

KFNF † KFNF † KFNF † KFNF

Souvenir and  
Picture Book  
OF



The Friendly Farmer Station

† KFNF † KFNF † KFNF † KFNF † KFNF † KFNF † KFNF † KFNF



Henry Field Seed Co.  
Shenandoah  
Iowa

KFNF † KFNF † KFNF † KFNF

# 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, 9:30, 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.  
 LuEttie Armstrong.  
 Leanna Driftmier.  
 Wiley and Dearmont.  
 LuEttie 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.



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.

## 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.

Adam Reinemund (below) is the head of our Merchandise Department and makes a business of finding bargains for you when he isn't announcing over KFNF for you.



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.



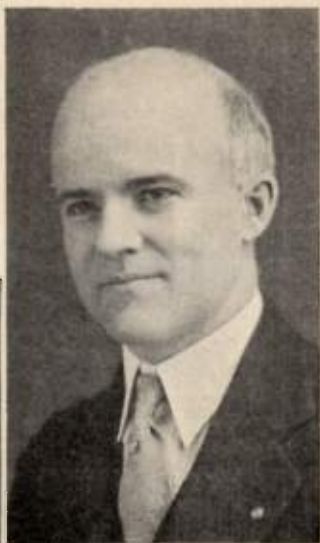
Leon Cain (left) is a handy man with his guitar serving as a perfect accompaniment for KFNF fiddlers.



**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.



**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.



**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.



**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.



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





**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.

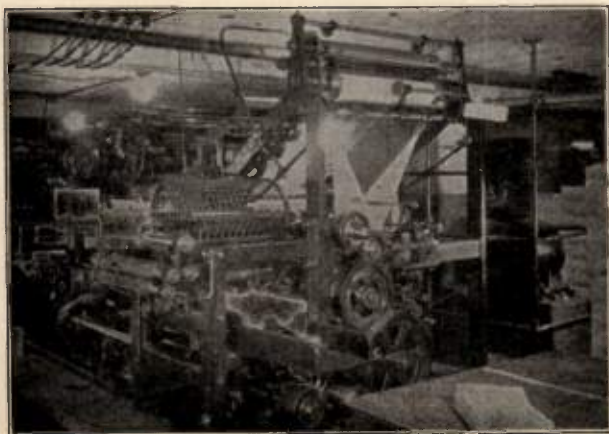
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**LuEtta Armstrong** (left) has been one of our most popular singers since we first went on the air. And her popularity continues to grow every year.

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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.

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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.





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."



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

*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.

# 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

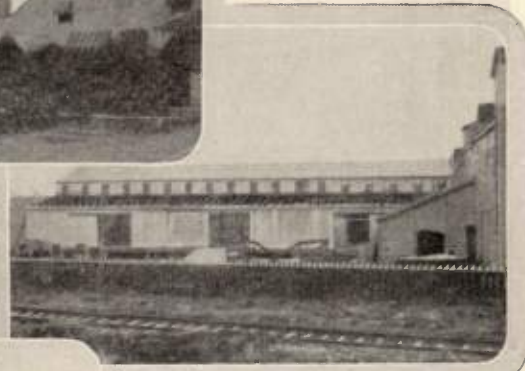
The Friendly Farmer  
Station



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 pos-  
sible 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.



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



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



Above — No. 4 Building where  
you'll find the Fencing, Roof-  
ing and other things. Right  
— No. 2 Building where the  
Garden Seeds, Bulbs and Mer-  
chandise are shipped from.

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





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.

## 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**