Beaconsfield Supply Store

The name Hy-Vee is ubiquitous throughout Iowa and neighboring states. The Beaconsfield Supply Store was the first home of the grocery chain with the “helpful smile in every aisle.” Built in 1916 to serve the small town of Beaconsfield in southern Iowa, the modest brick building was purchased by Charles Hyde and David Vredenburg—Hy and Vee—around 1930. Although both men had other retailing experience, this building represents their first partnership. For three years it provided food and general supplies while operating under three different managers. All the while, Hyde & Vredenburg were opening stores in Iowa and Missouri. After they closed this store in 1933, other retailers operated out of the building until the Beaconsfield Telephone Co-op bought it in 1956. Today, Hy-Vee is Iowa’s largest private employer and operates stores in seven states. Beaconsfield, on the other hand, is Iowa’s smallest incorporated city with a population of just 20. This building stands as a rare remnant of Beaconsfield’s role in Iowa’s Golden Age of Agriculture. It is listed at both the local and state levels of significance. Marilyn Gahm, Hy-Vee History Center Coordinator, prepared the nomination for the City of Beaconsfield.

"The Secrets Behind Casey’s Success,” May 29, 2011 (pg.1)

Elbert, David, “The Secrets Behind Casey’s Success,” The Des Moines Register, 29 May 2011. Courtesy of The Des Moines Register
The Secrets Behind Casey's Success

'A down economy does not treat us like it does other retail sectors. It presents us with opportunities.'

CASEY'S FROM PAGE 1

A management approach that’s simple and strong is the key to Casey’s success in a down economy. The company’s strategy is to continue building convenience stores, even in the toughest of times.

Casey’s General Stores, one of the nation’s largest convenience store chains, has been growing steadily even as other retailers have struggled. The company’s financial results have been impressive, despite the economic downturn, with revenues up by more than 30% in the past year.

Casey’s has been able to maintain its growth by focusing on its core strength: convenience. The company operates more than 1,500 stores in 32 states and has built a reputation for providing a wide range of products, from groceries to gasoline, at competitive prices.

The company’s success can be attributed to its focus on customer service and its ability to adapt to changing market conditions. Casey’s has been able to maintain its customer base by offering a variety of products and services, including fresh food and fuel, that meet the needs of its customers.

Casey’s General Stores, Inc.

1800 1st Street
Ankeny, IA 50023

Casey’s corporate stores
estimated concrete from around the market.

The company’s growth can also be attributed to its strong financial management. Casey’s has been able to maintain its profitability by keeping its costs in check and maintaining a strong balance sheet.

Casey’s is also committed to giving back to its communities. The company has a strong history of supporting local organizations and has donated millions of dollars to various causes.

Casey’s General Stores, Inc.

1800 1st Street
Ankeny, IA 50023

Looking for the next opportunity? Please join us in our next meeting for a discussion on how we are growing our business. We are always looking for ways to improve our services and increase our customer base. Please contact us at 515-580-7100 or info@casesy.com to learn more about how you can join our team.

Elbert, David, “The Secrets Behind Casey’s Success,” The Des Moines Register, 29 May 2011. Courtesy of The Des Moines Register
must see the modern tendencies and adapt his profession to the needs of the times. It seems to me that every careful observer of modern conditions as they affect the barber, has noticed a remarkable change. As I have already suggested, this has come about through the bobbed hair movement. Women have taken the barber shop by storm. They have driven the gangsters and scandal-mongers out. They have changed, not only the atmosphere of the present-day barber shop, but they have changed its entire structure.

Every good barber shop today caters to the ladies trade. They are the chief source of income of thousands of shops. They are bringing dollars into the barber shops where formerly the quarters straggled in. Barbers who have not taken advantage of the tremendous possibilities in the ladies trade must wake up or fall by the wayside. The most prosperous shops in America are those that cater to the ladies and the back numbers are those that consider the barber shop a place for men only—as if a dollar is any less a dollar because you receive it from a woman!

Two Professions Merging

As publishers of "The Square Deal," we receive hundreds of letters every day from barbers all over the country. We are in a position to feel the pulse of the barbers of America. The one clear fact that stands out

[21]
in all correspondence we receive is that the barber shops and the beauty parlors of the United States are slowly but surely merging into one profession. Let me drive that point home: the barbers and the beauty parlors of the United States are slowly but surely merging into one profession.

There is evidence of this on every hand. Every barber supply dealer in America will testify to the fact that barbers everywhere are inquiring about beauty parlor equipment and are installing special departments for women and children. We know from the changes in our mailing list, that dozens of shops are moving every day to larger quarters so that the ladies trade can be accommodated. Thousands of barbers are attending the beauty culture schools to learn marcelling, permanent waving and the various beauty parlor operations.

The question naturally arises, what do the beauty parlors think of this merging with barber shops? I do not believe that they have given the matter any thought. But I am confident that they will seriously consider the question because they are just as anxious as barbers to become doctors of their profession.

Whether the barbers like it or not, whether the beauty operators like it or not, the barber shops and the beauty parlors are merging into one profession and nothing in the world can stop it. Those of you who have the
vision and the foresight to see this development and align yourselves with it, will be the pioneers of the new profession and will reap the greatest harvest.

You master barbers of America can make no greater mistake than to consider the beauty parlors your enemy. You have admitted the women into your shops; you have installed special chairs for the children; you are installing new equipment and special departments for the women just as fast as you are financially able. Don’t you see that your place of business is becoming a beauty parlor, as well as a barber shop? Why not get ready for this change and embrace the opportunity, instead of building a wall around yourselves and becoming shavers and hair cutters?

You must make a choice now, before you are forced to take what is left!

It is altogether reasonable that the barbers and the beauty operators should merge into one profession. The operations you perform are basically the same. You both treat the skin. Whether you shave a man, cut his hair or massage his face, you are treating his skin. Whether you give a lady a bob, a marcel, a shampoo, a facial or dress her hair, you are treating her skin. The scalp is part of the skin and so is the hair.

When the barbers and the beauty operators become one profession, then they can become doctors of their profession in actuality. Then

[ 23 ]

Courtesy of the State Historical Society of Iowa, Fitch, Fred, “Fred W. Fitch’s Message to the Associated Master Barbers of America,” November 1925
they can become what they ought to be—skin specialists. Then and then only, will you fulfill your destiny and live up to your high traditions.

You are confronted with the choice of becoming skin specialists and professional men or remaining barbers and ordinary laborers. If you cling to the razor and the shears, you will become public servants and one of the lower classes. If you rise to the opportunity now ahead of you, you will become professional men and one of the higher classes.

New Name Needed

It seems to me that one of the principal obstacles in the way of the merging of the barbers and beauty operators into one profession and becoming skin specialists, is the lack of a suitable name to describe the new profession and to apply equally well to barbers and beauty operators. What is needed is a name that will weld together those who now practice under the conflicting titles of barber, hairdresser, chirotonsor, beauty culturist, tonsorial artist, etc. These names are all inadequate. They build up a wall between the various divisions instead of welding them together. They confuse the public. The name barber is in disrepute. It suggests the Police Gazette and the unsanitary shop. The name chirotonsor is awkward and meaningless and so is the name tonsorial artist. The name beauty operator and
the name hairdresser are too limited in their meaning.

A new profession is being born and it needs a new name—a name that will apply equally to all who now call themselves barbers, beauty operators, chiromancers, hairdressers and tonsorial artists; a name that will be acceptable to all concerned.

I have tried to show you that the barbers and beauty operators are irresistibly merging into one profession. I have tried to show you the necessity for a new name for the new profession. Now, I wish to offer my suggestion for such a name.

I have coined a new name and I humbly offer it to your organization for your respectful consideration. It is a name that means what it says, a name that stands analysis and a name that, I believe, will be acceptable to all concerned. However, I leave this for you to judge. I have arrived at this name by the simple process of asking myself what there is in common between the barbers and beauty operators. The answer is that they both treat the skin. This gives us the name. The Latin root of the word for skin is “derma.” Therefore, those who treat the skin are DERMA-ticians.

DERMATICIANS is the word I offer the barbers and beauty operators of America to unite them in a single profession. This word points the way to greater things. It
Scientific Education

I would like to see the day when the education of every barber would include a course in the diagnosis and treatment of skin and scalp conditions. This knowledge is absolutely necessary if you are to intelligently treat skin and scalp troubles. How can you be expected to stop falling hair, prevent baldness, remove dandruff, and cure the various forms of eczema unless you understand the physiologic basis for all these conditions? How can you conscientiously administer tonics and lotions unless you understand their chemical effect on the human body?

Remember, you are not shining a man’s shoes: you are treating his anatomy. You can make him healthy or unhealthy by your treatment. You can cause him to lose his hair or to have beautiful hair. You can mar his face or you can give him an unblemished complexion. The responsibility placed in you is akin to that placed in any doctor or surgeon. You must have the education and skill and knowledge to meet this responsibility or else you cannot ever become professional men.

Thus I have taken a lesson from the history of the barber profession and applied it to the barbers of today. The lesson is that you must specialize in the diagnosis and treatment of skin and scalp troubles if you are to become professional men. This is your par-
tempted to be surgeons and dentists as well as barbers, became lowly laborers. Now, an opportunity is at hand for the barbers of America to become professional men by joining with the beauty operators and becoming skin and scalp specialists.

The lesson of specialization applies with even greater force at the present time to the barber supply dealers. The unadvertised and questionable preparations being foisted on the profession by manufacturing barber supply dealers, constitute the biggest menace and obstacle in the path of progress.

However, the final responsibility rests with you. You master barbers of America have your future in your own hands. Take heed of the past in building for the future.

This completes the message I have brought to this Convention. Whatever wisdom I have gathered in thirty-five years of association with the barber profession has entered into the preparation of this message. If what I have said will in some small way help to steer the course of the barber profession into higher channels, I will feel amply repaid.

My best wishes to every one of you.

Fraternally yours,

[Fred W. Fitch's signature]

[132]
“Fitch, 75, Scoffs at Luck As Aid to Success in Life,” January 28, 1945

The first product was "ideal Hair Grower and Dandruff Cure," sold in the individually-blown bottles of the time.

"It would not grow hair on all bald heads, so the first part of the name was dropped," he explained, "but it grow hair on many a bald head."

Fitch moved to Des Moines in 1917. He started "real advertising" in the twenties, but even before that, when marketing was mostly through barber shops rather than drug counters, there were enough Fitch signs on barber-shop mirrors to make one every five feet from New York, N.Y. to San Francisco, Cal.

Sponsors Broadcast.

Fitch advertisements in newspapers and magazines are now common. In 1928, he became the first Iowa manufacturer to sponsor a national radio broadcast. The 30-minute "Fitch Bandwagon" program on Sunday evenings is now heard by millions and costs the company $17,000 a week.

Asked if it paid, he said "something paid—we've built quite a business." Wartime controls on alcohol have cut Fitch production about half, but the business is still in the millions of dollars annually.

Fitch, whose formal education stopped at the eighth grade in the Boons, Ia., schools, gave $100,000 to Drake university last fall for a new pharmacy building “because you can't get along without pharmacists.”

He once aspired to college. One of a family of 12, he went to work when he was 8, for Keith Beck, farmer seven miles west of Odeon, Ia. He saved his money and learned the barber trade in high school and became a doctor, like his father, Lucius Henry Carey Fitch, an early pioneer.

Needed Diploma.

“When I went to Iowa City with my barber tools,” he related, “I found you had to have a high school diploma or teaching certificate.”

So he went to Madrid, Ia., and barbered, and worked out his formulas with a Dr. Beckbill, whose first name he does not recall, but whose whereabouts he would like to learn.

He helped work out the original formula,” he said, “and I think I owe him something.”

Fred W. Fitch at his desk on his seventy-fifth birthday.

Fred W. Fitch leaned back in his chair on his seventy-fifth birthday Saturday and said that luck is not a factor in business success.

A man who rose in the American tradition from a barber with a formula for hair restorer to a millionaire toiletries manufacturer, Fitch declared:

"There isn't any luck that enters into anything, unless it's poker or shooting dice, maybe.

"There is no luck to merchandising. You have to have a product that people want and will repeat, or boy again.

Not Luck—Work.

"There is no luck in going out and working from early in the morning to long after dinner. That is not luck. It's work.”

College education? Fitch, once said that college teaches a man to be lazy, not to make money, save it or deal with people. He HASN'T CHANGED HIS MIND.

He remembers when he was a barefoot lad with holes in his pants. A neighbor boy whose barbered parents sent him to college wound up behind a broom for the Des Moines street cleaning department, where Fitch met him one day four years ago.

"Fitch, 75, Scoffs at Luck As Aid to Success in Life,” The Des Moines Register, 28 January 1945. Courtesy of The Des Moines Register
INTRODUCTION
A MAN OF GENIUS

The final week of February, 1987 brought the deaths of three prominent Americans. Two of them, Andy Warhol and David Susskind, were indeed famous: Warhol as perhaps the world's foremost pop artist, and Susskind an accomplished television, film and theatrical producer. Their passing and the contributions they had made to American culture received extensive media coverage at the time.

The third man to die was less widely known, except in select technical circles and the communities where he worked. His death at the age of 77 received scant if any notice in most newspapers and national media. It was major news only in Cedar Rapids, Iowa, Dallas, Texas and Newport Beach, California.

Yet his lifetime achievements will be long felt in terms of their advancement of technology and their impact on activities of millions of people every day.

He was Arthur Andrews Collins, inventor par excellence, a genius in the field of radio communications and builder of a major business enterprise.

He has been compared with the great Guglielmo Marconi in that both men made vast and significant contributions to the advancement of radio. There are many striking parallels in the lives, work habits and personalities of the two men.

Neither Collins or Marconi discovered major new scientific phenomena, but both utilized such findings by others to develop practical equipment.

Marconi is credited with inventing a system of wireless telegraphy, the basis of modern radio. When Arthur Collins came along years later, he made radio work far better than scientists before him had done. He had a unique understanding of the physics of radio waves and the ability to design equipment to more effectively transmit and receive radio signals.

Collins adapted his skills to a wide range of applications in the field of radio communications. Some were truly innovative first-time applications, others were major advances in the state of the art. He was either the inventor or the guiding force in equipment and techniques that made possible the many achievements of himself and his company.

Arthur himself, through his own creativity, can be credited with important roles in several historic events of the twentieth century.

Today the work of Arthur Collins is a factor in the flight of every commercial airliner. No single person has been more responsible for the ability of air transports to fly and land safely in adverse weather and on schedule than Arthur Collins. He and his colleagues developed many of the electronic systems for air-to-ground and air-to-air radio communication and navigation, as well as aircraft instrumentation and flight control. The business he founded in 1931 continues.
today to be the world leader in designing and producing high performance avionics systems. (Avionics comes from the words aviation and electronics).

Equipment he developed gave America and its Allies a significant edge in many areas of communications capability in World War II, the Korean and Vietnam conflicts and the so-called Cold War. And since that time the Collins company continued to play a major role in communications and avionics equipment for the military and manned spacecraft.

Collins equipment, often out of sight but as essential to communication as an engine is to making a car go, has been part of many historic events of this century. A Collins-built transmitter aboard the U.S. Battleship Missouri enabled the world to hear (in those pre-television times) the Japanese surrender ceremony which ended World War II. Collins transmitters have made thousands of other overseas and Voice of America broadcasts possible. Collins amateur, or ham, radio equipment, for years the unquestioned leader in that field, has been used to summon help in numerous floods, earthquakes and international crises.

The atmosphere of engineering creativity which Arthur Collins fostered in his company led to a long list of technical breakthroughs. Experiments by the company after World War II helped prove that intelligible radio signals could be transmitted through the void of outer space. The firm later made the spacecraft radios by which Americans heard the voices from space of all the Mercury, Gemini and Apollo astronauts, and provided much of the ground antenna equipment to communicate with spacecraft. Collins systems transmitted television of astronauts on the moon.

Arthur Collins revolutionized high frequency (short wave) radio, the primary method of long range communication before satellite relay became possible, and which probably always will be widely used.

His work in high frequency single sideband was a major advance which gave U.S. commanders reliable around-the-world communication with SAC bombers when they were our main defense against Soviet hostility in early days of the Cold War.

He spawned major innovations in commercial broadcasting transmitters and in microwave radio relay systems. He was responsible for breakthroughs in achieving dependable data transmission and for much of the technology marrying computers and communications. He even can be credited with innovations in computers themselves.

Had he been able to continue his company's major development project when he was forced to give up control of the firm, he may well have advanced computer technology and integrated systems management applications by many years. He and his engineers developed and were using data transmission and computer control concepts understood by very few in the 1960s, but which became commonplace with the advent of e-mail and the Internet.

Years after his death, much was touted about the digital revolution and information highway. Arthur Collins saw them coming, and tried diligently to make them happen much sooner than the evolution of such developments. As far back as the 1950s, he was preaching on the digital theme.
Barely out of his teens in the Great Depression years of the early 1930s, he started a company that quickly gained recognition in radio circles for equipment of advanced design and higher quality than anything available to that time.

Still a small enterprise when World War II broke out, by the time the war ended the Collins name had become legend to those servicemen who worked with radio gear used on ships, aircraft, vehicles and in ground stations. Stories of the reliability and performance of Collins-built equipment under the most severe of wartime conditions were widely repeated in radio circles.

The post-war era which followed was a springboard for a literal explosion of technical developments coming out of the Collins Radio Company. Arthur Collins either suggested or was the lead engineer on most of them.

Arthur Collins’ company was a fascinating place for the person who combined technical ability with an innovative and curious mind. Activities within his firm were a reflection of more interests than radio communications — cyclotrons, hydrodynamics, aerodynamics, celestial navigation and more.

Growing recognition and soaring sales volume in the late 1950s gave Collins Radio Company a fleeting period as the darling of Wall Street, becoming the most actively traded stock soon after going on the New York Stock Exchange. Some of the company’s products were in such demand they literally sold themselves.

Few American companies can match the record of technical "firsts" which Collins laboratories yielded over four decades. Arthur Collins personally was responsible for 20 patents and a co-inventor on nine others, numbers far lower than he could have claimed. Through it all he had an unrelenting fetish for quality in design, manufacture and performance.

Many Collins products, including some of World War II vintage, still operate flawlessly and continue to be in high demand years after being outmoded by more advanced technology. Collins transmitters made in the 1940s and '50s not only remain in use — they often are held up as the standard against which more recent designs are measured.

That devotion to the highest possible quality level kept Arthur Collins firmly opposed to developing and producing an affordable mass production, consumer market product, although he was urged to do so in the interest of profit.

Arthur Collins’ philosophy about what was required for his products was simple: if a certain part, component or manufacturing technique needed to meet our standards does not exist, we invent it. At one time the Collins Radio Company had nearly 1,000 products in its inventory which it could build — every one of them an original company design.

There is no doubt, as with almost every major achiever of this world, that the times and circumstances of his life played a major role in what Arthur Collins did. Still, he was the one with the talent, drive and foresight to take advantage of opportunities confronting him and his organization.

Indeed, his singular greatest forte may have been his vision. He had the unique talent to foresee the future trends and capabilities of technology, and how they could be adapted for users of technology. Then, in many instances, he formulated
concepts, designed and developed hardware and systems through his company to meet the needs of users. He was admired by his supporters and both envied and despised by his competitors for thinking and doing years ahead of his industry contemporaries.

Arthur Collins surrounded himself with teams of talented persons who could learn from him, who could contribute to common objectives, and from whom he could learn. Only a few of them ever felt they knew him well.

To the majority of his employees, numbering nearly 25,000 at one time, he was regarded as somewhat of a mystery man but a technical genius. In reality he was anything but the inept business manager which some detractors called him, because of the sometimes disappointing financial performance of the company.

There was no doubt in his mind that the company he founded (at its peak equal to a multi-billion-dollar firm in today’s dollars) existed to give bent to his technical ability and ambitions.

Unlike many American industries today, the Collins Radio Company of 1931 to 1971 was not afraid of risks. Rather than taking a safe, conservative course which would please Wall Street, the firm continuously risked its future on advancing the state of the art in communications technology, challenges it usually won.

As Collins Radio Company was different in that way from most business enterprises, it differed in other ways as well. Many employed there found it not only a demanding but a fun place to work.

The primary emphasis at Collins Radio Company was always on technical disciplines and achievement. Consequently, it was the professional employee with technical skills and training, the engineer and engineering support person, who was held in the highest regard.

Arthur was not motivated by money, although it was important. Neither was he motivated by esteem or prestige. He demanded creativity, dedication, loyalty, trust and integrity of himself and his employees. He paid them well but not lavishly. He was more concerned about their work environment, the tools and resources they needed to do their jobs, the quality and reliability of the work output.

Thus the main reward for those who stayed with him was fulfillment in their achievements — knowing in most instances they were associated with the best in a given product and a company which was a winner.

_You never had to apologize for being with Collins Radio_ was a phrase repeated by many who sold the products.

Arthur Collins was a self-educated, complex, studious, soft-spoken man who often was regarded as an introvert. He shunned interviews and was terribly uncomfortable on those rare occasions when he consented to give a speech. He read extensively with a wide range of interests, but in particular had an insatiable appetite for scientific knowledge.

His true nature was that of a relentless driver of seemingly tireless energy in pursuit of technical goals which often looked impossible to co-workers. But once the goal was reached, he was the first to give credit to his associates for the attain-
Excerpt from “In Search of a Better Way: The Lives and Legacies of Gary and Matilda Vermeer,” 2008 (pg. 1)
Chapter 2
Growing a Company

Going International

To make a business successful, Gary has said, you first need a product and secondly, you have to be able to sell it. Production comes third because you don’t need to produce anything unless you can sell it.

Although Gary was a farmer and tinkerer at heart, he never underestimated the importance of sales.

“He was a natural marketer. Lots of people are inventive, but Gary also knew how to make something work, market it, and run a business. That makes him unique—part of a special subset of people. That is what founders are made of,” said son-in-law Dale Andringa.

While Vermeer agricultural products are mostly sold through a network of agricultural equipment distributors, most of them farmers, the industrial products are marketed and sold differently.

In the late 1950s, with the trencher and the stump cutter both selling well, the company decided to establish Vermeer-exclusive dealerships—the forerunner of today’s industrial dealerships. The first such dealership was opened in Findlay, Ohio, in 1960 by Art Van Weelden, who had been the first salesman at Vermeer.2

The second dealership was in Iowa. Initially called Pella Irrigation and Equipment, it sold a variety of Vermeer products, including irrigation equipment. Stockholders included Gary and Harry Vermeer, Leonard Maasdam, Carl Boat, and Case Vander Hart. Additional Vermeer-exclusive dealerships soon followed.

Even before Vermeer set up Vermeer industrial dealerships domestically, the company was selling product internationally. Beginning in the early 1950s, the
The fledgling company sold abroad through export managers in New York City. By 1955, Vermeer machines were in use in Europe, Asia, and Latin America. Ralph Vermeer is credited for much of the company's early worldwide sales, and those efforts laid the foundation for the company's subsequent international success.

During the 1950s, personnel from Vermeer Manufacturing Company worked with Jan de Bas to start Vermeer Holland, which was incorporated in the Netherlands to handle sales, and later, some manufacturing in Europe. As the years progressed, Vermeer Holland started manufacturing more products, and in 1979, Vermeer Holland became a separate and independent entity owned by Jan De Bas that manufactured some of its own products but sold some of Vermeer Manufacturing Company's products as well. At the same time, Vermeer Manufacturing Company created Vermeer International, a wholly owned subsidiary in Goes, the Netherlands, to focus solely on international industrial product sales. Jaques de Jonge was its first managing director.
In 2008, the international sales group is made up of three groups. The Pella group handles Latin America. The Vermeer regional office in Goes, the Netherlands, covers Europe, the Middle East, and Africa. The regional office in Singapore covers Asia and Australia.

Currently, Vermeer Corporation offers sales, parts, and service through a worldwide industrial dealer network consisting of 115 North American industrial dealers and 63 international dealer locations, in addition to its more than 400 agricultural distributors. Vermeer has a global focus as it has industrial dealerships located in 51 countries and every continent except Antarctica.

Another reason for Vermeer sales success has been the company’s early recognition of the need to train dealers and their service technicians. In early years, Harry Vermeer had traveled to the dealers and helped them with bookkeeping and taxes. The company began its first service schools in the mid 1960s—an important tool enabling dealers and their service technicians to provide excellent service to Vermeer customers.

That training continues. More than 100 service technicians and more than 100 parts and service managers annually attend factory schools at Vermeer headquarters. In addition, the company provides web conference training, regional service training, and additional sales force training.

“Vermeer has been good to dealers,” said Dealer John Vos. “Dealers have a relationship with Vermeer Corporation that no one else in the industry has. We are a team. A husband and wife don’t always agree, but they have respect for each other and work through their differences. That is the way it is with Vermeer Corporation and the dealers.”
has filled the role of peacemaker in the family, and has enabled healing in the relationships. Before Harry’s death in 2006, Gary and Harry were on good terms. Carl and Gary, as well as Stan and Gary, also resolved their differences.

Awards and Honors

Over the years, Gary received many awards honoring him and his business. Pella leaders honored him with a Community Service Award in 1977. In 1984, he was named the Iowa Inventor of the Year. In 1986, he was inducted into the Iowa Business Hall of Fame. In 1992, he was inducted into the Junior Achievement Business Hall of Achievement. In 1996, he was inducted into the Construction Equipment Industry Hall of Fame.

The qualities that led to these awards—qualities like innovation, integrity, and stick-to-itness—continue to be essential to Vermeer Corporation. Bob and Mary recognize the value of these qualities, as do Mary’s son, Jason, and Bob’s daughter, Allison, who have joined the business as members of the third generation.

Bob and Mary were named “Entrepreneurs of the Year in Manufacturing” for Iowa and Nebraska in 1998. They also were inducted into the Pella Industry Hall of Fame in 2007. The company received the prestigious...
Chapter 2
Growing a Company

The innovative quad track design of the Vermeer RTX1250 tractor increases side-hill stability and floatation in soft or sandy soils.

directional drill to the Vermeer RC9120 and RC5120 Mower/Conditioners—continue to win awards for their design and innovation.

“Gary laid the foundation. Gary built a financially strong business with strong values. Then it was up to the next generation. He gave them an opportunity many people don’t get—to run a very successful company,” said John Vos. “It was a transition to go from Gary’s way of thinking, keeping the same core values, and to keep up with the changing times. Stan provided an initial transition, making possible the transition to Bob and Mary. Bob and Mary are doing a good job, one that is appropriate for the twenty-first century.”

And, as always, the company continues to search for a better way.

Throughout its sixty years in business, Vermeer Corporation has manufactured hundreds of different products, today more than 125 product models. It has
been issued 169 patents, including 31 from other countries. Gary himself has been issued seven patents, including his first patent in 1959 for a stump-cutting apparatus, one in 1973 for a “method and machine for forming a large round bale of a fibrous material,” and his most recent, in 1996, for a direct drive system for a baler.

The company now encompasses 1.5 million square feet—more than 33 acres—under roof. It includes seven manufacturing plants and a parts distribution center that annually ships more than 15 million pounds of freight to customers, as well as the Vermeer Global Pavilion. The 75,000-square-foot Global Pavilion, opened during the company’s fiftieth anniversary celebration, provides a state-of-the-art training center that includes nine classrooms on two levels, as well as the Vermeer Museum.

The company processes 150 tons of raw steel and uses 129 miles of weld wire each day. In 2007, with roughly 2,000 employees, sales reached more than $600 million.
Chapter 2
Growing a Company

Under Bob and Mary’s leadership, the company has reorganized around its customers, dividing itself into four market segments:

*Underground Installation:* Among the products are the company’s Navigator horizontal directional drills. These machines were introduced to the market in 1991 and have been a boon to contractors needing to install utilities with minimal surface disturbance.

*Environmental Transformation:* This includes an exhaustive line of equipment from brush chippers, tub and horizontal grinders, stump cutters, tree spades, and other products used for land clearing, green waste management, and tree care.

*Specialty Excavation:* In this area, the company seeks to meet the needs of customers involved in road demolition, surface mining, and site preparation with products that include track trenchers, trench compactors, and a Terrain Leveler attachment.

*Forage Management:* Besides a wide array of balers, the company offers hay handling tools to transport, wrap, and unroll the bales as well as baler options such as bale monitors, bale ejectors, and automatic twine tie systems. Other products include mower-conditioners, mowers, rakes, and rock pickers.

Vermeer Corporation’s retail customers represent a far more varied group than the farmers or nurserymen who made up a large share of the customers in Gary’s heyday. And the company continues to recognize, as Gary did from the beginning, the importance of innovation and developing new products. The spirit of Gary’s entrepreneurship lives on at Vermeer Corporation. Today’s engineers may say it differently, but they are always striving to develop a new product that would have led the company founder to say “Hey, I think we have something here.”
Patane, Matthew, “At 88, John Pappajohn Still Works Harder Than You Do,” The Des Moines Register, 11 September 2016. Courtesy of The Des Moines Register
At 88, John Pappajohn Still Works Harder Than You Do,” September 11, 2016 (pg.2)

Patane, Matthew, “At 88, John Pappajohn Still Works Harder Than You Do,” The Des Moines Register, 11 September 2016. Courtesy of The Des Moines Register
“At 88, John Pappajohn Still Works Harder Than You Do,” September 11, 2016 (pg.3)

Patane, Matthew, “At 88, John Pappajohn Still Works Harder Than You Do,” The Des Moines Register, 11 September 2016. Courtesy of The Des Moines Register
“Froelich Tractor Photos, Langford, South Dakota, and Froelich, Iowa,” 1892. Courtesy of Froelich Foundation and Museum
Froelich Tractor in Iowa and South Dakota, 1892 (Photo 2)

John Froelich threshing near Langford, South Dakota in 1892 using his gasoline tractor. (Froelich Foundation)

“Froelich Tractor Photos, Langford, South Dakota, and Froelich, Iowa,” 1892. Courtesy of Froelich Foundation and Museum
Froelich Tractor in Iowa and South Dakota, 1892 (Photo 3)

“Froelich Tractor Photos, Langford, South Dakota, and Froelich, Iowa,” 1892. Courtesy of Froelich Foundation and Museum
Froelich Tractor in Iowa and South Dakota, 1892 (Photo 4)

“The Froelich” threshing near Langford, S.D. Nov 2 1892

“Froelich Tractor Photos, Langford, South Dakota, and Froelich, Iowa,” 1892. Courtesy of Froelich Foundation and Museum
F. W. Fitch

NOTE: Back in the late twenties when Jule Gordon became F.W. Fitch's first promotion assistant, he wrote the following tribute for a history of the Fitch Family from 1400. The two-volume history, compiled by Roscoe Conkling Fitch, was published in 1930. In spite of its tendency to overstatement, this document is the best source for information on the early life of F.W. Fitch. Fitch provided most of the facts and information for Gordon. It is printed here in its original version as Gordon wrote it; the version in the family history has been edited down somewhat from this.

This story of the life of Fred W. Fitch is by no means a final estimate of his remarkable career, because at the time this is written (August, 1929) he is still under 60. If his achievements to date are any criterion, he will add even greater glory to the name of Fitch in the many years of life that seem to be ahead of him.

Fred W. Fitch's rise from a bound-out farm hand at the age of eight to the presidency of the largest organization in the world devoted to the manufacture of hair preparations, is one of the outstanding epics of modern business. The world is familiar with the type of financial success that has characterized the growth of American industry, but in the case of Fred W. Fitch, financial success has gone hand in hand with leadership in the elevation of a once great profession, and the creation of new and revolutionary manufacturing ideals.

To the casual observer, the F.W. Fitch Company, of Des Moines, Iowa, is an impressive monument to the genius and industry of its founder. But to Fred W. Fitch, the institution he founded perpetuates not his own name but the name of his father, Dr. Henry Lucius Carey Fitch, one of the first practicing physicians of the state of Iowa and one of the real pioneers of the middle west. Dr. Fitch, a native of Connecticut, was one of the more restless and adventurous members of the New England Fitches, who were among the earliest settlers in the original Thirteen Colonies. After finishing his medical education in the east, Dr. Fitch followed "the course of empire westward". Doctors were scarce west of the Mississippi River and land was plentiful. Opportunity beckoned irresistibly and the year 1847 found Dr. Fitch an itinerant practicing physician in central Iowa. He made his home in Ridgeport, Boone County, and for many years was a familiar and beloved figure among the country folk and townspeople within a radius of 100 miles.
ber of shattered lamps bore witness to his marksmanship and his empty pockets testified to the gayety of his long awaited celebration. Youth had had its fling and the next morning cold reality compelled an important decision. Fred Fitch sold his pony for $20.00 and boarded a train back to Boonesboro and home.

He finished his teens with four years of varied, but unproductive labors. His activities ranged from hauling coal from McBurney’s mine, to “breaking” a quarter section of land four miles north of Laurens, Iowa. The spring of 1890 found him again in Boone about to give up farming forever and to enter the barber profession, destined to be his pathway to fame and fortune. At the age of 20 he made the step which proved the turning point of his life. He became an apprentice in the barber shop of Tom Satterly. From that day until this the name Fred Fitch has been inseparably connected with the barber profession, for he became not only one of its most progressive practitioners, but its chief prophet, the Moses who led a despised and declining profession out of the wilderness of slow degeneration into the sunlight of dignity, prosperity and public respect.

Ever since early boyhood, Fred Fitch had been suffering from a scalp disease which had been diagnosed as “scaldhead”. As a result of his affliction, he had lost practically all of his hair. In vain had he gone from one doctor to another for treatment. The care of the hair and scalp seemed to be a mystery to the medical profession as well as to the public, and the desire to solve this mystery was as vital a factor as any in attracting young Fitch to the practice of barbering.

After three months apprenticeship, he was considered a fulfilled barber. With characteristic self-confidence, he bought out Tom Satterly’s shop and was thus in business for himself at the age of 20. Within six months he had built up a prosperous trade far greater than Tom Satterly had ever enjoyed. But he had found no relief for his “scaldhead” and in desperation he sold out his shop in Boone - at a handsome profit - and went to Des Moines where he thought he could obtain more skillful medical attention and practice his profession at the same time. He secured employment as a journeyman barber in Jakie Schmidt’s shop on Sixth Avenue, but was less successful in securing effective medical treatment. The local specialists were baffled and their advice and ministrations proved of no avail.

In the meantime young Fitch had done some thinking and observing on his own account. He studied the methods of treating hair and scalp troubles and carefully watched the action of the hair preparations dispensed in barber shops. He came to the conclusion that his own scalp condition and practically all of the scalp infections prevalent at the time were caused by the poisonous wood alcohol used in the hair preparations on the market. Some of these preparations contained as high as 96% wood alcohol. He made inquiries of his barber shop patrons and he found that not only scalp infections, but falling hair, baldness and
even blindness could be laid at the door of the poisonous wood alcohol preparations sold without restriction in barber shops, drug stores and department stores.

Fifteen years later he had the satisfaction of having his opinions emphatically confirmed by the testimony of experts before the Congress of the United States, and embodied in the famous Pure Food and Drug Act of 1906, which condemned wood alcohol as a dangerous poison unfit for use in preparations intended for man or beast.

Despairing more than ever of relief through orthodox methods and more deeply absorbed than ever in his own studies, Fred Fitch purchased a barber shop in the little town of Madrid, about 30 miles from Des Moines. Here he supplied himself every spare hour of the day and night to the study of the hair and scalp and here he perfected the remedy which launched him on his manufacturing career. How this came about is an interesting story that reveals more clearly than any other incident in Fred Fitch’s life, his mental makeup.

A certain Dr. R.W. Breckbill had built up a prosperous practice in the vicinity of Madrid. He was a patron of the Fitch barber shop and young Fitch had often discussed with him the treatment of hair and scalp troubles. Dr. Breckbill prevailed upon his friend to follow his directions for the relief of his “scaldhead” and a course of treatment ensued which gave Fred Fitch no relief, but did give him his “big idea”. Dr. Breckbill’s “treatment” consisted of the use of blood medicines which were supposed to cure the scalp disease by strengthening and purifying the blood. After consuming numerous bottles of these blood medicines, Fitch became convinced of the folly of internal applications to remedy an external condition and he called on Dr. Breckbill to tell him so.

“Doctor, I am suffering from a bad corn and would like to have you prescribe some blood medicine to cure it”, said Fred Fitch nonchalantly.

“Blood medicine to cure a corn!”, exclaimed the startled doctor, “Why you must be crazy”.

“If I am, there are two of us rocking in the same boat”, answered his patient.

“What do you mean?” asked Dr. Breckbill.

“Well, you have been trying to cure my “scaldhead” with blood medicine and curing a corn with blood medicines is no crazier than that. I am through with internal medicines. My condition is external because internally I am in perfect health. Scalp troubles must be treated externally and anything that will not give relief the first time it is used, will never help no matter how often it is used. I think I know now what kind of a preparation is needed and I’m going to keep working on it until I get it perfected”.

Dr. Breckbill listened to this pronouncement with mingled amazement and admiration. "Fitch, I think you're right", he replied with slow deliberation. "My medical library is at your disposal and any assistance I can give you is yours for the asking."

This astounding conversation, taken verbatim from Fred Fitch's vivid recollection of the incident, brought bountiful results. The young barber was quick to take advantage of the doctor's generous offer and before many months he had diligently waded through all of the voluminous medical textbooks in the doctor's library. He learned of the structure of the hair and scalp, of the stages in the growth of hair, of the function of the sebaceous glands within each hair follicle. He confirmed the theory he had evolved in his practical barber shop studies that the dread dandruff, represented even in the advertising of that day as a dangerous disease caused by a mysterious germ, was nothing more than a natural accumulation of sebum thrown off by the sebaceous glands, of dead, dried skin sloughed off by the scalp and dust and dirt caught in the hair.

This simple but sound explanation of dandruff he made the foundation of his philosophy of hair culture, unchanged to this day and corroborated by medical science and by the experience of millions of people. The accumulations of dandruff are natural enough, reasoned Fred Fitch, but if they are allowed to remain on the scalp they will form a hard coating over the scalp, clogging up the pores and hair follicles and stifling the growth of hair. These accumulations must be constantly removed so that the pores and hair follicles can breathe as nature intends.

The problem then was to remove these accumulations of dandruff and leave the scalp antisepically clean and every pore and hair follicle open. To the solution of this problem, Fred Fitch devoted himself with tireless energy. After innumerable experiments, he discovered the principle, and having found the principle, he eventually perfected the preparation that put it into action. The principle was "dandruff can be removed only by first being dissolved and then being washed out." He tried every available kind of soap to dissolve the dandruff but these tests served only to prove incontestably that soap not only does not have sufficient dissolving power to remove dandruff, but aggravates the condition by leaving its own insoluble ingredients in the hair. An entirely new kind of solvent was needed and Fred Fitch found it and called it Fitch's Ideal Dandruff Remover.

His discovery of Fitch's Ideal Dandruff Remover solved the problem of dandruff, but the immensely more difficult problem of persuading the world to accept his solution, now faced Fred Fitch as he entered manhood.

His studies and experiments in his shop in Madrid had extended over a period of five years and it was not until 1897, when he was 27 years of age, that he had perfected Fitch's Ideal Dandruff Remover sufficiently to use it professionally in his barber shop.
Fitch Shampoo Advertisements, 1981 (Ad 1)

How to Give a Fitch Shampoo

There is always only one best way to do anything. Fitch's Dandruff Remover Shampoo is unquestionably the most popular product of its kind and the greatest business-builder the barber profession has ever had. Yet, we know from numerous investigations that very few shops give it correctly—in accordance with the explicit directions of the manufacturer.

There is only one correct way to give a Fitch Shampoo and that way is illustrated in the series of pictures on this page. When you give a Fitch Shampoo in accordance with these directions you can offer your customers an unconditional money-back guarantee of satisfaction which we will back up to the last dollar of our resources.

We earnestly urge the master and journeyman barbers of America to help us make these simple directions the standard method of giving a Fitch Shampoo. In so doing, you will be helping to win public confidence because a service given uniformly in all barber shops will win confidence for the entire profession.

After the Shampoo

Complete the Fitch Scientific Scalp Treatment by using the Fitch tonic required by the condition of the hair and scalp.

For dry, sore or bony scalps, use Fitch's Tonic for its nourishing and tonic effect.

For oily hair, use Fitch's Quinine to cleanse the pores and slow up the action of the oil glands.

For gray hair, use Fitch's Tonique Supreme to remove the yellowishness and streakedness and to impart a healthy whiteness.

For weak hair, use Fitch's Lotion which tones the hair to stay in place and does not clog the pores.

Tell Your Customers
The TRUTH
about Dandruff
Your Hair and Scalp

Y'All customers really don’t know what dandruff is because they hear so many conflicting versions of it in barber shops and beauty parlors. But there is only one true, scientific definition of dandruff and here it is, taken from Stedman’s Medical Dictionary: “Dandruff is the presence of white scales in the hair of the scalp due to the ordinary keratinization of the epidermis, or to the escape scales of whatever.” In simple language, that means dandruff is nothing more than an accumulation of dead skin and oily matter.

There is nothing complicated about dandruff. No long-drawn-out, expensive and harmful hot oil treatments are necessary. You cannot “cure” dandruff because it is as natural as perspiration. But you can remove it, simply, completely with a single application of Fitch’s Dandruff Remover Shampoo. This remarkable preparation dissolves and removes every spark of dandruff instantly, leaving the scalp antiseptically clean and the hair live and lustrous. Order a gallon today from your jobber and build your business on a real Scientific Scalp Treatment, endorsed by doctors and nurses throughout the country.

Fitch’s Dandruff Remover Shampoo is available at your jobber in gallons at $1.50; in 21 1/4 ounce bottles at $1.00 each; in No. 16 sizes at $10.00 per dozen, and in No. 6 sizes at $5.00 per dozen.

Fitch’s
DANDRUFF REMOVER Shampoo

As you have learned by reading the editorial on page 3, with this issue the Square Deal passes out of my hands, for our company has sold complete control to other interests. To some of you this may mean very little, to others it may mean a whole lot. To me it is one of the saddest events of my long association with the barber profession.

The Square Deal has been to me the realization of a childhood dream. When I was a journeyman barber in Madrid, Iowa, more than 30 years ago, I dreamed of the day when barbering would be a respected profession offering an attractive livelihood to men of high character, good education and sound training. Of course, there were many such men in practice at the time, but they were a helpless minority. Barbering at the beginning of the present century was anything but a profession. Except in one or two states, any man, regardless of his mental, physical or professional fitness, could set himself up as a barber. There was nothing to prevent disreputable, incompetent and immoral individuals from preying on the public and on the profession itself. The name barber that had a few hundred years before been the proudest professional title on the European continent belonged to anyone who cared to assume its social liabilities.

As an humble journeyman I could do very little to remedy conditions, although I quickly joined the local organization. As a shopowner, I had my first opportunity to apply modern principles of salesmanship, advertising and sanitation to shop operation. I found that the public readily responded. When I sold the old O. K. Barber Shop in Boone, Iowa, in order to devote my entire time to the promotion of my dandruff discovery, it was the most prosperous shop in town I had proved that the public will pay more when you give more and this was the message I carried to shops in all parts of the United States as I demonstrated my product.

Ignorance—not in the sense of being stupid or unwilling to learn, but in the sense of being unfamiliar with the history of the barber profession and of the great possibilities that have been the greatest barrier to the progress of barbering a generation ago. I hoped some day to be able to start a nationwide educational movement and that opportunity came with the establishment of the Square Deal in March, 1923. Since then almost ten million copies have been published and distributed free of charge to barbers in all parts of the United States and Canada and in many other countries throughout the world. At no time has any barber been asked to buy anything in order to receive the Square Deal. It has been given absolutely free, with no strings tied to it and no discrimination. If any barber has not received it, it was only because we were not aware of the fact.

Shortly after the Square Deal was established, its platform for the future of the barber profession was expressed on this page in the slogan—Organization, Sterilization and Standardization. From this platform neither I as an individual nor the Square Deal as a magazine has ever deviated. I believe now as I believed then that this gospel will carry our profession to heights even greater than those reached by the illustrious barber-surgeons of the middle ages. On the basis of these three cardinal principles, barbering must rise or fall. It is quite possible that the other two are meaningless.

Without organization there would be no legislation, no uniform code of ethics, no standardized educational program, no exchange of ideas and information, no leadership. Without organization barbering would be a ship without a rudder, drifting aimlessly, helplessly to combat the storms of hostile forces. I am not speaking of any organization in particular, but of the principle of organization, a principle as indispensable to barbering as to medicine, law or any other profession.

Sterilization means the safeguarding of your health and of the health of those you serve. It is a responsibility that you must accept as a law-abiding citizen, as a good business man and as a true professional man. The technique of sterilization cannot be understood or carried out without education and therefore this part of the gospel of progress embraces the entire educational movement. When I announced in the Boone News-Republican over 25 years ago that every instrument in my shop was sterilized before being used on another customer, the other shopowners called it hokum. Today sterilization is compulsory in 38 states and is an important part of the course of study in every barber college in the land.

Standardization is a principle just as vital as organization or sterilization. Not only do standards of service and supplies vary all over the country, but they vary even in individual shops. Very few shops have any system of service which each man is compelled to follow. Here is where standardization should start and the responsibility for it rests squarely on the shoulders of the shopowner.

But standardization must go much farther than this if we are to build a real profession. Until the law requires that all preparations intended for use on the human anatomy must be manufactured in scientific laboratories under the supervision of graduate chemists and doctors, barbering will never win public respect. When such manufacturing standards are set up, they will be reflected in correspondingly high standards of shop service.

I wish the Square Deal every success under the new ownership. But even if this gospel proves to be the last, the gospel it has preached will never die. That gospel is enshrined immortally on the statute books of an overwhelming majority of states and in the minds of thousands of barbers who will pass it on to their successors. My dream has come true in part. Barbering has made more progress in the last generation than in the preceding 25 years. A trade that was not long ago largely a refuge for the shiftless and the incompetent is becoming a true profession, with high ideals, with a code of ethics, with systematic educational program, with scientific textbooks, with real schools, with protective legislation.

I am proud of the part the Square Deal has played in this march of progress. For my own humble efforts I ask no reward and no appreciation. To have contributed in some small measure to the profession to which I owe so much is in harmony with the name of this little magazine. Barbering is still beset with evils and the road ahead will be slow and tortuous. But the ground has been broken and I have every reason to believe that our profession will continue onward irresistibly.

Fred Fitch
John Froelich helped pave the way for modern farming. In 1892, this native of rural Clayton County, Iowa, produced the first mechanically successful gasoline tractor that propelled itself backward and forward.

He grew up in Froelich, Iowa, which was named for his father, Henry Froelich. John operated an elevator and tinkered with machines to improve their efficiency. One such innovation was mounting a gasoline engine on a well-drilling outfit — an idea that led him to mounting an internal combustion engine on a tractor. A few weeks later, the tractor — the forerunner of today’s John Deere tractor — was shipped to Langford, South Dakota, where it threshed some 72,000 bushels over a period of 52 days.

In 1892, this Iowa native produced the first mechanically successful gasoline tractor that propelled itself backward and forward.

The new gasoline engine tractor was considered cheaper, safer, and easier to care for than a steam-engine tractor. Banking on these advantages, Froelich, with other investors, founded the Waterloo Gasoline Traction Engine Company in 1893. Eventually, this company would become what is today the John Deere Tractor Works.

Froelich received two patents for mechanisms relating to internal combustion engines before moving to Minnesota, where he was granted twelve more patents between 1906 and 1925. Most of these patents related to tractors and internal combustion engines.

His innovations helped to make Waterloo a center of internal combustion engine production in the United States in the early years of this century.
CELEBRATING HY-VEE HISTORY

In 85 years, Hy-Vee has transformed from a small supply store in rural Iowa with a handful of employees to a major retailer with 236 supermarkets and more than 75,000 employees throughout eight states. Take a look at some of the significant historical events that have shaped who we are today.

1930
Charles Hyde and David Vredenburg form a partnership and open the Beaconsfield Supply Store (Iowa).

1933
The pair introduce profit sharing and autonomy to store managers after opening the Princeton Supply Store (Missouri).

1936
David Vredenburg’s son, Dwight, who manages the Centerville (Iowa) store, extends profit-sharing benefits to every employee at his store.

1938
Hyde & Vredenburg is incorporated, and Dwight Vredenburg becomes its first president.

1940
The Centerville store reopens with cutting-edge additions: a frozen food case, fluorescent lights, background music, and shopping carts.

1945
Hyde & Vredenburg, Inc., purchases the Chariton Wholesale Grocery Company and moves its headquarters from Lamoni, Iowa, to Chariton, Iowa.

1949
Centerville opens a new “drive-in” store — the first to offer carryout service and self-service meats.

Hy-Vee’s first president, who took over at just 23 years old, motivated every employee to focus on customer service. During his 45-year tenure as president, Dwight Vredenburg transformed Hy-Vee from a corner grocery store to a modern supermarket chain.

To encourage hesitant Centerville customers to use the new carts, Dwight Vredenburg tosses in candy bars and pieces of chewing gum as an incentive.

“We are the only company that we know of in the retail industry that shares with its people the amount of profits that we do.” — Ron Pearson

Hy-Vee Historical Timeline, June 2015 (pg.2)

1952
Three people suggest “Hy-Vee” in a contest to rename the Supply and Service stores.

1956
Hy-Vee adopts a new logo for its new name.

1956
Hy-Vee introduces its first private-label products: canned coffee and fresh milk.

1960
Fort Madison (Iowa) is the first store to have a courtesy counter and laundromat services.

1963
Hy-Vee unveils its second and most signature logo, which looks like a shopping cart.

1963
The company name changes from Hyde & Vreedenburg, Inc., to Hy-Vee Food Stores, Inc.

1963
The Hy-Vee Employees’ Trust is created and becomes a primary stockholder, making every fund participant an indirect stockholder.

1963
The “Helpful Smile in Every Aisle” slogan makes its radio and television debut. Hy-Vee is one of the first grocers in the nation to use television for advertising.

1964
The first Service Award Dinners are held, honoring 406 employees for their service.

1967
The first in-store delicatessen opens at the Des Moines No. 2 store.

1969
The first Drug Town opens in Cedar Rapids, Iowa, bringing Hy-Vee into the pharmacy business.

1969
Hy-Vee merges with Cherokees, Iowa-based Swanson Stores, Inc., and gains 12 new stores, an office-distribution complex and presence in a new state: Minnesota.

1970

Hy-Vee Historical Timeline, June 2015 (pg.4)

2000
Hy-Vee switches the red and white colors on the logo it introduced in 1994. This updated version of the logo is still used today.

2009
Randy Edeker becomes Hy-Vee's fourth president. He succeeds Ric Jurgens, who remains chairman of the board and chief executive officer.

2009
Hy-Vee becomes the exclusive grocer sponsor of the Kansas City Chiefs.

2009
Hy-Vee enters Wisconsin, its eighth state, with the opening of the Madison No. 1 store.

2003
Ric Jurgens is elected chairman of the board. Ron Pearson is elected chairman emeritus.

2006
The Hy-Vee Employees' Profit-Sharing Trust Fund and the 401(k) plan merge to form the Hy-Vee Employees' Profit-Sharing Trust Fund and 401(k) Plan. Participants have ownership in Hy-Vee stock.

2009
HealthMarket private-label products are introduced.

2009
Amber Pharmacy joins the Hy-Vee family as its seventh subsidiary, creating a wealth of opportunities for the company in the specialty pharmacy field.

1995
Hy-Vee establishes the Road of Gold program to encourage safe driving.

1995
Hy-Vee/Weitz Construction Company is formed.

1998
The Hy-Vee Employees' Trust Fund and the 401(k) plan merge to form the Hy-Vee Employees' Profit-Sharing Trust Fund and 401(k) Plan. Participants have ownership in Hy-Vee stock.

2000
Midwest Country Fare replaces the Lots of Value private-label product line.

2005
Hy-Vee's first in-store clinic opens at the Davenport No. 5 (Iowa) Hy-Vee.

2007
The first Hy-Vee Triathlon takes place.

2008
Hy-Vee introduces its first mission statement: "Our focus for the past 55 years on service, caring and adapting to lifestyles will help us move forward and succeed in the future.

2009
Hy-Vee introduces the Fuel Saver program, which rewards certain store purchases with discounts on gas.

2010
Hy-Vee introduces the Ronald D. Pearson Citizenship Award to honor employees for volunteer work.

2015
Hy-Vee replatforms online grocery shopping companywide.

Under Randy Edeker's leadership, we've reimagined in-store dining with Market Grilles and Market Cafés, engaged with customers using social media and moved into our largest market: the Twin Cities (Minnesota). We look forward to watching his legacy grow in the years to come.