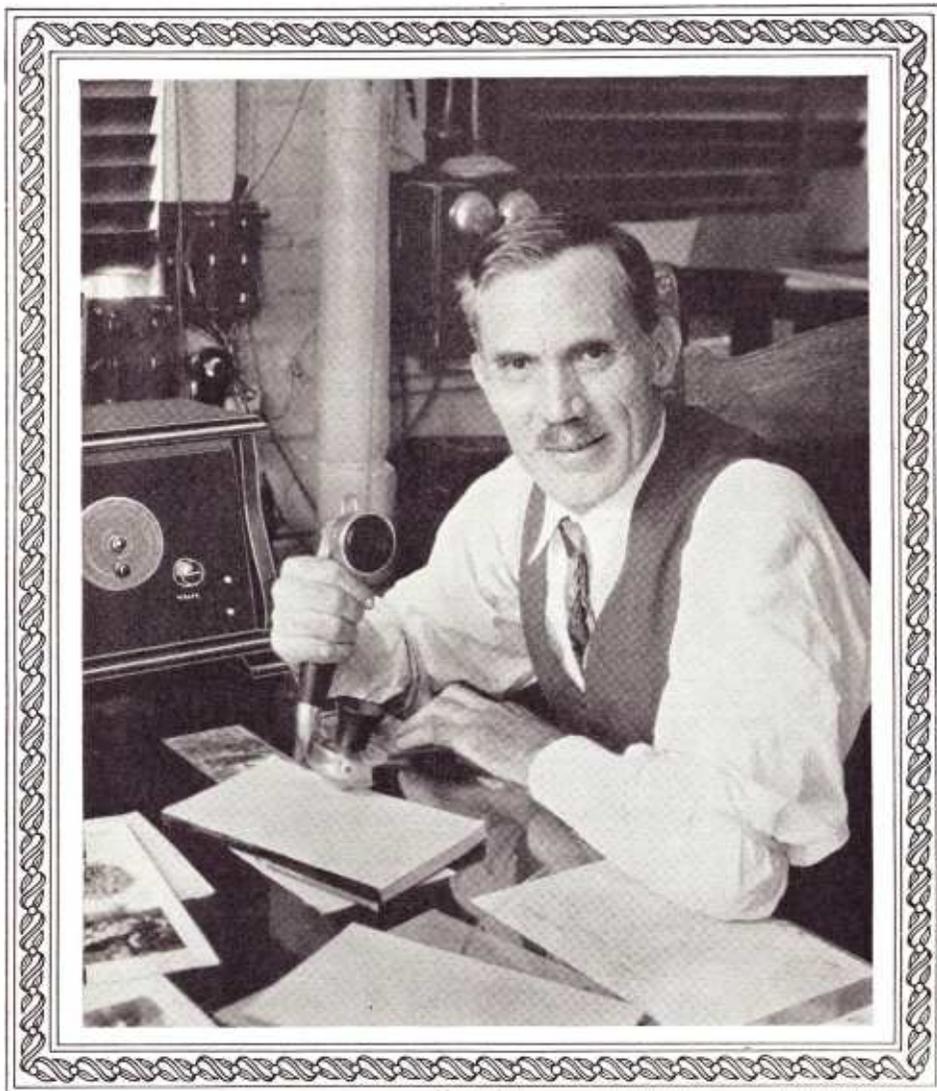
STUDIO
and
BROADCASTING
STATION
K-F-N-F

The
Friendly Farmer
Station

HENRY FIELD
SEED COMPANY
Shenandoah, Iowa

PRICE, TWENTY-FIVE CENTS

*Guest you are welcome here,
Be at your ease;
Look around when you're ready
Go wherever you please
Happy to tell you about
Such as we've got,
From fish in the pool
To flowers in the lot,
You don't have to thank us
Nor laugh at our jokes,
Be cheerful, come often
You're one of the folks!*



"Henry himself"

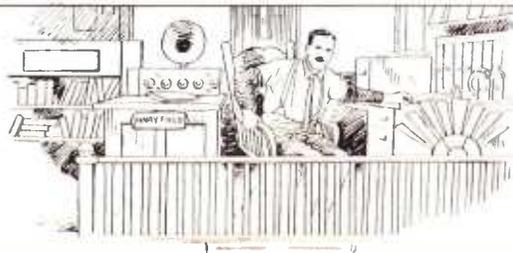
HENRY FIELD

President and General Manager
of the

HENRY FIELD SEED CO.

and Chief Announcer of

KFNF



Welcome To Our New Building



e hope that all of you may be able to come and see, in person, our beautiful new building, and get acquainted with the people you have heard over the radio, but for those who are unable to come, this little booklet will give a faint idea of what the new building is like and what the people look like, with whom you become acquainted over the radio.

Also, for those of you who come here, this booklet will serve as a souvenir to keep alive the memories of your visit.

As to the building it would be hard to describe it so you could realize it's beauty. It is the realization of my dream for years of a beautiful and artistically perfect building. I have dreamed of building me a home in the beautiful mission style, but have never been able to realize my dream, so have worked out in this building instead. You will have to come and see it in person to get any idea of it's beauty and perfection.

It has been built, also, with the idea of making a restful, home-like, beautiful place for those who entertain you over the radio, and for our visitors like you who come to see us. It has been designed with the idea of comfort and convenience as well as beauty.

Here is where all of our programs and services are broadcast, and here is where we take all of our visitors to entertain them.

During the year we have probably a total of 200,000 visitors, and we hope that you may be one of them.

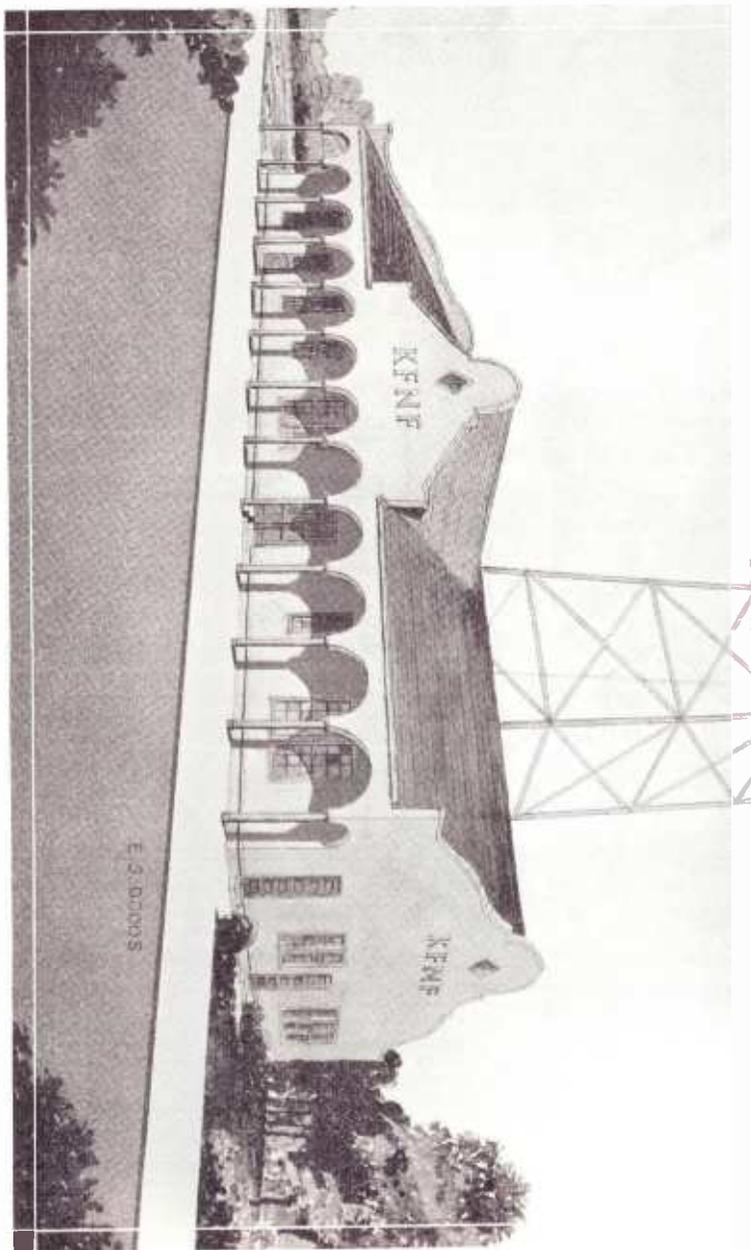
We want you to feel perfectly at home and feel that you are sincerely and absolutely welcome. This building is yours as much as it is ours, and we want you to make use of it.

The people who entertain you from day to day, and whose pictures are shown in this book, are just every day, busy, seed-house people, who do their regular work, besides their radio work. They are all of them integral, and important parts of our big business organization, the Henry Field Seed Company, and we hope that by seeing their pictures here and hearing them over the radio you will become better acquainted with all of them.

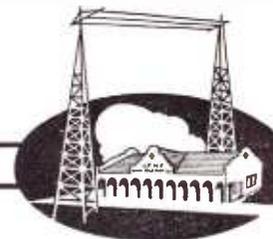
Come and see us, and see our busy business, and our beautiful new radio building, all in a wonderful setting of flowers, velvety grass, vines and trees, and try and carry back with you a pleasant memory of KFNF, and the Henry Field Seed Company.

HENRY FIELD

This is our new radio auditorium, the finest building of its kind in the United States. It is a unique and beautiful building, of pure mission style, housing studio, auditorium, kitchen and dining room, rest rooms, practice rooms, organ room, and all the other necessary radio conveniences. Visitors are welcome at all times. Come and see it.



STATION



K-F-N-F



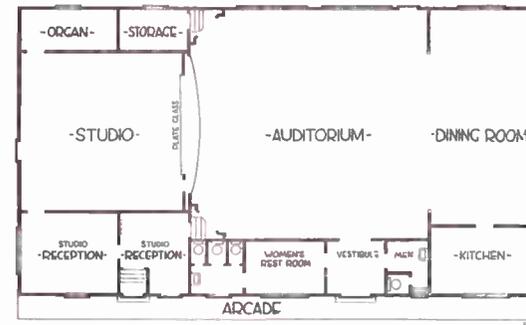
The Picture across the page will give you a very good idea of what the new Studio looks like from the outside, everything is shown except the color. The roof, border trimming across the ends and the foundation are all a brick red color. The stucco is a light buff, and the window frames and screens are a dark brown. It is really a beautiful building, about as neat and attractive as you will see in a long time and certainly not like anything else we have ever seen for a studio.

The letters on the end and front of the studio are embedded right in the studio and are painted a gold color.

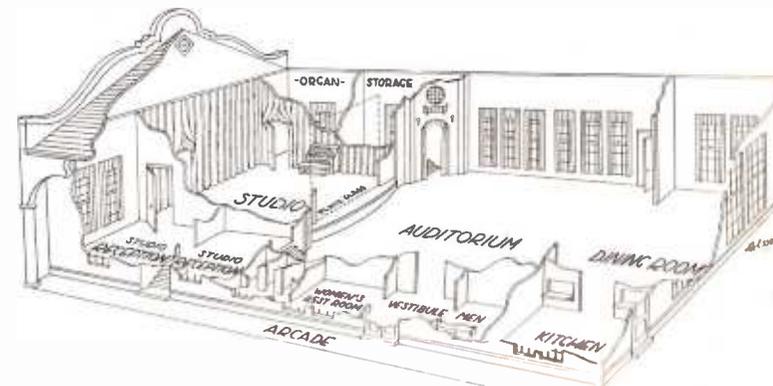
It is a Spanish style of architecture, and sets just south of the building we call Seed House number 1. That is, between the main building and Henry Field's home. By the time you are reading this book, we will have hanging baskets in all of the arches, between the pillars. And, of course, vines will soon be shooting up over the entire building.

The two drawings on this page are both just to give you the plan of the building. At first, we figured on just a floor plan drawing like the one at the top of this page. But, the one below will probably help you arrange the other pictures of the book in your mind. You can look at these pictures and tell about where the camera was when each picture was taken.

Another thing, the floor plan should have a compass there to indicate directions. This isn't probably important, but may be of interest to those who have been here and want to remember the direction of everything. The building faces north, that is, the Arcade and Pillars are along the north side. The Dining Room is the west end of the building. Now all you folks who have been here or come later can place the beautiful flower gardens and rose arbors on each end of the studio, and everything else as it is.



Floor Plan



Cut-away Floor Plan

STATION



K-F-N-F



View of the Auditorium Facing the Stage

Auditorium

From this picture you can see that the Crystal Studio is finished up in real theatre fashion. The decoration and the whole scheme of this part of the interior is made to carry out the Spanish design of the architecture. The stage is built up so that the broadcasting can be seen from any seat in the auditorium.

The Precenium Arch (as the theatre men call the arch over the front of the stage) is especially pretty, but you will have to imagine the colors to fully appreciate how nice it looks. The wood work and scrolling on the front of this is beautiful all by itself. But the drapes really finish it off. The tie-back drapes on each side of the stage and the little tabs down from the top of the arch, are red silk velour. The background is black and gold silk.

The Spanish effect is completed by a little Spanish balcony and round grille to the right and left of stage. Behind each grille, are concealed the loudspeakers which

STATION



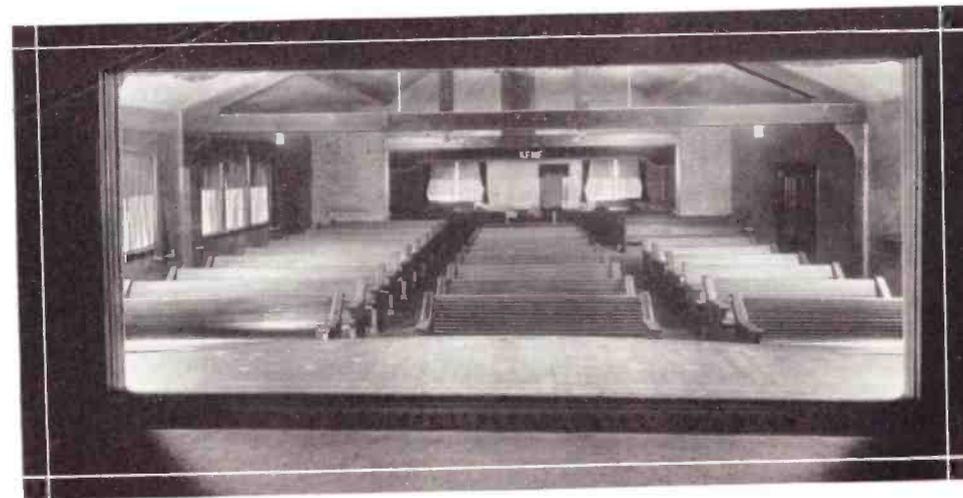
K-F-N-F

bring the music to the audience. To add color and give a final touch of beauty, there is a brightly colored Spanish Shawl hanging over each balcony. The red silk velour drapes beneath these balconies conceal doors, the one on the left leads to the artist's reception room, while the one on the right leads to the store room. At the top of the picture you can see some of the big massive beams that run the full length and width of the auditorium ceiling. The walls are finished in Textone of a mottled green and brown.

When you visit us you will find that, while the studio is kept very brilliantly lighted, the auditorium is quite dim, having just light enough for everyone to find the seats easily. With this arrangement, the audience can see every thing that is going on in the studio and never realize that a sound proof glass separates them from the artists and announcer. The clear vision through the glass, with concealed loud speaker bringing the music into the large auditorium would deceive most anyone and make them think there were no glass at all.

Just about anyway you look at it, this auditorium and theatre studio are just as fine as you will find anywhere, equipped and decorated just like the latest and most modern theatre stage in the country. The design and materials were worked out by the U. S. Scenic Studios of Omaha, Nebraska, who are specialists in this line and have assisted in building many of the finest theatre stages in this part of the country.

Below is the picture which was taken from the stage right through the big plate glass that separates the studio from the auditorium. This plate glass is about seventeen feet by seven feet. At the end of the auditorium, you can see the position of the Dining Room. Ordinarily, this picture would be full of visitors and we would have had it that way except for the fact that all of these pictures of the interior had to be exposed from three to ten minutes.



Looking through the Glass into the Auditorium



Interior of the Studio Showing the Memorial Organ



Another View of the Studio

Studio



With these two pictures you can imagine yourself standing inside of our studio. There is room here for a large number of artists: We have had big orchestras in here with room to spare.

All of the drapes in this room are gold metal-cloth: a glistening iridescent silk material which looks partly gold and has rose pink and apricot highlights dancing in it whenever it is moved. The studio drapes would be pretty anywhere, but are



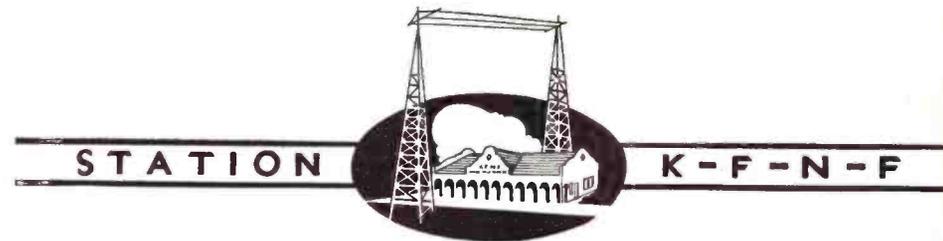
beautiful with the lighting effects which have been worked out for the studio stage. Every change of color and every movement makes the gold metal-cloth shimmer as if it were alive.

We have the regular lighting arrangement that is used back stage in the newest theatres. There is a row of foot lights and three rows of lights in the ceiling, all in long reflectors. The first row of lights in the ceiling is just back of the plate glass, as you can see in the upper left hand corner of the smaller picture of the studio. The other two rows are just behind the ceiling drapes.

The lights in this arrangement are red, white and blue, alternating in color in each row. By a special wiring and a special contraption, we can control all the red lights separate from the blue ones, the blue ones separate from the white ones, etc. We can make one color fade out while the other color is increasing, blending smoothly from color to color or in any combinations. Now remember, the gold metal iridescent silk drapes which these colored and changing lights shine on and then you will know how beautiful it must look from the auditorium.



Artists Reception and Practice Room

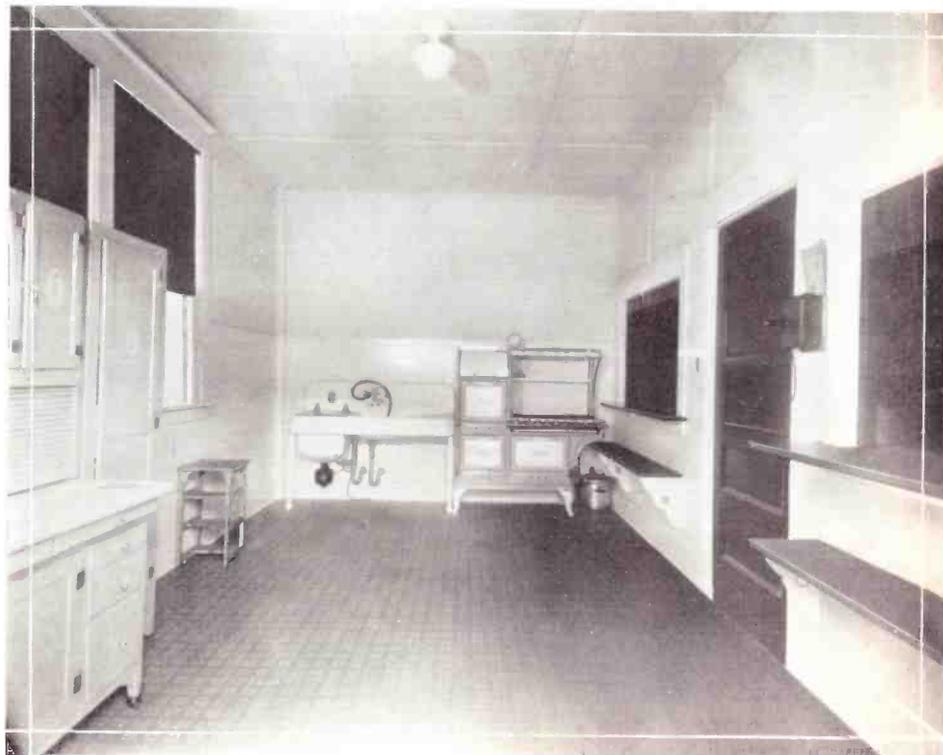


Dining Room, Looking Toward the Kitchen

folks because we have tried to make it a Model Kitchen with the best of everything. We will begin with what you can see in the picture. The kitchen cabinet is a Seller's Cabinette and we have the two Seller's Utility Closets set on each side. Then, there's the Kohler Electric Sink, where we put the dishes and push a button instead of using the dish pan. The stove is an Acorn Gas Stove, six burner size with big roomy ovens.

There are other things for the kitchen that are not shown. We have a Kelvinator Refrigerator and Leonard Ice Box which are in the kitchen now. The water is softened with a Refinite Water Softener, which is back in the store room. For the dining room and kitchen floors, we selected Blabon Linoleum. Our cooking utensils are Wear-Ever Aluminum.

The other things we selected which might be of interest are: Mule-Hide Roofing, Beaver Bestwall plaster board, Toledo electrical fixtures and Flexo floor covering for the auditorium floor. The Burlington Blanket Company made us up a special rug for the studio, and the Omaha Fixture & Supply Company made us a special water cooler.



Picture taken from the kitchen door.



Looking the Other Way

Dining Room

This is where we go for coffee and sandwiches every night after signing off. This room is really a continuation of the auditorium and you can hear the program about as well as in the auditorium. A good many of the Seed House people and visitors eat here at noon when it is turned into a light lunch Cafeteria. The tables will accommodate a hundred and ten or twenty people.

Now for the kitchen and things that will be mostly of interest to the women

STATION



K-F-N-F

STATION



K-F-N-F



Mr. Fred Tunnicliff

Fred, besides being one of the regular announcers at KFNF is the Treasurer of the Company and the Assistant Manager. Fred has been with the company for fifteen years and there is hardly anything about the business here that he isn't familiar with.

You hear Fred on his regular evening periods and part of the Morning Devotional Periods. Our remote control services from the Methodist Church are announced by Fred, too. We would have liked to include pictures of our churches and pastors but will have to do it later for you.



Mrs. LuEtta Armstrong

LuEtta sings every day from our station and always old favorites and the gospel hymns. She has been with us four or five years and has made thousands of friends in radio land. She is undoubtedly the best loved singer in all radio land.

LuEtta takes great pride in her work and singing and would be glad to sing any request number that you would care to hear. She is, of course, one of the Seed House girls and is first assistant to the Treasurer.

This is Frank Field who acts as announcer Monday and Thursday evenings, also on some of the late programs. Frank is 33 years old, married and is the oldest of the Field children. He is a very lively member of the Seed Company and KFNF.

Frank is manager of the Nursery Department and it is his business to see to it that you get nothing but first class stock in every way.

We want all of you radio friends to come and see our beautiful flowers and shrubs, as we have a wonderful display in our show gardens right back of the new Auditorium. We have every thing that sells in the nursery, planted in this show garden, so our many friends can see what wonderful plants and shrubs we carry.



Mr. Frank Field

Harry Simmons, better known as "Pate" to the radio fans is one of the popular announcers of KFNF. He is a busy worker here at the Seed House and has charge of the Field Seed Department as well as all of the Merchandise lines that we carry.

Pate was born and raised here at Shenandoah and has been at the Seed House for 13 or 14 years.

You hear him every morning giving the Health exercises to the boys and girls, besides acting as announcer on a great many of the programs. He takes great interest in our merchandise lines and would be glad to have you visit his store if you come to visit us this summer.



Mr. Harry Simmons



Mrs. Day works in the Nursery Department and has charge of all the Book-keeping and General Information as well as taking care of a great part of the correspondence.

She is a very active worker in the Nursery Department and a great lover of plants and shrubs. You hear her over KFNF every day talking to the girls on house duties and taking care of the home. Mrs. Day is the lady that organized The Happy Day Club for girls that you hear so much about.



Mrs. Kate Day



Mr. Walt Pitzer

Walt is Superintendent of the Garden Seed and Bulb Department as well as Vice President of the Henry Field Seed Company.

You often hear him giving garden talks by remote control from our No. 2 building where we send out all of our garden seeds and bulbs. Before working here Walt was a successful market gardener and has kept in close touch with them ever since.

Walt is like all the rest of the Seed House folks, a hard worker and strives to please you in every way, and sends all of you Radio friends an invitation to come and visit him and his vegetable gardens.



Irma Ray is one of the Seed House Girls and sings over the radio regularly, is very popular for her alto singing with LuEtta and in the mixed Seed House quartet.

She is a stenographer in the main office and writes letters on field seeds and tires, also handles dictaphone work for Mr. Field and Mr. Hunter. Irma is a very capable girl and can do any thing in that line.



Miss Irma Ray



Mr. Joe Lindell

You often hear Joe announce on the evening programs. He is a lively employee and is well liked by every body. His work here at the Seed House consists of selling field seeds, takes care of the correspondence on fruit, meat, lard, etc., and also takes care of the orders that gets lost or mixed up.

You've probably had letters from Joe as he handles lots of correspondence with the assistance of his stenographer.

The slogan for Joe's department is—"When you don't know where a letter belongs, send it to Joe."

STATION



K-F-N-F



Mrs. Leanna Field Driftmier

Leanna of course is one of Henry's sisters and you hear her talking Kitchen Klatter every day to her many Radio Friends. She has taken great interest in this subject to help the mothers in their home duties. She is a busy mother and practical home-maker, and is always glad to share her knowledge with you.

Mrs. Driftmier organized a Kitchen Klatter Club and sends out a letter to her radio friends every few months, which is a great help to the public. This little letter is called, "Mother's Hour Letter." She will be glad to be of any service to the friends of K F N F.



Of course all of you know Helen, as she is one of Henry's sisters and you have heard her many times over the radio. She is our official Landscape advisor, and has scores of garden friends.

Mrs. Fischer has written to 10,000 or more garden friends the last year. She has a constant stream of visitors to see her garden, and enjoy it. Plan to visit her garden while in Shenandoah. She has charge of the Sermonette every Sunday and also gives Landscape lectures and Flower Garden talks every Wednesday and Friday. Mrs. Fischer has been with the Seed Company for several years and would be glad to help you landscape your yards and make them more beautiful.



Mrs. Helen Fischer

STATION



K-F-N-F

Mrs. Ruth Ahlgren is assistant to Mrs. Fischer and helps her draw the landscape plans. She has been an active worker in this business for several years and takes great pride in making homes more beautiful.

Mrs. Ahlgren helps take care of the correspondent on Landscaping as well as talking every Friday morning over the radio on flowers and shrubs. She is a lover of flowers and has studied them for years.



Mrs. Ruth Ahlgren

Jessie Field Shambaugh conducts a Mother's half-hour once a week, discussing different problems relating to the care and training of children.

She has two little ones of her own and is very much interested in the problems that confront mothers.

She was before her marriage a worker among young people, having been County Superintendent of schools in Page County, Iowa and later a National Y. W. C. A. secretary.

She would be glad to have you write to her, if you have any perplexing problems confronting you in the training of your children.



Mrs. Jessie Field Shambaugh

STATION



K-F-N-F

Minor Clites is the famous blind boy pianist and organist, so well known through this station and through his concert tours throughout the Middle West. He is undoubtedly one of our most popular entertainers.

He has been rightly named "Napoleon of the Piano", and it is really wonderful what this boy can do, especially when you consider that he has been blind from birth, must of course, play entirely by ear, and has no way of learning music except by first hearing others play it or composing it as he goes along.

He is 18 years old and in spite of his handicap of lack of sight and rather frail health, he is a regular boy, active, good-natured, energetic and full of zeal in his chosen work.

His programs are always different and full of pep and he can play and sing any kind of music from the old favorites to the latest popular style or classic gems.

He especially enjoys playing the pipe organ, which while difficult to many people, seems to be wonderfully easy for him.



Mr. Minor Clites



Mrs. L. L. Hunter

Mrs. Hunter is the wife of L. L. Hunter, Secretary of the Henry Field Seed Company. She is Miss Sanman's assistant and helps her with the practicing and arranging the programs. Takes care of the correspondence, does stenographer work and sees that all of our visiting artists are taken care of and welcomed to our studio.

You often hear her voice over K F N F. She is also a lover of music and enjoys the work she is doing and wants you to be sure and visit with her when you come to Shenandoah.

STATION



K-F-N-F

Miss Sanman is Musical Director and Organist at K F N F. She is the one who arranges the music for the different programs, drills the seedhouse girls on their songs, plays the accompaniment for most of the singers and assists the visiting musicians in every way. In fact, she is just what her title indicates,—Musical Director.

She has special charge of the Sunday afternoon and evening Golden Rule Services, and the afternoon Ladies' Hour programs, but really has a big part in almost every program we give.

She has an office and practice rooms in the north-east corner of the new building, adjoining the studio and you will always find her on hand there to welcome you and to help you with your music, if you are a visiting artist.

She is a great lover of music and especially of the old-time music which has made our station so popular, and to her may be attributed to a large extent, the success of our ideals in music.



Miss Lena Sanman

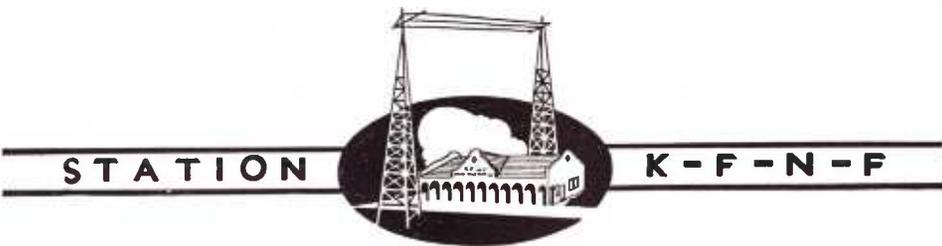


Mr. John Belding

You folks all know John Belding, one of the best old-time fiddlers on the air. He is just a natural born, happy-go-lucky, typical old-time fiddler, full of music, always good-natured and always "rarin' to go."

He plays both old and new music and has a nice little family orchestra of his own, which is very popular in this section for concerts, dances or any occasion where good orchestra music is needed.

John works in the Radio Department most of the time, but also helps out in the Coffee and Meat Department when they get rushed, and in fact, is a mighty handy man to have around, always willing to fill in and help out anywhere at any time.



Mr. William Macdonald

Mr. Macdonald, known to us as "Bill", has been with us for several years.

He has been connected with the Radio Department until the last few weeks, and is now assistant operator to Pete and helps in the operating room.

Bill with his violin has entertained you a great many times with solos and old time fiddling, as well as playing violin duets with Andrew Martin.



You never hear much from Harley but he is on the job just the same. He is Mechanical Director at KFNF, the man who built the station and is responsible for its operation.

He is also the real builder of the new studio building as he was in charge of the construction of it from start to finish, and much of its beauty is due to his good taste and efficient management.

Harley has been with the Seed Company for several years and has taken great interest in his work to help make the station what it is today. Besides being Mechanical Director and Engineer of the station he is Superintendent of all the out side work such as Mechanics, Electricians, etc



Mr. Harley Bartles



Mr. Cecil Yarger

Cecil "Pete" Yarger is the Chief Operator for our station and is on duty in the operating room during every program that is broadcast from KFNF.

Pete is a licensed operator and is responsible for the programs that you hear from our station.

You often hear him play the Harmonica to entertain our radio friends. He has been with the Seed Company for 2 or 3 years and we have great confidence in his work as an operator. You do not hear much from him but he is on the job all the time.



Anna as you know is another one of our Seed House girls and sings sacred hymns from our station most every day. When she is not entertaining you, she works in the Treasurer Department, having direct charge of the dozen or more girls who open the mail.

She makes out all records of the money received from the many orders and sees that the letters and orders go to the proper departments.



Mrs. Anna Dimmit

STATION



K-F-N-F



Mrs. Bertha Mitchell

Mrs. Mitchell sings over KFNF frequently and is otherwise busy as General Office Superintendent.

She does not have much time to spare at the studio as she has around 150 girls working in her department; taking care of your orders and seeing that they go to the right department. It is quite a job in itself looking after all these girls.

Besides having charge of this department she mails out all of our printed matter, such as our Annual Seed Catalogue, Seed Sense, Radio Programs, etc.



Mrs. Sharp is the lady in charge of our new Dining Room. She makes the coffee and sandwiches, and is in charge of the light cafeteria lunches which are served at noon. You have seldom heard her over the radio but you have heard enough about her to be glad to see her picture.

Bill Sharp you will remember as one of the best harmonica players you ever heard. He has been so busy with letters and things in the Radio Department that you haven't heard his music for a long time.



Mr. and Mrs. William Sharp

STATION



K-F-N-F



These boys are the "Cornfield Canaries" when they sing to you and the Hawaiian Trio when they play for you. In the Trio, Bob plays the Hawaiian Guitar, Andrew the Mandolin and Jim the Ukulele. You hear them on most of the Seed House evening programs and often during the day.

In addition to his team work with this group, Andrew is "King of the Old Time Fiddlers." You often hear Jim Mogg singing sacred hymns as well as Scottish songs.

Jim Mogg and Andrew Martin have charge of the Tire Department, where they have been as busy as the busiest of us during the past months. Bob Welsh is Assistant Book-keeper in the Treasury Department.

*Mr. Andrew Martin Mr. Jim Mogg
Mr. Robert Welsh*



Miss Audrey White

Audrey is well known to you for her talks on our line of shoes, hosiery, and underwear. All letters on these things go to Audrey's desk and she takes care of them.

When the retail store is real busy, Audrey assists the folks there. You will doubtless find her in the retail store when you visit us because it takes a large number of clerks to handle the shoppers. Audrey has been connected with these departments since they were started. She is particularly capable of suiting you.

STATION



K-F-N-F



Mr. Ed Ray

Ed is host or custodian of the new studio building. He shows the visitors around and does all he can to handle the large crowds that go through there every day. That is a big job in itself, but Ed is also responsible for the management of the cafeteria in the new building where the seedhouse folks and the visitors eat lunch.

We can give you the best idea of Ed's work by telling you that we had from a thousand to fifteen hundred visitors a day all last summer. But they can't come too fast to ruffle Ed's good disposition.



Alex is the glad hand man and guide for the visitors at Number 1 building. He has probably taken a hundred thousand people through this building. And, when Alex escorts you through beginning from the Printing Shop in the basement and ending with the third floor, you can trust that you have seen everything.

The large crowds coming into the retail store have about turned Alex into an information bureau. However, he never fails with a hearty invitation to return as you come or go.



Mr. Alex Masterson

STATION



K-F-N-F

Letty, or Celestia Doris as she was christened, is the youngest of Mr. Field's eight daughters, and probably the best known, as she sings for the radio oftener than any of her sisters. Letty is "most 9" now and a remarkably husky specimen. She is a typical happy busy healthy lively American girl. Reasonably good both at school and at home.

Visitors at the studio are always anxious to see Letty as they have heard her so often.



Letty Field



Mr. James Smith

Mr. Robert Evans

Bob and Jimmy are known to you as the Shenandoah Super-Six Radio Boys. Jimmy plays the mandolin while Bob seconds for him on the guitar and the pair are regular entertainers from K F N F.

The Super-Six Boys got their name from working in the Radio Department where they sent out the Shenandoah Radio Sets. At present Bob is helping the boys in the Tire Department and Jimmy is still sending out the radio sets. Although they are separated now in the building, they still get together over the radio as the Shenandoah Super-Six Boys.



Mr. Wilbur Smith

Wilbur Smith is one of our old standby fiddlers. He was one of the old-time fiddlers who helped put KFNF on the radio map when we first went on the air and began to be known for old fashioned music.

Just now we don't hear as much fiddling from Wilbur as we would like to because he is assisting Sol Field on the California land proposition. He is what you would call the Excursion Manager, seeing that the folks who make the trip to California enjoy themselves and see as much as the stay permits.



Violet is our evening operator and takes all the long distance calls in response to our programs up to nine o'clock. She has taken thousands of messages at the phone and of course she is a model of patience because some connections are poor. The night phone calls include everything from congratulations to orders for the things we sell.

During the day Violet has charge of the orders and the girls who work them through in Mrs. Mitchell's room. It keeps them all busy as you know by the fact that they sometimes have recorded and routed as many as eight thousand orders in a day. They are responsible for the quick service we give.



Miss Violet Herald



This is the Seed House Girls Quartette that sings regularly on our programs. In years of service here in this group is remarkable. They have a service record of Forty-two years.

Mrs. Spaulding, who sits at the information desk and answers telephone calls, has been with us for thirteen years. Mrs. Rcss, in charge of the correspondence files, has also been with us fifteen years. Mrs. Gertie White, now in the retail store has worked here ten years. And Miss Hicks has worked here seven years, being now in Mrs. Mitchell's room.



Mrs. Geo. Spaulding, Mrs. Wallace Ross,
Mrs. Gertie White, Miss Norine Hicks



Miss Lela Bess White

Everybody at the Seed House calls Miss White "Aunt Bess". She is an honest to goodness Aunt and Great Aunt to a host of boys and girls. She gives the Home Making talk, tells about, and answers all questions on poultry diseases, gives talks on Nature, Wild Flowers, Birds etc.

Aunt Bess has been busy selling flower plants in a little stand just west of the main entrance of No. 1 building. She is a great lover of beautiful flowers and nature.

She answers all the letters on the subjects that have been mentioned above and visits with you each week day at 4:30. She will be glad at any time to help you out on any of these subjects.



Mr. and Mrs. James Pearson

Mr. Pearson is our Newsboy, whom you hear every evening, and I doubt if there is anyone connected with KFNF who is more popular with the listeners or better known.

Besides giving the Newsboy feature two or three times each day, he takes care of the Classified Ad Department, conducts the Morning Devotional Service a great deal of the time, gives the review of the Sunday School lesson each Friday evening, and takes an important part in our Sunday services.

He is the originator of the Independence Sunday movement, which aims at a sacred and patriotic observance of Independence Day.

Mr. Pearson came here from Nebraska where he was at one time Lieutenant Governor and Acting Governor, and for several years, a member of the Legislature.

Mrs. Pearson is the lady who sings the Swedish songs to you occasionally.



Mrs. Hanley is well known to all of you as the leader in our Golden Rule Circle work.

With her late husband, Rev. C. S. Hanley, who has now passed on, she helped organize our Golden Rule Circle and has always taken an active part in our religious work.

She talks regularly on our Sunday evening services, and often speaks besides.

She has been a resident of Shenandoah for over 40 years, and during all of that time, has been active in religious work of various kinds. For many years, she and Mr. Hanley conducted the World's Faith Missionary Association, of which she is still President.

Few religious workers in the country are better known or better loved than Mr. and Mrs. Hanley, and although Mr. Hanley has passed on, he is still with us in spirit.



Mrs. Hanley



Miss Kathryn Abplanalp

This is the young lady who talks to you about our Dress Goods from time to time and has charge of this department. She and the girls that fill dress goods orders are responsible for the selection of colors and patterns to suit you. They have had a great success and deserve the hundreds of congratulatory letters this department receives.

The dress goods counter in our retail store is one of the busiest in the whole place. In fact, the entire store is like a bee-hive on all the days when the roads are good. It isn't as large as we wish it was but it is full of our bargains. If you can't come to see us, Kathryn and the dress goods girls will please you just as they have thousands of others.



Miss Hazel Dryden

Hazel Dryden sings to you quite regularly over the radio and, besides that, she is working in the department which takes care of Hosiery, Shoes and Underwear orders. Like all of the Seed House folks, Hazel makes it her business to quickly and efficiently handle the letters which you may receive from the Hosiery, Shoe and Underwear Department.

Our men's work shoes are making a reputation this spring, already, proving that all the good things we heard about them last year were nothing more than everyone can expect. And, ladies Arch Support shoes have made the same good records. You can't go wrong on our shoes. Their value has been established and their exceptional quality proven.

STATION



K-F-N-F



Mr. Joe Hunter

Joe Hunter sings regularly to you on Friday noons and the rest of the time he is busy as a part of our Tire Department. If you write to us about your Shenandoah Tires, Joe will probably be the one to answer you. He could tell you a world of good things about the tires because he knows the hard usage they will stand and has records of the long mileage they give.

Joe Hunter sings quite regular on Friday noons and the rest of the time he is busy in the traffic and tire adjustment departments. When your shipments get lost in transit Joe usually has to trace them down for you. He also makes what few tire adjustments we have. Joe is a graduate of the Shenandoah High School and also attended Coe College for two years where he was very prominent in Athletics and Glee Club work. He is the oldest son of L. L. Hunter, Secretary of our Company.



You hear Joe Young singing quite frequently over the radio. He checks freight and express shipments from our Seed House No. 2 and is one of the many of us here who spend most of our time being sure that everything goes out as ordered and as quickly as possible. Seed House No. 2 is mostly the Garden Seed and Bulb building.

Don't miss going through this building when you come to see us. You will find the folks at No. 2 busy filling orders for practically all of our merchandise line. These things are carried in stock at our retail store here at the main Seed House and for the convenience of visitors: but the orders are filled at No. 2.



Mr. Joe Young

STATION



K-F-N-F

Verner Mauk is Superintendent of our big Printing Department, but is also well known on the air as he often substitutes for "Pate" Simmons, when "Pate" is away. Most of the time, however, you will find him downstairs in our big Printing Office.

This Printing Department is one of the biggest surprises to the visitors at KFNF. They naturally expect to see flowers and seeds and shrubs and all the other things they hear about, but they are amazed at the scope of our Printing Office and the number and large size of our printing presses. You will see big presses, little presses and all kinds of printing machinery and lots of them, as we print nearly everything we use right here in our own building, and Verner is the man who has the responsibility for all of that part of our work.



Mr. Verner Mauk



Mr. Randall is in charge of our Paint and Oil Department, but probably is better known to you over the radio on account of his singing and instrumental music.

He plays the guitar, banjo, tippie and in fact all kinds of stringed instruments and sings for you besides, and you doubtless have heard him many times, especially on the evening programs.

Like all the rest of us, he is kept very busy with his regular work here at the seedhouse, handling the orders for paint and oil and taking care of the customers who come here to buy those items in person, but he does get time occasionally to entertain you with his music over the radio.



Mr. Ira Randall