



**'BEHIND THE 'MIKE'**

**WITH**

**K·M·A**



**'RADIO DIGEST' GOLD CUP, AWARDED EARL E. MAY, ANNOUNCER  
THE EARL E. MAY SEED & NURSERY CO., STATION, SHENANDOAH, IOWA**

**KEEPS MILLIONS ADVISED**



BEHIND THE "MIKE"

WITH — K M A

# KMA ILLUSTRATED SOUVENIR

Showing the beautiful home of this vast institution, the  
officers, the department heads, announcers, and  
entertainers connected with the

## EARL E. MAY SEED & NURSERY CO.

EARL E. MAY, President

The Home Of The Popular Radio Station KMA

SHENANDOAH, IOWA

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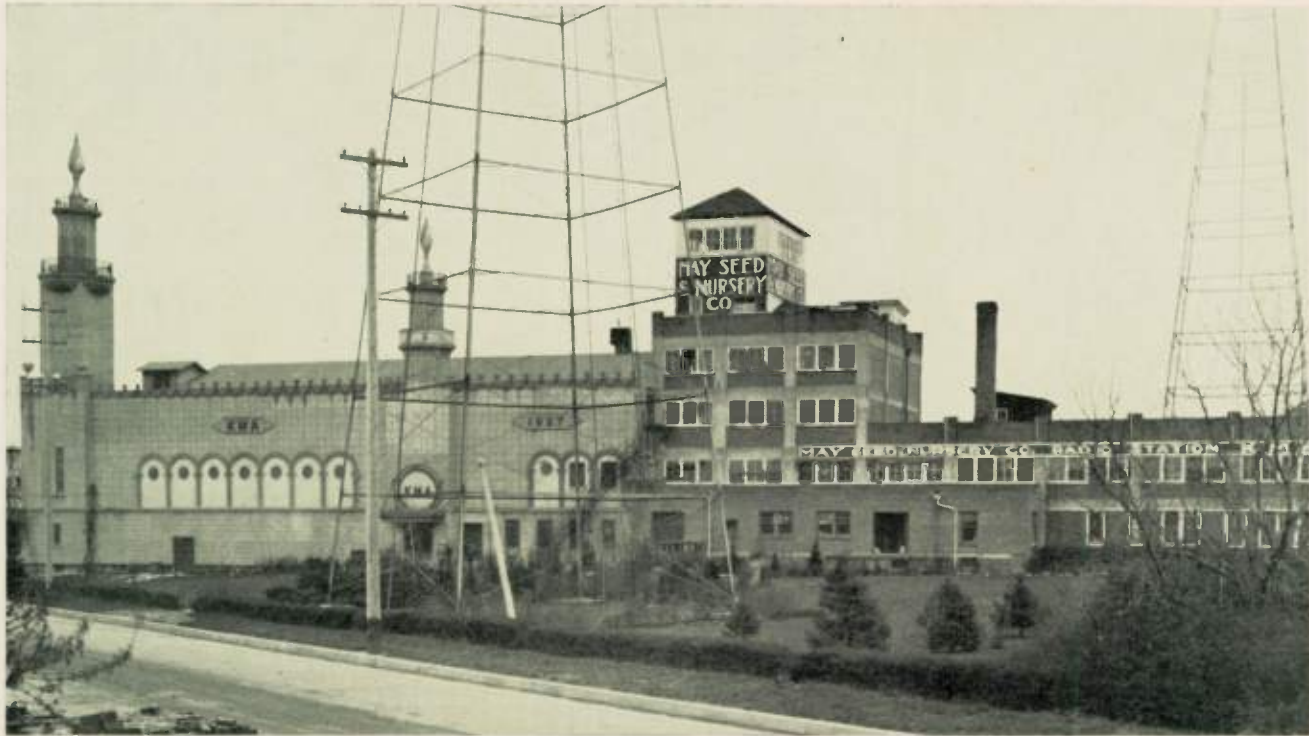
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*Shenandoah, Iowa*

BEHIND THE "MIKE"

WITH KMA



THE HOME OF KMA AND THE EARL E. MAY SEED & NURSERY COMPANY

## Dedication

**I**N SPEAKING of the Earl E. May Seed & Nursery Company, it is difficult to express in a short space and be fair to this great institution, and say anything that would even, in a measure, tell you of its bigness and the importance of this institution. Mr. May, President, has built up the present business from a very small beginning.

Mr. May has dedicated his talent, his business ability and every ounce of his energy to the cause of live stock and agricultural interests. There is scarcely a man in the corn belt who does not know Earl E. May and about the merchandise he sells. He annually mails millions of catalogs to practically all the farmers, especially in the Central-west. He speaks to millions of hearers over his very popular radio station, KMA. This institution is strong financially, but what is more, they have a character which is the embodiment of square dealing, honest representation, fairness and conscientious merchandising and service.

The Earl E. May Seed & Nursery Company have one of the finest broadcasting studios in all America. They have one of the most beautiful theatres the eye can behold. Well over a hundred thousand people annually visit and are entertained at this station and theater and the expression that comes from the lips of those who depart as follows, "Beautiful, gorgeous, wonderful."

You, Mr. Farmer, owe it to yourself and to your family to fill the car with gasoline and oil and drive to Shenandoah and visit this most wonderful institution. You will be received with courtesy, and will at once note their spirit of service. You will feel at home because they are every day folks. You will find that human side of life demonstrated to you by the attention and their earnest effort to serve you and make your visit happy, pleasing and pleasant.

In looking through this souvenir, you can get a fair idea of the broadcasting station, of the auditorium, which has a seating capacity of over one thousand, you can get an idea of the Radio Digest Gold Cup which was awarded Mr. Earl E. May by the tremendous vote of 452,901 enthusiastic radio listeners. Then go right on through the souvenir, take a look at Mrs. E. E. May, the valuable assistant to Mr. May. She takes a prominent part in the entertainment. You can readily see how it is that station KMA is so popular when you look through this souvenir and see this wonderful array of talent. This souvenir will be something of value to put in your library, to hold in your hand while listening over the radio and you can get an idea of who is entertaining.

The Earl E. May Seed & Nursery Company has the enthusiastic support of everyone in Shenandoah and I speak as one representing a city and a community, recommending to you this great institution as one of honor, integrity, with the true spirit of service and so subscribe myself.

JAMES J. DOTY

BEHIND THE "MIKE"

WITH — K M A



THE BEAUTIFUL MAYFAIR THEATRE SHOWING LOWER FLOOR AND PART OF BALCONY

## THE NEW (MAYSEED MARKET) BUILDING

The steadily growing business in the farm seed department made it necessary for this company to secure larger quarters and last fall they purchased this vast building and remodeled it to house the Farm Seed Department. This department is now nicely established in the new quarters and all of the farm seed orders are being handled from it. The building is across the street east from the main building, is built of brick and concrete throughout, and contains room for about 100 car loads of farm seeds as well as the room necessary for handling. Any of our large trucks can drive into the building from any one of the three entrances.





## EARL E. MAY

OFFICIAL ANNOUNCER  
OF RADIO STATION  
KMA

Chosen by radio-land as its most popular announcer for the year 1926, and awarded the Radio Digest Gold Cup as an emblem of the people's choice.

The Gold Cup bears the following inscription:—"1926 Radio Digest Award to Earl E. May of Station KMA, World's Most Popular Announcer."

This picture of Mr. May shows him before the "Mike" in the new studio, and the good natured expression upon his face indicates in part, why he received such loyal support in the Radio Digest contest; and likewise the pleasure he feels in speaking to his many friends, or in greeting them when they visit the new studio and seed home.



## MRS. EARL E. MAY

Mrs. May has been of valuable assistance to Mr. May in the matter of establishing the enviable reputation enjoyed by KMA, for, from the first of this station's programs, she has taken a prominent part in them as a vocal soloist, and has spared no effort to please the many who enjoy her rendition of the various types of songs she sings. Many radio artists "have their day" but Mrs. May's popularity has known no waning, and after her many appearances at the microphone her requests are yet numerous. She has charge of the Sunday noon-time sacred service which has met with a most gracious reception. Many of KMA's friends have had the pleasure of meeting Mrs. May and hearing her sing in person, and she is a favorite at many functions where her services as a vocalist are much in demand.

Mrs. May is a daughter of Mr. and Mrs. E. S. Welch of Shenandoah, Iowa. Mr. Welch is President of the Mount Arbor Nurseries whose main offices, and much of the Nursery's extensive acreage are located at Shenandoah.





MISS ORMAH CARMEAN is the program director and announcer and it is due to a great extent, to her untiring efforts that the thousands of KMA listeners are so well entertained. She has been with KMA since its origin.

FRANCES AND EDWARD MAY, the children of Mr. and Mrs. Earl E. May are shown. Edward hopes some day to be an announcer like his daddy, while Frances may grow to rival her mother in song.



MISS FRENA AMBLER is the associate program director, and is likewise the KMA Story Lady for the little folks, and she has made her self popular with the kiddies with her entertaining stories. Miss Ambler also assists with the announcing.



E. S. WELCH treasurer of this company, is also president of the Shenandoah National Bank and has extensive banking and nursery interests all over the country. He takes a great interest in all problems of the nursery grower, the horticulturist and farmer and is an authority on these subjects. Mr. Welch rarely appears before the "Mike" as he is too busy with his various interests, but will give the benefit of his knowledge to those who are interested.

ALFALFA JOHN NICOLSON is associated in the business and has had national experience with Farm Bureau work. He is interested in agricultural activities to the extent that he owns farm lands, and also has a ranch in the seed producing section.





THE BEAUTIFUL STUDIO AND AUDITORIUM—This view was taken one morning from the back part of the main floor and we think it gives you an excellent view of the seating arrangement of the Mayfair Theatre, the magnificent decorations and the beautiful broadcasting studio. This auditorium will seat 1,000 people and at that you have to come early to be assured of a seat.

JENNIE DUNNEGAN GOTTSCHE, soprano soloist has won a host of friends with her songs from KMA. She has a very pleasing voice and is a favorite with many, having sung at intervals ever since KMA was established.





BURKE SCHRIVER, who is in charge of the Nursery Department is one of our regular announcers, and particularly devotes his time to nursery subjects. He has been with us since before KMA was established.

LE ONA TEGET the KMA Flower Lady, talks to you regularly on flowers, as well as on Domestic Science subjects, and has charge of the landscape department. Her work has proved a great help to thousands of our home owners.



CARL J. WOLFORD is the secretary of the company and looks after the accounts as well as checking up on your remittances when you order from us. He doesn't have time to appear before the "Mike" but is sure on the job.



HAROLD M. CASE is one of our department men who is especially well versed in the seed and nursery business. He has had a wide experience in this work, has traveled extensively and is well qualified to handle the problems which confront us in these lines.

J. C. RAPP, who is known as "Cy" to the radio world, answering a few of the many radio questions which come to him daily. He also assists in the announcing.



IRVING STEURER is the KMA Gardener and is on the program daily telling you how and what to plant in your vegetable gardens. He is an expert in his line, having spent years in study and training on this subject.



### GEO. M. CANTRALL

This will introduce to you George M. Cantrall, the editor and manager of The Swine World Publishing Company. George Cantrall is the dean of the Poland China fraternity. He has spent his life for the cause of the purebred Poland China hog. George Cantrall knows the Poland China hog business. He is personally acquainted with practically every prominent Poland China breeder in the United States. He knows pedigrees and blood lines. He knows the good ones and the ones that will make the breeder and the farmer the best investment from a financial standpoint. He is the monument of honor and is today considered the greatest author

ity on Poland Chinas. To the young breeder, we heartily recommend him. He will guide you straight and his advice in building a Poland China herd will help you to success. He has been actively identified in the publishing business for over thirty-five years. He was one of the organizers of the National Swine Growers' Association and has held the office of Treasurer since its inception.



EVA HOPKINS gives daily talks for the ladies on beauty aids and treatments, and her products are steadily growing in popularity. Her advice is eagerly sought after, as one can attest by the quantity of mail she receives.



THE JIG AND REEL ORCHESTRA

## THE JIG AND REEL ORCHESTRA

The Jig and Reel Orchestra is what might be termed an Old Time Dance Orchestra, and it makes us think we must get our partners for the next dance. They have won a large following with their old time popular numbers. The members of this orchestra are real musicians and can play any kind of music desired, but the orchestra devotes its time to the old time music because it is in such demand. The personnel is Phyllis Brownell, piano; Bernard Ruby, banjo; Earl King, guitar; Francis Clatterbaugh, drums; Bill Powell, violin, and Bernice Currier, violin and director.





MABEL NELSON is the private secretary for Mr. May and in addition to looking after his correspondence, engagements, etc., devotes a lot of time to assisting with the arrangements of the programs and securing special attractions.

COUSIN PAUL, as he is known to the many thousands who listen regularly to KMA, is one of our announcers and entertainers. He sings regularly and his solos as well as his duets with Gretta Taylor are well received. He is shown here enjoying a cup of KMA coffee.



BERNICE CURRIER is our violin soloist and she also directs and plays with the Mayola and the Jig and Reel Orchestras. Bernice also announces over the radio and has made talks on furniture, home furnishings, cooking hints and women's fashions.

ELLA MURPHY reading one of the many books she reviews in order to give you her timely book review from KMA. Here's a real treat for the book lovers in radio land and Miss Murphy has a large following.



## THE DIXIE GIRLS

Alta on the right, Opal on the left. These little girls who sing the soft Southern melodies, almost make one feel the warmth, the streams, the pines and the mountains of the Blue Ridge. The Dixies with their singing and guitars have made a place for themselves among the radio fans during the 5 years they have been broad asting from KMA.



Right now they are down home, but will be back with us again very shortly, ready to sing the request numbers for you.



GRETТА TAYLOR is in demand on our programs every day, as she is the pianist for several of our musical organizations, gives regular pipe organ programs and in addition sings those crooning songs every one enjoys.



GYPSY JOHN was ever popular with his old time ballads, barnyard imitations, and entertaining, as well as his good natured announcing on our regular programs. He left KMA only recently, and is now manager of three theatres in Nebraska.



LOUISE McGLONE always comes in smiling and is always "on the job." She is often heard on the piano and plays for Mrs. May as well as having charge of the office work in connection with the Mayfair Theatre.

## HERE ARE THE HUNGARIAN GIRLS—FEATURE ARTISTS AT KMA

**THE GARAYS**—Elizabeth, violinist—Yolanda, celloist. These two curly haired, short, smiling musicians, captivated the Jubilee listeners when KMA opened in October 1927.



Their charming personalities and remarkable musical ability has marked them wherever they have been whether in America or Europe as the outstanding classical trio in the United States.

The Garays have entertained extensively in Europe before the crown heads. They are also favorites with the common folks, because of their understanding of human nature. They, themselves, have been raised in an agricultural district in Hungary, their father being an agriculturist and horticulturist.

Helene Lindsay, pianist, comes from Kansas, and her accompanying is the most delightful that you can hear over the radio.



## COUNTRY SCHOOL DISTRICT NO. 9

One of the popular features of the KMA programs is the District "Skule" which was originated last winter and has been a regular feature every evening since. Mr. May is the school master, and the pupils are a part of the regular staff of entertainers, and the jokes they pull are good. In fact we have heard many say the jokes are better than you ordinarily hear on the stage, and thousands of radio fans have written letters congratulating the station upon this splendid feature.

Personnel — Standing, Left to Right: Alfalfa Johnnie, Opal Dixie, Susie McIntosh, Janie Mae Wing, Burke Schriver, Willie Powell, Strizzie Dawson, Hienie Steinmieur, Annabelle Doolittle, Earl May, Teacher. Seated—Left to Right: Ole Swenson, Temperance White-



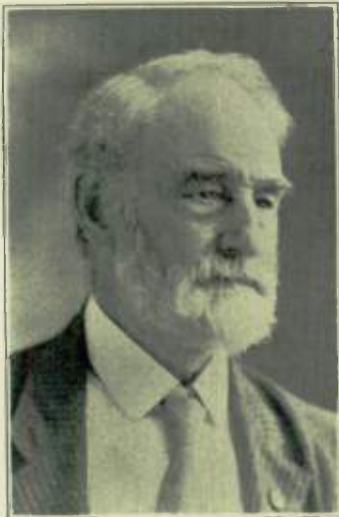
stone, Henry Spickelmieur, Sis Hopkins, Jim Whilt, Lem Hawkins (on floor), Georgie Merchandise, Alta Dixie, Bogata Washington, Geraldine Hanson, and Isaac Jones.

## THE MAYOLA ORCHESTRA

The Mayola Orchestra is the KMA little symphony, and very few musical organizations have a more constant and appreciative following. Their programs consist largely of the better popular selections with semi-classical numbers by way of variation and their rendition of these selections have made them very popular with the radio audience. The personnel of the orchestra as placed in this group is Gretta Taylor at the piano, and from left to right, Raymond Shumate, cornet; Lewis and Paul Shumate, saxophones; Bernice Currier violin and director; Marie Henderson, flute; Don Shumate, trombone and Francis Clatterbaugh drums.



THE MAYOLA ORCHESTRA



HON. GEORGE VAN HOUTEN, KMA's well known lecturer may be heard daily from our station. His life has been full and varied and few can equal his vast store of knowledge on all subjects.

GRETTA TAYLOR is shown seated at the pipe organ, and regularly gives pipe organ numbers for us. Have you heard the latest song hit? If not, Gretta will play and sing it for you. Yes, anything from Turkey in the Straw to operatic selections. Everyone likes to hear Gretta sing and play.



JIM WHILT, the Poet of the Rockies, came to us from Glacier National Park, and he has made himself such a favorite that he has been a permanent fixture at KMA for several years. His poems are in great demand over the air as well as for entertainments.

## THE SHUMATE BROTHERS

The Shumate saxophone and male quartet present a real attraction to radioland. These four brothers, Raymond, Paul, Lewis, (seated) and Don; a product of the corn belt, and not only exceptionally good with their instruments, but likewise are more than popular as a male quartet, and in addition to their popularity from the radio audience they are in constant demand for other engagements. They are known in country school as Strizzie, Henry, Isaac and Ole. Always dependable and right on the job.







LOIS VAN HOUTEN is a granddaughter of Geo. H. Van Houten and can be heard every morning singing hymns and old familiar songs, as well as an occasional Italian selection. She also acts as reporter and writes KMA news.

PHYLLIS BROWNELL is the youngest member of our staff. She plays the xylophone solos as well as playing the piano accompaniments for other artists on the daily programs. You can always count on Phyllis and she has made a large circle of friends.



MR. FRANK COYKENDALL is an active and practical "dirt farmer." That fact is, in part, explanatory of the interests shown by our listeners in his farm talks, which are given at various intervals from this station. Mr. Coykendall's able talks are on farm problems.



## THE COFFEE ORCHESTRA

The Coffee Orchestra always come up smiling after they have had their KMA coffee. This group is composed of Lewis Shumate, saxophone; Bernard Ruby, banjo; Phyllis Brownell, banjo and Francis Clatterbaugh, drums, and they know how to give you the popular and rag time numbers in a manner which has won them a host of friends in radioland. They play every day and have been playing together so long they have been able to blend their instruments and produce unusual harmony. If you have a special number you want them to play, just drop us a line and we will have them play it for you.

GRETTA TAYLOR and COUSIN PAUL filling their many daily requests for popular songs and ballads. Both of these artists are popular with the radio fans and they sing together in a very pleasing manner while Gretta plays the accompaniment on the piano for their various selections.

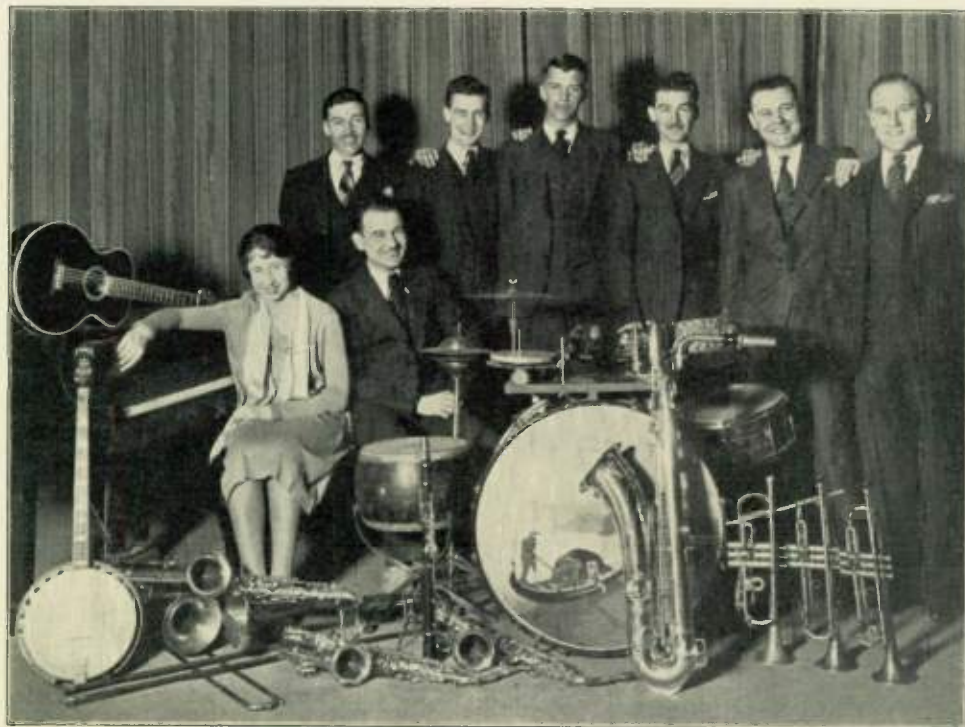


THE BEAUTIFUL HOME OF MR. AND MRS. E. S. WELCH

We are showing here a view of the beautiful home of Mr. and Mrs. E. S. Welch, taken from the south side of their home and showing the beautiful lawn, and a small part of the wonderful landscaping in their Italian garden. You cannot enjoy or appreciate this beauty spot without seeing it, and when you visit Shenandoah make it a point to get a view of it.

## THE MAYTIRE ORCHESTRA

The Maytire Orchestra is the regular KMA dance orchestra and to say they are popular is putting it mildly. They are versatile and many of them double on two or three different instruments during their programs, using the piano, drums, banjo, guitar, saxophones, clarinets, cornets, slide trombones, etc. The personnel of this group consists of Gretta Taylor, Lewis Shumate, Bernard Ruby, Raymond Shumate, Francis Clatterbaugh, Paul Shumate, Don Shumate and Jimmie Fitz. Tune in on them any time and you will be more than pleased with their programs.





THE CORNPICKERS is a group you will enjoy as they play the old time songs on their stringed instruments for you. They put a lot of comedy into it, and receive many requests for repeat numbers. Their old time numbers seem to be very popular.

FRED GREENLEE and two of his prize winning birds. Fred is the poultry man at KMA and in addition to handling our large poultry business he gives valuable information via the "mike."





## HALIOLE HAWAIIANS

The native Hawaiians shown at the left here entertained thousands of radio admirers from Earl E. May's cornbelt station in the past. They are Sammy, Mignon and Coral from Wailuku on the isle of Maui territory of Hawaii. Their program consists of instrumental and vocal numbers, the most of them being native Hawaiian music, although they are able to give many of the American popular numbers. They have been a regular feature at KMA and have won a host of friends with their soft strumming and singing of their melodies from the south sea isles.

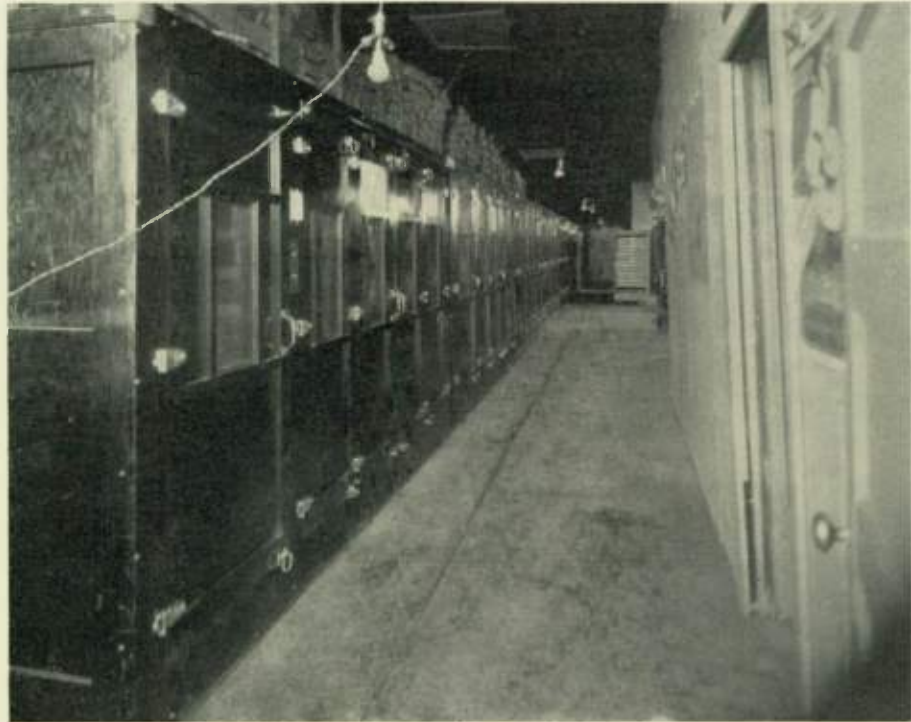


Every Sunday morning at 8:00 Rev. John Wm. Todd, ably assisted by the Misses Florence and Sara Todd, daughters, conducts a sacred service at KMA which has become very notable throughout the radio field of the middle West. This service has been a feature of this studio for the past few years and meets with an ever increasing popularity and appreciation, as attested by the response of the large audience which hears this service. In the upper row, reading from left to right, Sara Todd, contralto; Marcella Todd Glass, former accompanist; Florence Todd, soprano and accompanist and Rev. Todd, a Minister of the Presbyterian denomination.



## THE MAYWAY HATCHERY

\$57,600 paid for eggs hatched in our Electric Incubator this year. There are 600 full cases of eggs under incubation all the time and these eggs laid end to end would reach over 48,000 feet which is almost 9 miles of eggs. During the hatching season we use 4,000 cases of eggs or 10 car loads. This is one of the largest incubators in the country and plans are being made now for enlargement. All the eggs placed in this huge incubator are from flocks that have been carefully culled for egg production. This department is under the supervision of Fred Greenlee, who has been with us for years.







The picture to the left shows Walter Heacock, World's Champion Bronco Rider. This record was established in the summer of 1927 at Belle Fouche, S. D., in the presence of President Coolidge and his wife. With him is shown Jim Whilt trapper, guide and poet of the Rockies; and Edie May, son of Mr. and Mrs. Earl E. May, a junior cowboy.

THE GERTRUDE MAY REUTER ORGAN in the Mayfair studio auditorium is one of the finest in the country. The console is finished in an ivory tint and is trimmed in mahogany. Be sure to see this beautiful instrument when you visit us.



This picture was taken in Peony time last year and shows Mr. May in one of the Peony beds giving beautiful peonies to a group of children. Shenandoah is noted for its beautiful flowers and at Peony time there are millions of blooms in evidence in the nursery grounds, and a great many of the homes in the city have peonies in evidence.



THE BEAUTIFUL HOME OF MR. AND MRS. MAY

We are showing you where Mr. and Mrs. May live, as so many want to see a picture of their home. You will note the beautiful ornamentals, the vines and flowers which surround their home, which always attracts the eye of the visitor. Our landscape department will be glad to cooperate with you in the selection of ornamentals and perennials for your yard, if you will take it up with us.



