



'BEHIND THE 'MIKE'



WITH

K·M·A

19 26



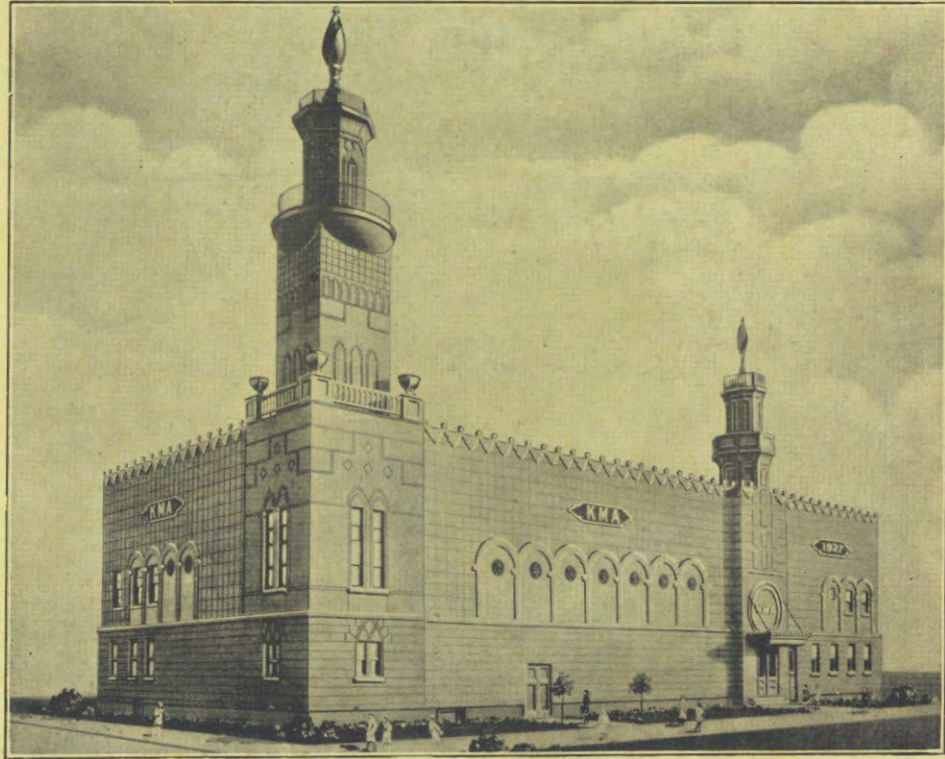
'RADIO DIGEST' GOLD CUP, AWARDED EARL E. MAY, ANNOUNCER
THE EARL E. MAY SEED & NURSERY CO., STATION, SHENANDOAH, IOWA

KEEPS MILLIONS ADVISED



THE NEW KMA STUDIO and MAYFAIR THEATRE

The accompanying illustration gives a very good view of the new studio and Mayfair Theatre which was recently completed. This beautiful building was designed along the lines of the Moorish architecture and is especially pleasing in appearance. In addition it is the finest broadcasting station in the country and we're very proud of it, both inside and out. We are sure when you see it you will say we were very modest in our praise. Space prevents us giving you a further description, so come and see for yourself how beautiful it is.



BEHIND THE "MIKE"

WITH K M A



A glimpse into Mayfair Auditorium during one of our afternoon broadcasts. It has a seating capacity of 1000 persons.

THE DEDICATION

"BEHIND THE MIKE", the KMA souvenir booklet, now in its fifth edition, is dedicated to the many friends whose loyalty made possible the honor conferred upon KMA in the selection of Mr. May, KMA's official announcer, as the one among the many splendid and talented announcers of this country, to be awarded the RADIO DIGEST Gold Cup for the year 1926; thus voicing the approval of 452,901 radio enthusiasts of the central states who cast their vote for him. Mr. May acknowledges a debt of gratitude to all who aided in conferring this honor upon him, his station, and the artists who so ably assist in making the KMA programs so popular.

It is also with a sense of pride in achievement that we present a few views of our new studio, one of the finest of its kind in the nation. Words are inadequate to describe this beautiful creation, but we hope you will all be able to visit it and see for yourself.

The letters KMA are the official call letters of the radio broadcasting station of the Earl E. May Seed and Nursery Company, the main offices of which are at Shenandoah, Iowa. This company is enjoying enviable prosperity in serving the public with its products; and the amazing increase in business during the past few years testifies to the hundreds of thousands of satisfied customers, who find this large business is conducted to the satisfaction of its customers.

We regret space prevents more than casual reference to our large staff of artists, but feel the reproductions presented and the brief announcements will serve to introduce them to you in a personal way, and thus add to your pleasure and enjoyment as you listen to them over KMA, or meet them while here.



1926 RADIO DIGEST
Gold Cup Award



MR. EARL E. MAY

President of the Earl E. May Seed
and Nursery Company

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."

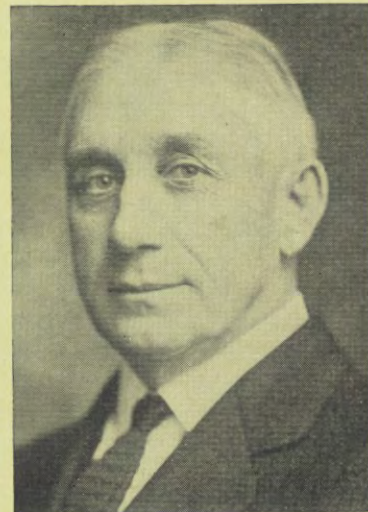
This picture of Mr. May shows him before the "Mike" in the new studio, and the good natured expression upon his face indicates in part, why he received such loyal support in the Radio Digest contest; and likewise the pleasure he feels in speaking to his many friends, or in greeting them when they visit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





Every Sunday morning at 8:00 Rev. John Wm. Todd, ably assisted by the Misses Florence and Sara Todd, daughters, and son, Jack, 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 at this studio for the past year and meets with an ever increasing popularity and appreciation, as attested by the response of the large audience which hears this service. In the lower left hand corner is shown Jack Todd, baritone soloist: Upper row, reading from left to right, Sara Todd, contralto; Florence Todd, soprano and accompanist; Marcella Todd Glass, former accompanist, and Rev. Todd, a Minister of the Presbyterian denomination.





CHARLIE HOWELL, the golden tenor at Mayfair, is an ever popular entertainer with his old time, ballad and popular songs. He has also made records for the Victrola, and is popular with the visitors who come to the station.

THE FARNHAM TRIO

To the right is the picture of the Farnham Trio, and many there are who have expressed great appreciation of this splendid musical group. The KMA radio audience never tires of hearing the Farnham Trio programs. Mrs. Farnham who conducts the Trio, has been a successful teacher of piano for many years and the daughter is a graduate of Northwestern University. Mrs. Ruth Farnham Ullrick, violin, is also conductress of the Shenandoah High School orchestra, and is at the left in the picture. Next to Mrs. Ullrick is Mrs. May Whitney Farnham, piano. D. S. Ullrick, baritone horn and announcer.

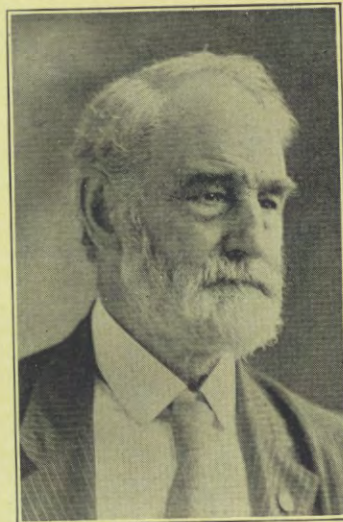




MRS. EARL E. MAY AND CHILDREN

MRS. EARL E. MAY and the two children, Frances aged ten, and Edward aged eight, comprise the happy group to the left. This picture was taken in the new studio, an interesting fact to the children, as Edward hopes some day to be an announcer like his daddy, while Frances may grow to rival her mother in song before the microphone. The children enjoy nothing better than a visit to the studio.

They are frequent visitors and enjoy the programs very much, as well as the fine picture shows given in the Mayfair theatre in the evenings.

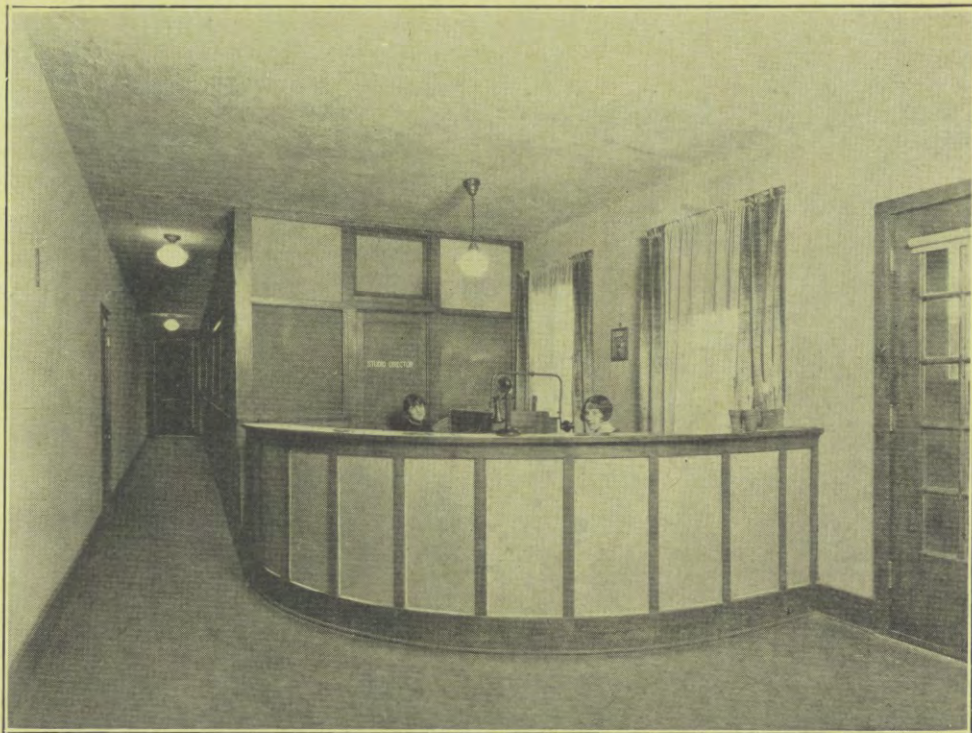


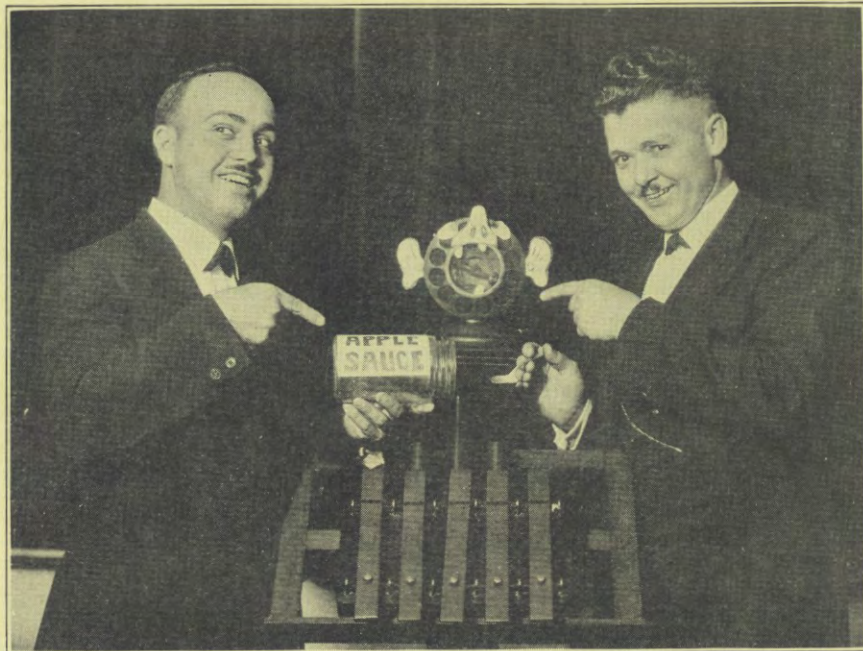
HON. GEORGE VAN HOUTEN, KMA's well known lecturer, is at present on a world tour, but will return this summer and again take his place on the KMA staff. His life has been full and varied and few can equal his vast store of knowledge on all subjects.

THE TELEPHONE BOOTH

The telephone booth and information desk form an important factor in the business of the May Seed & Nursery Company. Here is where your calls are received, and your requests for dedications and announcements are handled. As well as the thousands of orders that are phoned in for seeds, nursery stock, etc. This switch board also connects with every department in the vast building.

Here is where the thousands of visitors receive information and directions regarding either the programs or the business matters they come to see us about.





Here's Doc and Grady, the "Applesauce Twins" giving friend Mike a good dose of applesauce. This radio team is a very popular one, especially with the kiddies. The twins are the originators of the KMA Slumber Boat for all the little tots. In every day life the twins are Dr. J. D. Bellamy and Grady Fort.



HUGO HEYN

Here we show a real marimba and xylophone artist Mr. Heyn has been associated for two years at various intervals. His home is in Omaha, Nebr. He comes down here to play for you, sometimes in a car, sometimes on the train and again he flies thru the air.

Good -
Party
my dream boy → *Keep away!*

BEHIND THE "MIKE" WITH "M.A."

THE SHUMATE BROTHERS

The Shumate saxophone and male quartet present a dual attraction to radio-land. These four brothers, Raymond 18, Paul 20, Lewis 22, and Don 24; 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.

The personal charm and magnetism they put into their work, is also a factor in their success.



THE SHUMATE BROTHERS



THE DIXIE GIRLS

Alta sitting, Opal standing. 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, the large number of messages received regarding their programs make further comment unnecessary.



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

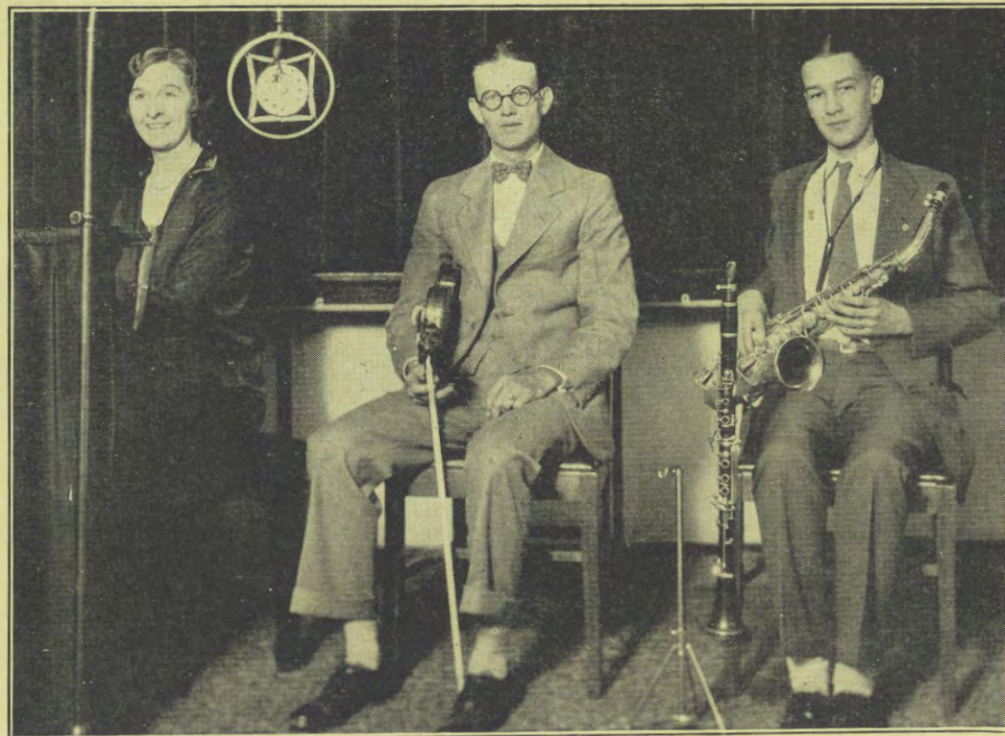


The above picture is that of Rev. L. A. Lippitt, pastor of the First Congregational church of Shenandoah. Many radio listeners are pleased that Rev. Lippitt's services are broadcast from KMA, as they are, on stated occasions.

MRS. L. L. VANATTA, the Iowa farm woman, gives regular weekly talks on the problems of the farmer's wife, and how radio helps to solve many of them. You always enjoy listening to her.



BILLY ALEXANDER who entertains with May's Mandolin Musicians. Billy plays the mouth harp exceptionally well and received many more messages of congratulation than any other eleven year old boy we know of for radio work.



THE MAYFLOWER TRIO

Very few musical organizations have a more constant and appreciative following than that which is enjoyed by The Mayflower Trio. Their programs consist largely of the best popular selections with semi-classical numbers by way of variation, and their renditions of either is always of the highest standard. The personnel of the Trio, from left to right, is as follows: Mrs. June Taylor, piano; Jim Taylor, violin; Bob Ross, saxophone and clarinet. June is kept busy during the day in the radio mail department. Jim is associated in the shipping department and Bob is away in school at this time.

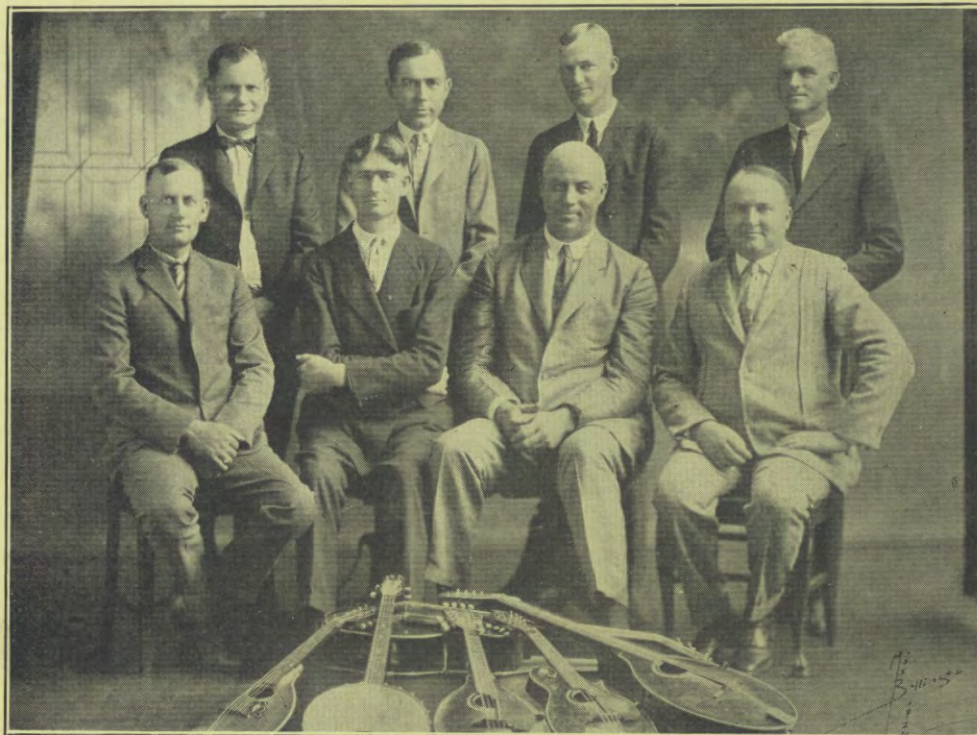


MISS ORMAH CARMEAN is program director, announcer and soloist. Although this young lady is kept busy with the clerical duties of the studio her many friends are pleased that she finds time to entertain them. Miss Carmean has been with KMA since its origin.

ED STAUFFER is shown below giving one of his radio messages on the Mayfair devotional hour between 6:00 and 7:00 o'clock on Sunday evenings. He is also chaplain of the American Legion Post No. 88.



MISS FRENA AMBLER is the young lady of the photo above. She is one of KMA's "story ladies" and once each week Miss Ambler pleases the children with good stories, well told. In addition to broadcasting she assists in the studio

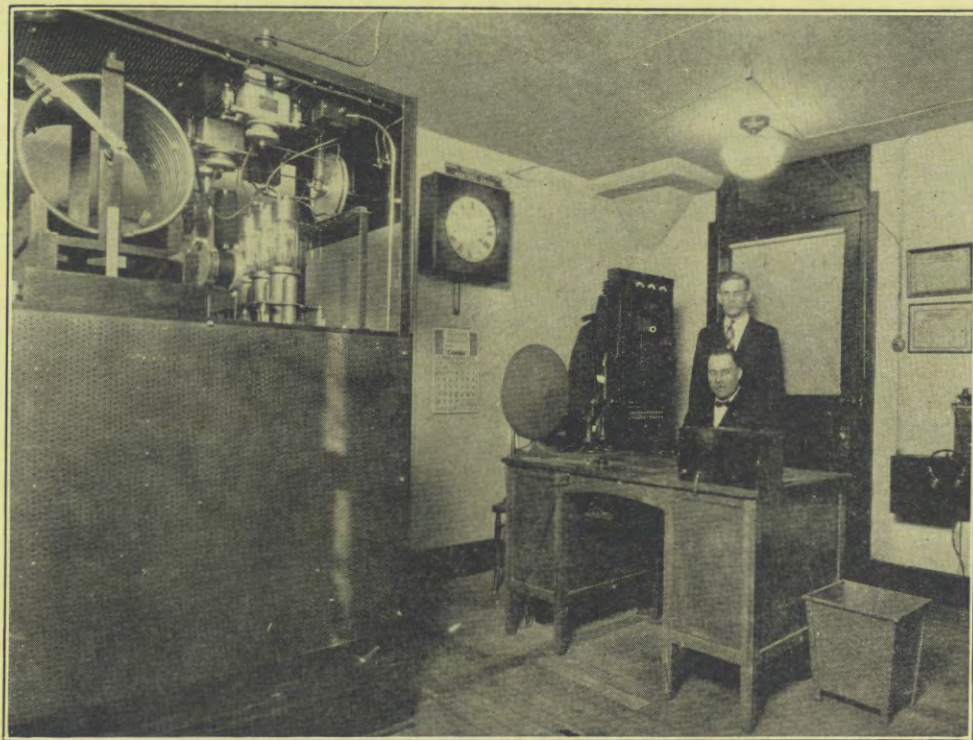


MAY'S MANDOLIN MUSICIANS

May's Mandolin Orchestra is one of the oldest, in point of service, of any of KMA's features, and is one of whom the station is justly proud. These men have played together for years and the organization was among the first of its kind to broadcast. The men standing are: left to right, Aleck Bollinger, Isaac Jackson, Duane Redfield, Harry Day, (director.) Seated, left to right: Glenn Beach, O. D. Ford, Dr. R. E. Gidley and Mr. May. The latter, while not a playing member of this organization is an honorary member and lends dignity to the ensemble. Dr. Leo Sturmer who is not shown in the group is also a member of the orchestra.

THE OPERATING ROOM

This gives you a glimpse of the operating room and shows a portion of the equipment and apparatus. From this room all the broadcasting is controlled. Seated at the desk is "Al" Siewert and standing "Art" Rydberg operators of KMA. They are responsible for the way the different programs "go on the air" and many congratulation messages are received as to reception near and far of programs. We can't begin to tell you about this equipment, its operation, or the vast expense of its installation, but we are proud of it and its most wonderful arrangement.





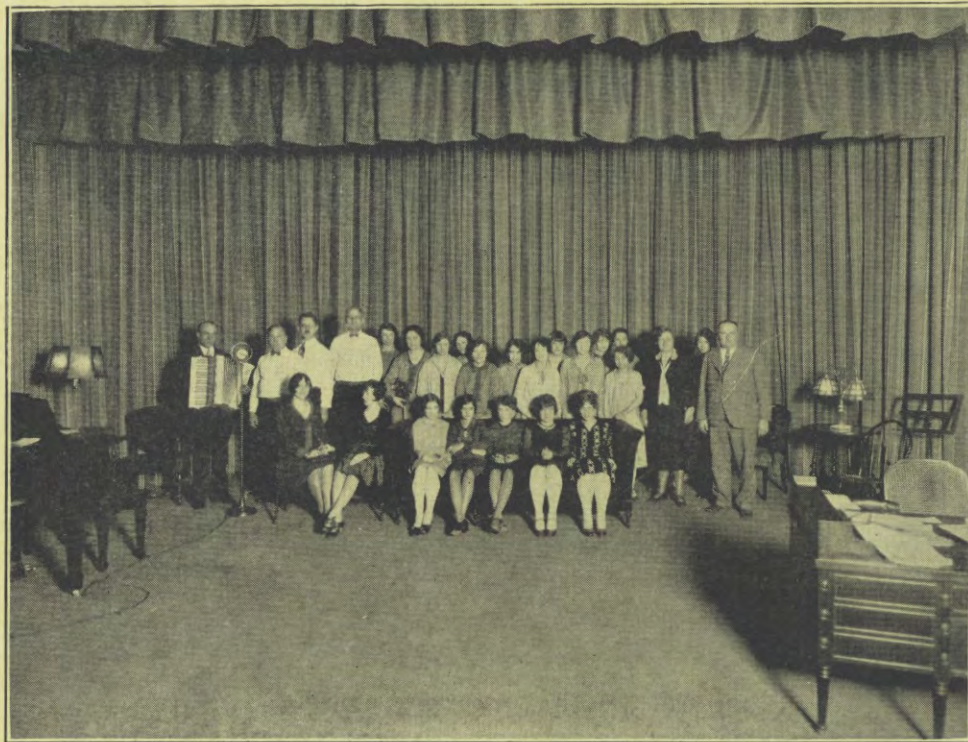
HALIOLE HAWAIIANS

The native Hawaiians shown at the left entertain thousands of radio admirers from Earl E. May's cornbelt station every week. They are Samuel, 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 for several months and have won a host of friends with their soft strumming and singing of their melodies from the south sea isles.

THE FLOWER LADY

Miss Le Ona Teget, the flower lady, is pictured at the right busy at work answering her many letters regarding flowers and gardens sent in by the flower friends and gardeners who keep in touch with her through radio land. Miss Teget is also associated in the radio recipe department and it takes quite a force of assistants to keep these departments running smoothly and take care of the many demands upon their time. She is always glad to meet her flower friends and the followers of her recipe talks when you visit KMA and Mayfair.





THE RADIO STAFF

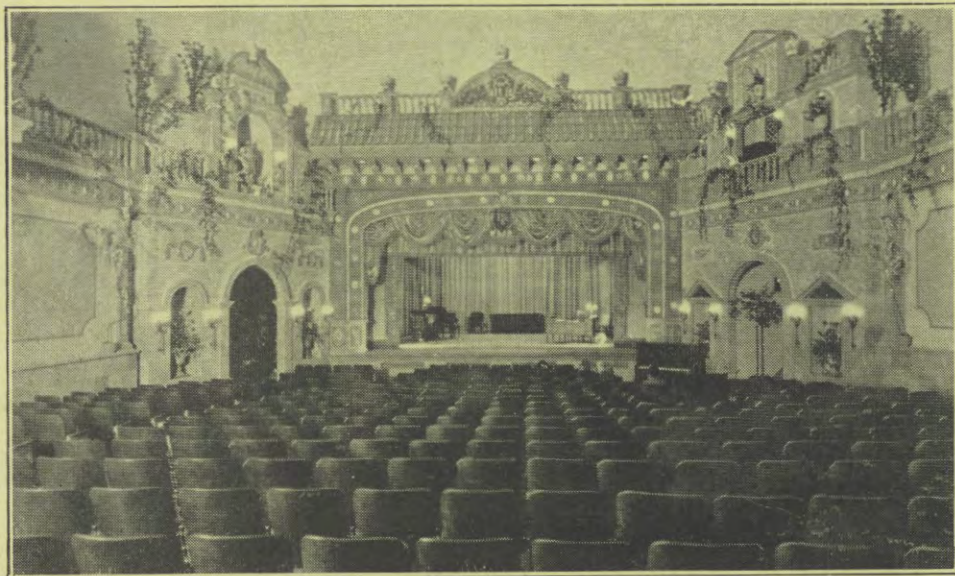
The group shown at the left is composed of Mr. and Mrs. May, a number of the artists, staff entertainers, and some of the girls who help send out the thousands of orders we receive every day. The picture was taken in the studio and shows the grand piano, the microphone, Mr. May's desk and the beautiful decorations of the studio. Everyone is more than pleased with its appearance and you will be when you see it.

This stage studio can be seen from each of the 1000 seats in the auditorium. A big plate glass 8 feet high and 22 feet long separates the studio from the auditorium for broadcasting.

THE STORE

This is a view of our new store just after its completion, where you can get the prunes, dried fruit, paint, coffee, or what you will. We are very proud of this store room, its beautiful fixtures and attractive arrangements, and find that it pleases our many friends who visit us each day. Here you can also meet many of the artists you hear over the radio from day to day. You have direct entrance from this store into the new radio auditorium where you can hear the daily broadcasts. Don't forget to visit the store the next time you come to see us, for you will find many things of interest.





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.

MAMIE MILLER just makes your mouth water for all the good things she tells you how to make during the domestic science hour every morning from 9:00 until 10:00. Mamie is also an accomplished musician and numbers her friends by the thousands.





BERNICE BEHM sings for you every Friday noon and if we may be permitted to say so, she has a beautiful voice and has won a host of friends over the microphone. She also works in our retail store and you will find she always has a smile for the radio visitors.

MR. J. V. BARBORKA, who so expertly and musically performs upon the harp, is also the master of several other instruments. The harp being his favorite he is known as the "Bohemian Harpist." He has played himself into the hearts of the KMA audience during his visits at this studio.

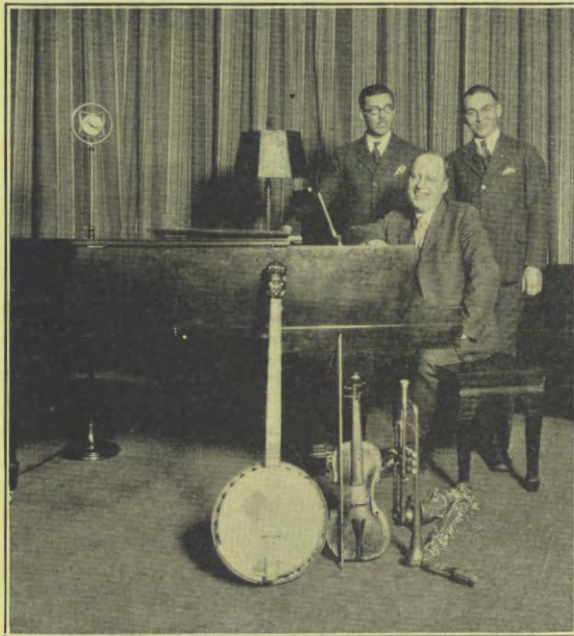


JESSIE YOUNG and little son Robert. Jessie conducts the sewing circle in the afternoons at 3:00 o'clock and helps the housewife and mother solve some of their sewing problems. She also sings duets with her husband and assists us in various other ways.



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.

THE RUBY TRIO—Floyd and Bernard Ruby and Ira Cummings, are ready to give you some of the snappy dance numbers which have made them favorites for several years with KMA listeners.



BIRDIE BALDWIN, the Nebraska girl who has made records, and smilingly sings and plays in answer to the many requests received here daily. Birdie assists in the radio supply department when she is not "behind the Mike" helping entertain you with her music.

MR. FRANK COYKENDALL is an active and practical "dirt farmer." That fact is, in part, explanatory of the interest 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 ELYSIAN SYMPHONY ORCHESTRA broadcasts at various intervals from KMA. Dr. Leo Sturmer is the director and C. E. Engberg is the vocal soloist. They feature the Mayfair song which has caused much favorable comment and which was composed by Dr. Leo Sturmer. They render a program of real quality and we receive many favorable comments on their music. Tune them in, you will find their programs are of the highest type of music, and the selections are varied as well as entertaining.

HERE ARE THE HUNGARIAN GIRLS—FEATURE ARTISTS AT KMA

THE GARAYS—Elizabeth, violinist—Yalanda, cellist. 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.





MRS. A. R. PERKINS is the lady who gives the KMA listeners the interesting talks concerning poultry. Mrs. Perkins is actively engaged in the raising and care of poultry, and her talks always deal with the problems she and all poultry raisers meet with

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" to the poultry raisers of the cornbelt district.



MISS LOUISE MCGLONE.

You have often heard the announcer say, "Miss Louise McGlone at the piano." In addition to her ability as a pianist, Miss McGlone has won a host of friends by the songs she so pleasingly sings for you.



DIRECTORS OFFICE

This is the studio directors office which joins Mr. May's private office on the one side and the telephone booth and information desk on the other. At the right is Mabel Nelson, secretary to Mr. May; to the left is Ormah Carmean, studio director. Here all of the programs are planned and arranged for, as well as the hundreds of other details that come up daily in entertaining our radio friends.

This department as well as the many others in the building is kept busy taking care of its particular problems as they arise.

MERCHANDISE DEPARTMENT

FLOYD YOUNG is shown at his desk with his assistants. Floyd is the merchandise man of KMA and may be heard at the "mike" during the week giving information as well as singing with Jessie Young, his wife. You can hardly conceive of the vast amount of merchandise handled in this department, but some time when you are visiting KMA take time to visit with him and he will be glad to tell you about it.

This department can be found on the second floor of our building adjoining our old broadcasting studio.





CAROLYN FARMER, one of the ladies who gives the bed time stories to all of the junior radio listeners. Do any of the little ones in your home want to join her Fairyland Club? If they do just write her a letter and she will enroll them in the club right away.

COMBS BROTHERS, Hance and Vance, are twins and they entertain you with their old time tunes from Earl May's cornbelt station in a delightful manner. They hale from Missouri.

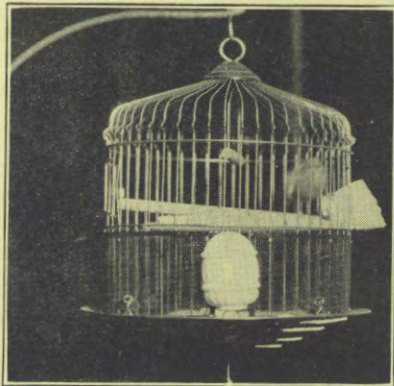


REV. J. A. MCKENZIE, pastor of the First Church of Christ of this city, gives the weekly Bible School lesson on Friday evening at 5:00 o'clock. This Bible instruction is valuable and is appreciated by all.

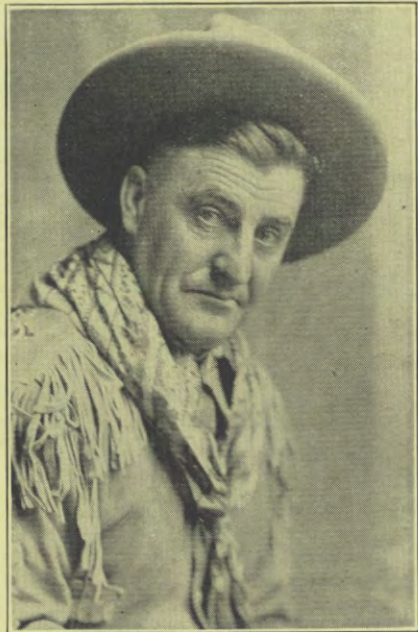


HARMONICA PLAYER

Few instruments can ever produce sweeter music than the harmonica, especially when such performers as Mr. Hilton have it in hand. The photo-cut produced above shows Mr. Hilton extracting sweet melody from one of the little instruments commonly known as a "mouth harp".



"BROADCASTER," one of our studio Canaries. This songster is a gift from a Missouri radio fan and can be heard from Behind the Mike occasionally. For those who love birds this songster furnishes a real treat.



JIM WHILT, poet of the "Rockies," came to us from Glacier National Park, and after a few days on the air with his poems, the listening public suggested that he remain at KMA and let the mountains take care of themselves.



SEED AND NURSERY DEPT.

Here is Burke Schriver and Ray Kendall. These boys are associated in the seed and nursery departments.

Burke gives valuable suggestions over the radio on seed and nursery matters, and is always glad to help you out with any problems you have. Ray is always here too so can give you some good information.

Here the boys are working out a large order for nursery stock from one of our good customers.

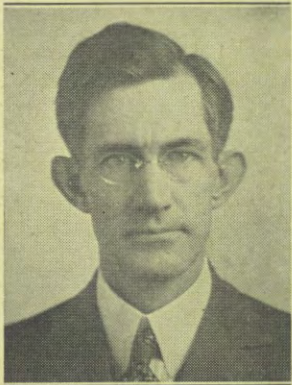
Practically all the seed and nursery orders go through this department and it entails a vast amount of work for them.



KMA STRING TRIO may be heard at regular intervals. Birdie Baldwin is the pianist and soloist; Bernice Currier, violinist and Dr. Bellamy celloist. They are proving very popular with the radio listeners.



THE THREE GYPSIES—These entertainers are regular KMA features. Gypsy John who plays the Guitar, sings a lot of those old numbers, and also aids the Trio with his Guitar numbers. Peggy and Margaret are the two girls in the Gypsy Trio. Peggy violinist and contralto, Margaret, pianist and soprano. They play anything you want.



Above we present Rev. Harry J. Findlay, pastor of the First Presbyterian church of Shenandoah. The services of Reverend Findlay's church, on certain Sundays are broadcast from KMA by remote control, alternating with several other churches of the city, and are much enjoyed by many, locally and otherwise, who cannot attend church services in person.

This shows Birdie Baldwin at the piano and LeOna Teget. Occasionally they find time to slip away from their work and come down to sing vocal solos and duets for their radio friends.



BURKE SCHRIVER of base ball fame, as an announcer, every evening during the base ball season, gives you a re-sume of the day's games and the team standing. Burke also gives suggestions in seed and nursery matters over the air.

JIM WHILT—
"The Mountain Poet"



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, and is manager of the Mayfair "movies."

HARNESS BILL AND THE HARNESS MAKERS

Harness Bill the "farmer's friend" of the Omaha Tanning Co. He doesn't sing or play, but he makes good harness and he sends "The Harness Mak-

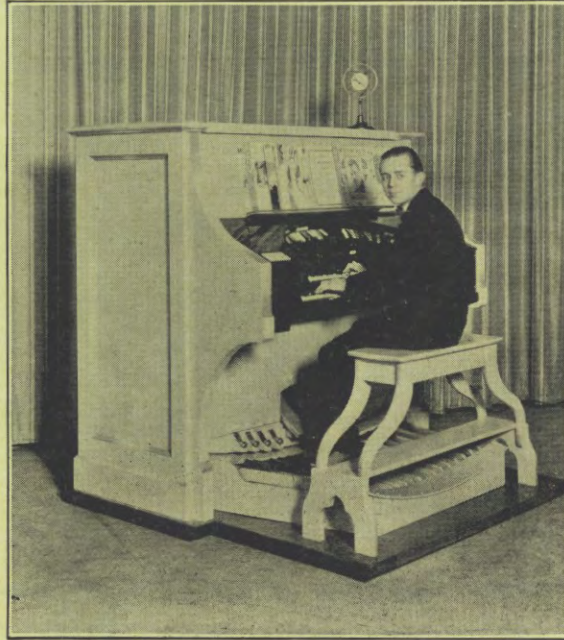
ers to furnish the music. They are heard at regular intervals at KMA. They are Frank "Pete" Peterson, Gus Swanson and Fritz Carlson, he tickles the "ivories."





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.

JOHNNIE GODELL, the 19 year old boy organist, is "Johnnie on the spot" in playing the requests for pipe organ numbers; so send them along and he will please you with the way he makes the new pipe organ respond to his touch.



FLORENCE GOWING is a reader of real merit and arouses many favorable comments from her listeners with her selections. She is one of the regulars in the KMA establishment and is personally known to many of our radio visitors.



MRS. ABERCROMBIE is one of our piano soloists and pipe organists at the Mayfair. She can be heard at various intervals from the station and is creating very favorable comment in radio land as her numbers cover a wide range.

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.

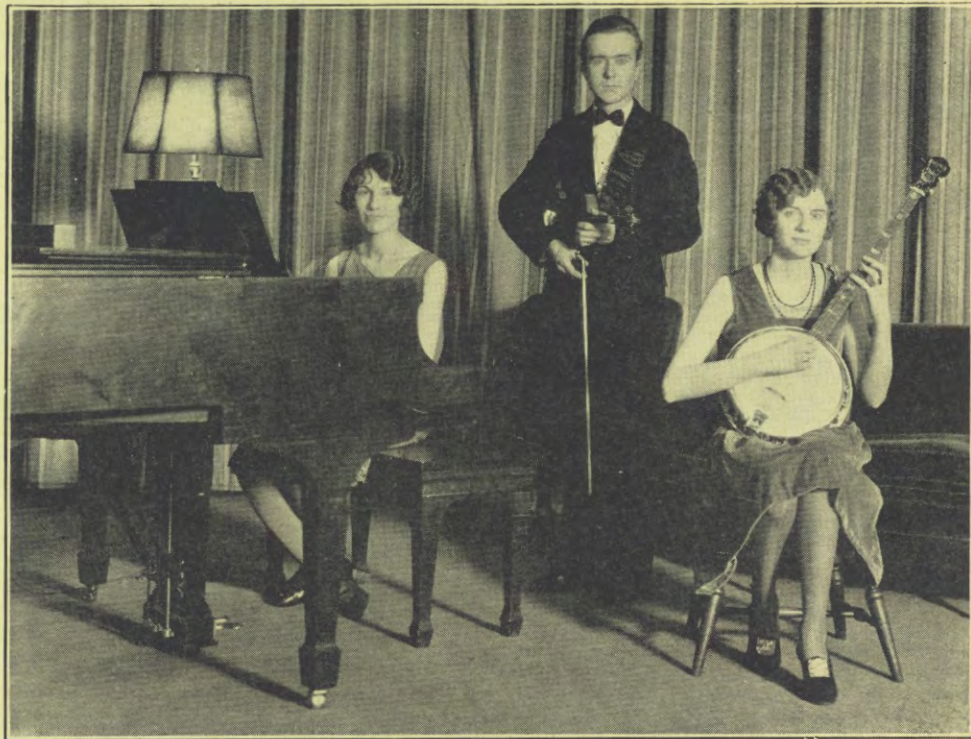


MISS ESTELLA MURRAY is now a member of the KMA staff, and is before the microphone on Friday evening and Saturday programs. Her trumpet solos and whistling numbers are novel and pleasing and her offerings have "taken" with the radio fans.

CORNHUSKER TRIO

The Cornhusker Trio have won many friends out in radio land with their old time and popular numbers. Margaret Carter at the piano, Helen Carter with the banjo and Stanley Rucker with the violin comprise the personnel of this trio and they are regular performers for you. The old time songs seem to have a great appeal and we are more than pleased to be able to furnish this attraction for you.

When not broadcasting you can find them working in various departments in the building. They were raised on the farm here in the cornbelt and are always glad to meet their friends.





READ THESE TESTIMONIALS

Mrs. T. O. Gilliland of Topeka, Kans. Rt. 4, says: "I have used all kinds of expensive powders with long reputations behind them, but none will compare with Marvel Creme Powder."

Mrs. E. C. Gray, 143 23rd St. Long Island, New York: Eva's Marvel Rouge and Powder are just wonderful."

Evelyn Voss of Corsica, S. D., says: Marvel Creme Powder stays on like it was my natural skin."

EVA HOPKINS' MARVEL CREME POWDER AND MARVEL ROUGE

Build and Keep a Perfect Complexion the Marvel Way
DIRECTIONS

Cleanse the face well with a good facial soap and luke warm water—then rinse with cold water, or ice—then moisten sponge with water, rub over Marvel Creme Powder and apply. Smooth with finger tips to avoid streaking. Use Eva's Marvel Rouge under Marvel Creme Powder. If skin is dry or harsh, remove powder at night with cleansing cream—if oily, use soap and water. This Powder heals, while it beautifies.

TESTIMONIALS

Mrs. J. R. Payne, of 712 8th St., Ames, Iowa, says: "It certainly makes an improvement in my appearance. I have had several compliments on how much better I looked because of Marvel Creme Powder."

Mrs. M. C. Hackles of Tampa, Kansas, writes: "My daughter had so many and such ugly sores on her face, and Marvel Creme Powder has improved her complexion so much, and my own is so much smoother too."

Miss Ruth Ball, of Crete, Nebr.: "Marvel Creme Powder can't be beat."



Marvel Creme Powder, \$1.00 Prepaid



Marvel Rouge, \$1.00 Prepaid

READ THESE TESTIMONIALS

Maurine Wallace Juhuki, of 4325 Kenmore Ave., Chicago, Ill.: "Send me two more jars of Marvel Creme Powder. It is very lovely."

Mrs. Richard Raney, of Chula, Mo., Rt. 2, writes: "Your powder makes one's skin so cool and soft and velvety."

Send All Orders to KMA for Marvel Products

WORLD PUBLISHING CO., SHENANDOAH





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