

Hyde & Vredenburg - The Lamoni Years by Marilyn Gahm, Hy-Vee History Center Coordinator February 2009

The first headquarters of Hyde & Vredenburg Inc. - the chain that ultimately became Hy-Vee, Inc. - was in the southern Iowa town of Lamoni from the company's founding in 1930 with the partnership of Charles Hyde and David Vredenburg, through its incorporation in 1938 until 1945, when the headquarters moved to Chariton, Iowa.

It was with Lamoni as a base that the cofounders expanded their store chain, originated company practices that persist today, incorporated the company and established enterprises other than grocery stores, such as a mill, a bakery and a meat packing plant.

Pre-Lamoni Years

Charles Leverett Hyde and David Milton Vredenburg spent their early careers moving around various towns in Iowa and Missouri, both farming and working at stores. Eventually their partnership with each other, first indirectly in 1927 with their affiliation in the Kellerton, Iowa, store and then directly in 1930 in the Beaconsfield, Iowa, store, gave birth to Hyde & Vredenburg, Inc.

Both men spent their early lives in Harrison County, Iowa, located on the western border of Iowa just north of Council Bluffs, also the location for their first grocery store experiences.

Early settlers of Harrison County included many members of the Reorganized Church of Jesus Christ of Latter-Day Saints (RLDS), now called the Community of Christ. Both the Hyde and Vredenburg families were RLDS members, and both Hyde and Vredenburg remained active in the church until their deaths.

Many relatives of RLDS residents of Harrison County lived in the Lamoni area. It was not uncommon for Harrison County and Lamoni residents to switch their residences between the two locations, and Hyde and Vredenburg were no exception.

Lamoni, Iowa, lies five miles north of the Iowa-Missouri border in Decatur County, a site chosen by members of the RLDS community in 1870. The town, named for a good king in the *Book of Mormon*, is the only town to carry this name in the United States. Lamoni served as the headquarters of the RLDS church from 1881 until 1920 when church headquarters moved to Independence, Missouri. The city is the home of Graceland University, formerly called Graceland College, a Community of Christ (RLDS) institution of higher learning established in 1895. There were several ventures held in common by church members, such as a cooperative creamery, mill, dairy farm, laundry – and two early grocery store operations, the “Lamoni Storehouse” and the “Supply Store.”

David M. Vredenburg

David Vredenburg began his entrepreneurial career at age 17, in about 1901 or 1902, with ownership of his first store, in Orson, Iowa. By early 1909, he had gone into partnership in Pisgah, Iowa, with C.E. Read to open Read & Vredenburgh. (“Vredenburgh” is the most common spelling of David Vredenburg’s name in this time period.) By March 1909, Vredenburg bought out Read’s interest and in May 1909, Vredenburg and J. Arthur Lane began operating the Pisgah store as “Vredenburgh and Lane.”

In October 1912, Vredenburg sold his interest in the Pisgah store to Art Lane’s two brothers and moved to Lamoni. He purchased a farm one mile south of town in November 1912 and, together with his wife Kate and two-year-old son, took up residence there in December. In April 1913, he bought a dairy business, increasing his own herd size. It was on this dairy farm that David and Kate’s second son, Dwight Charles Vredenburg, was born January 17, 1914. Dwight followed in his father’s grocery store footsteps and eventually served as president, chief executive officer and chairman of the board of the company his father cofounded.

By August 1915, David Vredenburg acquired the Lingren store in Moorhead, Iowa, and, in September, held a closing-out sale on his Lamoni farm. David, Kate and their two sons relocated to Moorhead to run the store. Sometime between September 1915 and May 1918, David entered into partnership with Earl Lewis to form Vredenburgh & Lewis.

September 1918 saw Vredenburg acquiring the J.G. Knight store in Woodbine, which became a Vredenburgh & Lewis operation. The Vredenburg family moved to Woodbine, Iowa, living there until May 1923 when the family, now including a daughter, moved back to Lamoni. Vredenburgh & Lewis operated stores in the Iowa towns of Logan, Magnolia, Lamoni, Mondamin, Irwin and Dunlap and in the Missouri town of Hatfield.

The stores of Vredenburgh & Lewis may have been owned by the General Supply Company, a Lamoni-based operation allied to the RLDS church.

In January 1926, David Vredenburg started a store in Garden Grove, Iowa, with his brother-in-law, which operated as “Vredenburg & Carr.” During 1929, David Vredenburg purchased stores in Grand River, Iowa and Woodland, Iowa.

Charles L. Hyde

Charles Hyde was born in Clearwater, Nebraska, in 1883 but spent most of his early life in Harrison County, Iowa. Except for brief sojourns in Canada (proving a claim in Edmonton, Alberta) and farming in Minnesota, he resided in the Harrison County towns of Mondamin, Woodbine and Pisgah from approximately 1903 or 1904 through 1922. Hyde farmed as well as worked part-time in stores. In September 1921, Charles Hyde began work on a trial basis for the Vredenburgh & Lewis store in Woodbine. The first business relationship of the two company cofounders were therefore employer (Vredenburg) and employee (Hyde).

Hyde was sent to manage the Magnolia, Iowa, store in June 1922, and he relocated to manage the General Supply Company store in Mount Ayr, Iowa, in April 1923.

In August 1924, Charles Hyde and his family moved to Lamoni for the first time. For a brief time during 1924, Charles Hyde resided in Lamoni, having spent part of August learning the meat-cutting trade in Kansas City, and began work in the meat department of the General Supply Company store around September 1, 1924. In late 1924 or early 1925, Charles Hyde purchased his own meat market in Cameron, Missouri, the first store he owned by himself, and left the General Supply Store. He remained in Cameron only a few months, selling the store and returning to Harrison County in the summer of 1925, where his wife assisted her dying father at Little Sioux. After the death of his father-in-law, Hyde and his family moved in September 1925 to the town of Pisgah, Iowa, where Hyde worked in the Miller store.

By 1927, the Hydés had saved enough money to buy a half-interest in a store in Kellerton, Iowa, with the General Supply Company, whose president was David Vredenburg, owning the other half interest. The Hydés resided in Kellerton until May 1933 when they moved to Lamoni - more than three years after Charles Hyde and David Vredenburg bought their first store together, in Beaconsfield, Iowa.

General Supply Company of Lamoni

The General Supply Company of Lamoni gave David Vredenburg management experience, as well as providing the opportunity for the first financial relationship in a store for him and Charles Hyde.

In 1917, the General Supply Company, an operation of the RLDS church, acquired the Lamoni mill, which had been operating as a feed mill in Lamoni since approximately 1880. Already operating the Supply Store in Lamoni, the General Supply Company opened the Lamoni Store House (or Storehouse) in June 1917. Newspaper accounts note the occurrence of business trips by RLDS officials between the stores in Harrison County and the General Supply Company of Lamoni. Newspaper accounts note that “five young men from Harrison County” were subsequently asked to manage the Lamoni Supply Store, one of these men most likely David Vredenburg.

On June 27, 1922, when the General Supply Company incorporated, its slate of officers included its president, David Vredenburg. In 1923, Charles Hyde was listed as a member of the board of directors, along with David Vredenburg. In August, the Lamoni newspaper noted that the General Supply Company had sold the Woodbine store, with the intention “to consolidate their interests in a large department store in Lamoni, which will open in the near future.”

In September 1922, the General Supply Company bought the Hinderks Hardware building next door to the Supply Store in Lamoni, tore down the wall dividing the two buildings, and remodeled the two into a department store.

In 1923, the General Supply Company acquired a store in Mount Ayr, managed by Charles Hyde. Earlier that year, the General Supply Company purchased a store in Cameron, Missouri, operating it as "Vredenburg and Lane." Meanwhile, the confederation of the five men who ran the General Supply Company began to change as some dropped out.

By 1924, only two stores remained as part of the General Supply Company chain in southern Iowa.

Hyde and Vredenburg Begin Their Business Association

The year 1927 had marked the first financial relationship of Charles Hyde and David Vredenburg, when Charles Hyde bought a half-interest in a store in Kellerton, Iowa. The General Supply Company, whose president was David Vredenburg, owned the other half.
1928

The *Lamoni Chronicle* on October 10, 1929, noted that Cecil Noftsgger, who had headed the Lamoni store meat department, "severed his connection with the Lamoni Supply Store" to move to the town of Beaconsfield, Iowa, to take charge of the store "recently acquired by D.M. Vredenburg and Charles Hyde." The store, called the Beaconsfield Supply Store, opened on an unknown date in January or February 1930, with the stores in Grand River opening later in 1930 and in Kellerton in 1932. The purchase of the Beaconsfield store occurred only a few weeks before the stock market crash of October 29, 1929 plunged the country into the Great Depression.

In May 1930, David Vredenburg and son Milton purchased the Cainsville, Missouri, store, and Milton became its manager.

David Vredenburg took over management of the Ridgeway, Missouri, store temporarily in 1931. From David Vredenburg's point of view, 1931 marked the acquisition of one of his most-loved operations, the Lamoni Mill. The Lamoni Mill, Coal and Ice Company, once part of the General Supply Company, was purchased by Vredenburg from a receiver in May.

By 1932, the effects of the Great Depression were deepening, with news of bank failures, sheriff's sales, foreclosures, store closings and departing residents filling the pages of the Lamoni newspaper. In the midst of this economic turmoil, the General Supply Company dissolved in March 1932. In the dispersal of the company, David Vredenburg took possession of the Lamoni Mill and the stores at Lineville and Ridgeway, Missouri, and Kellerton, Iowa. Now that Vredenburg owned the Kellerton store as an individual, he became a partner with Charles Hyde, the owner of the other half-interest, making Kellerton the third Hyde & Vredenburg store. The Lamoni Supply Store itself was liquidated by the General Supply Company.

The name "Supply Store" will continue to be used by Hyde & Vredenburg operations, preceded by the name of the town each store operated in, until 1952 when the name "Hy-Vee" replaced the Supply Store name and the later Service Store name that some Hyde & Vredenburg stores used.

Following the General Supply dissolution, David Vredenburg and his family temporarily relocated to Lineville, Iowa, to manage this store that stood on the Iowa-Missouri border. Dwight Vredenburg received his first store management experience operating the Lineville store during the summer of 1932.

In July 1932, David Vredenburg bought the former Denio & Jones' Kash & Karry store in Lamoni and renamed it Vredenburg's Grocery. Since grocery service to the city of Lamoni dates from the store opening in August 1932, Lamoni claims the longest continuous Hy-Vee presence.

David Vredenburg improved coal storage facilities at the Lamoni Mill and offered a fresh meat department at his new Lamoni store, furnishing an electric cooling system to keep the meat chilled.

The year 1933 was a year of important "firsts." Although the Beaconsfield store closed in July 1933, the other events of 1933 are more positive - and more important - for the future of the fledgling association of Hyde and Vredenburg. The profit-sharing plan for store managers was introduced, first offered to Princeton, Missouri, store manager Dale Gamet, increasing his monthly income from \$50 to \$125. The Princeton store was the first that opened in a county seat and county seat locations then become the norm for new expansion.

On a farm west of Lamoni, a slaughtering plant was established, and a cooler and meat preparation room established. A new Ford panel delivery truck, called "The Hearse," was bought in December; it was the first delivery vehicle owned by the company. And in September, the Lamoni store called Vredenburg's Grocery changed its name to "Hyde and Vredenburg" with the name simultaneously appearing for the first time in the Lamoni newspaper.

Although the "Supply Store" name continued to be used for Hyde & Vredenburg operations outside the town of Lamoni, this name was not used for the store in Lamoni itself, which was called, in turn, Vredenburg's Grocery, Hyde & Vredenburg and then Hyde's Service Store.

Although no new stores opened in 1934, a year marked by the graduation of Dwight Vredenburg from Graceland College, the other Lamoni operations of Hyde and Vredenburg flourished. The Lamoni Mill began to operate under the name "Lamoni Mill and Storage." The new truck purchased by the mill set up an established buying and selling route. The mill added pancake flour manufacturing, and established contracts for storage of railroad carloads of food and feed.

In December, the mill shipped 7-½ tons of cornmeal to Des Moines to fulfill one order. The operation of the Lamoni Mill in the company's early history had some Des Moines business people talk about "those corn meal merchants from southern Iowa" when Hy-Vee first moved into the Des Moines metropolitan area in 1959.

The meat plant slaughtered about 30 head a month, and fed stock not ready for slaughter. The first carload buying by the new firm occurred in 1934, when the now- legendary carload of unordered cabbage was not only sold out, but prompted an order for more.

Hyde & Vredenburg acquired the Osceola, Iowa, store in January, 1935. A refrigerated Chevrolet truck was purchased in March. Burlington Railroad officials stopped in Lamoni in early April to compliment Charles Hyde on the high volume of freight shipped by Hyde and Vredenburg.

And then Charles Hyde and David Vredenburg temporarily dissolved their partnership in April 1935, probably because of the passage of an Iowa state law about chain stores, later declared unconstitutional. The two resumed their partnership by October 1935, when they purchased a store in Leon, Iowa. During this time, Charles Hyde changed the name of the stores in Lamoni, Grand River, Osceola, Lineville and Kellerton to Hyde's Service Stores, a name that lasted at those locations until 1952 when the name Hy-Vee was introduced.

Hyde and Vredenburg rented office space in the bank building in Lamoni and hired their first bookkeeper, Cora Levenson (later Roberts). David Vredenburg purchased the Unionville, Missouri, store in August 1935 in partnership with his son Dwight Vredenburg, who began work as manager, and his long leadership career with the company, on August 23rd. Dwight had just graduated from the University of Iowa. David Vredenburg acquired a Centerville, Iowa, store on November 22nd with his other son, Milton Vredenburg, as manager.

Hyde & Vredenburg opened the Albia, Iowa, and Chariton, Iowa, stores in 1936. They bought the Wayne McFarland farm outside Lamoni for their meat plant. Meanwhile, the Lamoni Mill began manufacturing its own line of poultry feed under the trade name "Happy Chick."

Charles Hyde purchased a grocery at Creston, Iowa, and opened his store there in early April 1936. He also owned a Hyde's Service Store in Decatur, Iowa. In June, Dwight Vredenburg moved from Unionville, Missouri, to Centerville, Iowa, managing this store until departing to the new company headquarters location in Chariton in November 1945.

The solution to the increased need for storage, office space and an expanding truck fleet was the purchase of the south lumberyard grounds in Lamoni in 1937 for construction of the first company warehouse. Space in the 120-foot building allowed relocation of the offices from the bank building in Lamoni, and parking space for trucks was available. On August 29, 1937, employees gathered in the Lamoni city park for the first Hyde & Vredenburg summer picnic, still an annual tradition.

The meat packing plant moved its operations from its ice plant location into the Hyde Service Store in Lamoni, which served as a centralized meat-cutting and distribution center for the other stores in the chain. The Lamoni store also added a mouse-proof 8-by-12-by-12-foot flour room. Stores were opened in Bethany, Missouri, in March, and in Grant City, Missouri, in September, as well as in Indianola and Knoxville, Iowa. The Mount Ayr and Kellerton stores closed, and Hyde sold his Decatur store in March.

Incorporation

At a series of meetings held in December 1937, the managers of the 15 stores discussed incorporation, and voted to dissolve the partnership of the two men, Hyde and Vredenburg, and various partners in favor of incorporation. At the December 27, 1937, meeting, stock was sold and the Articles of Incorporation adopted. The name of Hyde & Vredenburg, Inc. was adopted for the new company and its first officers and board of directors were elected. On January 3, 1938, the new company of Hyde & Vredenburg, Inc. incorporated and convened its first board of directors meeting. The company came into existence with 15 stores: Albia, Centerville, Chariton, Creston, Indianola, Knoxville, Lamoni, Leon and Osceola in Iowa and Bethany, Cainsville, Grant City, Princeton, Ridgeway and Unionville in Missouri. Some of these stores had been owned by Hyde, some by Vredenburg, some by the two together, and the rest by various partnerships with others. There were 16 original stockholders.

Dwight Vredenburg, then 23 years old, was elected the company's first president.

During 1938, the new company bought its first company car; began guideline letters which became the basis of its policy/procedures manual; opened new stores in Corning, Red Oak and Shenandoah, Iowa, and in a company "first," opened a second store in the town of Albia, Iowa.

After having leased an experimental retail/wholesale bakery in Princeton, Missouri, earlier in 1938, the company established the Hyde & Vredenburg Bakery, also called the S&S Bakery, in Lamoni, in December 1938. The bakery's initial capacity was 3,000 loaves of bread a day.

The truck fleet expanded to five trucks, and the second annual picnic, held indoors at the Lamoni Coliseum, had 196 attendees.

The bakery saw two expansions in its physical plant in 1939, with a 22-foot-square wrapping room added onto the east end in April and an 18x22-foot expansion begun in December on the west side. It increased its baked good offerings, with doughnuts and sweet rolls added in September and eighteen kinds of pastries in October. Just like the store bakeries of today, it offered custom baking of special-order birthday and wedding cakes, and had a catering function, making "large club orders" available. By November, it had contracted with a "large chain of grocery stores" to supply bread to approximately twenty stores of that chain, in addition to supplying Hyde & Vredenburg stores.

The company added a head of produce buying (Ralph Baker) and a general supervisor (Robert Bixby) in August 1939, relieving cofounders Charles Hyde and David Vredenburg “of the immediate supervision of their 21 stores.” Charles Hyde helped incorporate the Lamoni Sales Corporation, a group in Lamoni that built and operated a livestock sales barn. David Vredenburg busied himself with the Lamoni Municipal Light and Power Plant.

Store expansion continued with the reopening of a Kellerton, Iowa, store in July, the acquisition of Iowa stores in Villisca and Clarinda (both in July), the acquisition of the Bedford, Iowa, store in November and the opening of the Corydon, Iowa, store in December. A store opened - and closed - in Lenox, Iowa, this year and the Ridgeway, Missouri store closed.

That year, 300 people gathered in October for the annual employee dinner.

The slaughtering plant, first located on a farm outside Lamoni in 1933 and then relocated to the Hyde’s Service Store in town in 1937, became a full-fledged operation when the board of directors voted to buy Charles Hyde’s 40-acre farm west of Lamoni and acquired 18 acres of land from the RLDS church so to establish the Lamoni Packing Company on October 15, 1939. A new slaughterhouse was built and the plant opened in early 1941.

When fire destroyed the Lamoni Mill on January 25, 1940, the east elevator of the Farmers Cooperative Seed & Grain company was immediately purchased to replace the old mill. New machinery was installed, first for feed production and then for cereal, and the building was remodeled, a new foundation added and an additional basement constructed to store two carloads of merchandise.

The truck fleet expanded with the purchase of an extra-long refrigerated trailer. The warehouse facility expanded with the purchase of the Teale Implement building on August 1, 1941. This two-story building, plus basement, measured 40-by-80 feet. A 12-by-80-foot cold storage room was added to the warehouse in November, which allowed storage of three carloads of fruits and vegetables at a constant 45-degree temperature. Three banana rooms opened in December, and coolers were added in anticipation of the opening of the meat plant.

While the Kellerton store closed in 1940, stores opened at Glenwood, Iowa, Oskaloosa, Iowa and Cameron, Missouri.

The new Centerville, Iowa, store, opened in 1940 under manager (and company president) Dwight Vredenburg, had many innovations. It was the first self-service store, offering the use of shopping carts for the first time. It housed the first frozen food case, played music in the store (via radio), and had fluorescent lighting, introduced commercially only a few years earlier. Its staff was divided into departments and positions for the first time. And its staff was the first to receive bonuses from profits.

The year 1941 ended with the entrance of the United States into World War II on December 7th, and the war's effects on staffing, price controls and shortages continued through the rest of the time that Hyde & Vredenburg was headquartered in Lamoni. But during the early part of 1941, the three-year-old corporation continued to grow and develop.

In April 1941, the board of directors divided the stores into three geographic areas and set up the first supervisors in areas such as meat and produce. After exploring options in Chariton, Iowa, it was decided in April that the bakery operation would remain in Lamoni and a building addition would double its size, expanding it from 20-by-138 feet to 42-by-138 feet. New equipment, including a wrapping machine, was installed and the new plant size and machinery increased the output from 40,000 loaves of bread a week to 50,000. By September, Lamoni Packing was slaughtering 40 to 50 head of livestock a week, and it hired a sausage maker. The company also operated a 210-acre dairy farm near Centerville. By now, 500 people attended the annual party on September 7th at the Lamoni Coliseum. A second store opened in Princeton, Missouri.

In honor of his wife, Kate, who died in May 1940, David Vredenburg donated the Grenawalt Hardware building on Main Street, which he acquired in February 1941, to the city of Lamoni in April to serve as the site of the Lamoni Public Library (on the first floor) and Boy Scout rooms (on the second floor). The board of directors voted to donate money to the Boy Scouts in 1941, the first charitable contribution approved by the board.

During World War II, both co-founders returned to "active service" in the stores. When Dwight Vredenburg enlisted in the Coast Guard in September 1942, his father David moved to Centerville to manage the store during Dwight's absence. Except for a short stint in 1948 to help with the meat-packing plant in Lamoni, David Vredenburg resided in Corydon, Iowa until his death in September, 1949, with his second wife and her children.

Charles Hyde returned to active management of the Hyde Service Store in Lamoni on September 29, 1942, when the store manager left to perform defense work. His wife, Nola, had died a month earlier. Hyde worked on the USO committee, for the Red Cross and served on the Decatur County draft board during World War II.

The Hyde & Vredenburg Bakery and Lamoni Packing incorporated into one company as Lamoni Industries, Inc., in January 1942.

The war affected many aspects of Hyde & Vredenburg's operations. The board of directors voted that wives of managers would receive full pay while their husbands were in service. Stores were managed by women independently for the first time. One of these managers was Kathleen Maple (later Clegg), who operated the Cainsville, Missouri, store beginning in April 1945 while her brother, Stanley Maple, served in the armed forces. Women increasingly applied for work in the stores and the Lamoni Bakery, faced

with the need to staff the bakery six days a week and for many hours a day, hired its first woman production worker in October 1942.

A Hyde & Vredenburg employee, truck driver William Lea (“Buddy”) Kelley, was Lamoni’s first wartime casualty when he was killed at his training base in Louisiana.

Employee bonuses were paid in defense bonds, not in cash.

Store expansion halted during the war, and the Albia, Iowa, #2 store and Princeton, Missouri, #2 stores closed. Tire rationing caused hardships for the company, the largest user of tires in Decatur County. David Vredenburg spent three days each week in Des Moines at the offices of a food wholesaler, where he maintained a buying office, in the hopes of latching onto scarce goods since he was “there on the spot.” The meat packing plant closed temporarily in June.

The year of 1943 was a quiet year for Hyde & Vredenburg, marked by the election of Marion Coons as secretary-treasurer of the corporation to replace Charles Hyde, and the event of Charles Hyde’s second marriage, to Mabel Carlile. An important “first” in the history of the company was the major expansion of the Knoxville store, the first remodeling project performed on an existing store.

Activity picked up in 1944. On April 1, president Dwight Vredenburg returned to management of the Centerville store, having received a medical discharge from the Coast Guard. The first of the three Lamoni operations to be detached from the company was the Lamoni Bakery, which closed May 16 due to a staffing shortage and wartime price controls. The meat packing plant, on the other hand, operated full-time day and night. Stores were added at Trenton, Missouri, and Ottumwa, Iowa. On November 29, 1944, a committee was appointed to investigate the purchase of the Chariton Wholesale Grocery in Chariton, Iowa. Chariton lay on the main railroad line, instead of the branch line at Lamoni, and with the majority of Hyde & Vredenburg’s products being moved to the company by rail, railroad access was a major consideration.

Eleven months after the appointment of this committee, the board of directors voted on October 9, 1945, to purchase the Chariton Wholesale Grocery company. The check for the purchase of the Chariton Wholesale building at 11th and Auburn streets in Chariton was issued on November 9, 1945. Company president Dwight Vredenburg resigned his store manager position at the Centerville store, and began to work at the Chariton office, where the corporate offices had relocated.

The company sold its second Lamoni operation, the Lamoni Mill, in November 1945. The building that housed the former bakery was sold to the RLDS church in November, and the warehouse was sold to Lea Kelley in December.

Two company operations remained in Lamoni: produce distribution and the meat packing plant. Corporate officer Ralph Baker remained in Lamoni until 1949 to manage the fresh

produce distribution center, at which time both he and the operation relocated to Chariton.

The third operation, Lamoni Packing, was sold on December 7, 1948..

In Summary

Charles Hyde and his second wife Mabel lived in Lamoni the rest of their lives. Charles Hyde served as the mayor of Lamoni from 1947 to 1949. For a time before his death in 1970, Hyde resided in a nursing home in Leon, Iowa.

Charles Hyde first came to Lamoni to work as a meat cutter in the Supply Store, and David Vredenburg's first occupation in the area was as a dairy farmer. Today they both lie buried close to each other in Rose Hill Cemetery west of Lamoni.

The years in Lamoni gave Hy-Vee its foundation and principles and set its course on expansion, which would continue during the company's years in Chariton.

The *Lamoni Chronicle* of October 18, 1945 noted "Lamoni is happy to have played its part in the success of this concern and is very sorry to see the move made, however we are sure the men of this firm know what opportunities are ahead and we will be ever hopeful of their continued success in the new venture."