

# '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

## DEDICATION

"BEHIND THE MIKE," this souvenir booklet of KMA, is most gratefully 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. This award, deeply appreciated by Mr. May and the studio staff and artists, voices the choice of voters casting 452,901 ballots for Mr. May as the most popular radio announcer of this country for the year named. In the award of this coveted token of popularity, Mr. May acknowledges a debt of gratitude to all who aided in bringing about the award, and he asks that it be written here that he esteems the award to be an honor paid to the station and its artists, as well as to himself. The letters, KMA are the official call letters of the radio broadcasting station of the Earl E. May Seed and Nursery Co., the main offices of which are at Shenandoah, Iowa. This Company is enjoying enviable prosperity in serving the public with the products it handles,



1926 RADIO DIGEST  
Gold Cup Award

and many thousands of satisfied customers is the result of conducting its large business to the satisfaction of its patrons. The compiler of "BEHIND THE MIKE" regrets that lack of space prohibited paying due compliment to the artists whose photo-cuts appear in the booklet, but he is consoled with the thought that the artists of KMA need but little printed praise, as their programs speak louder than would profuse mention here. KMA, and all the studio staff and artists, beg to extend to the thousands whose esteem and patronage are subjects of just pride, the kindest of greetings, and to hope for them present and continued prosperity and happiness. Also that KMA and the May Seed and Nursery Co., may continue to merit and hold the good-will of the public. The compiler of "BEHIND THE MIKE" trusts that the booklet will be a source of interest and pleasure to those into whose hands it may come, and that the friendships established through the medium of the radio, between those who serve the public at the microphone and they who listen, will ever continue to be a most pleasant reality.

Respectfully,  
"BEHIND THE MIKE" with KMA.  
Jack Todd: Compiler.

KMA Studio; Shenandoah, Iowa  
March, 1927



## MR. EARL E. MAY

President of the Earl E. May Seed and Nursery Company

SHENANDOAH, IOWA

### 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."

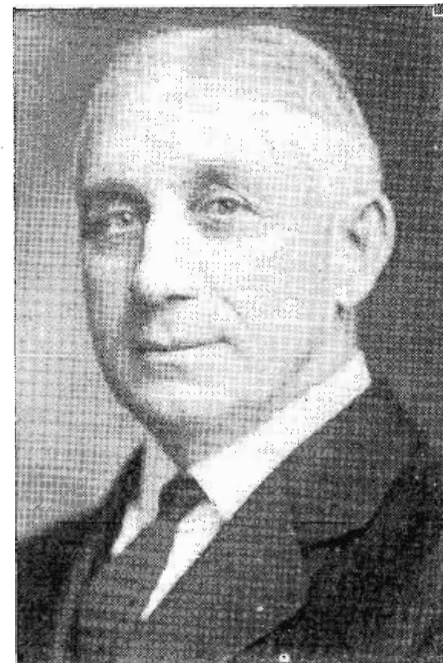
This picture of Mr. May shows him holding the Radio Digest Gold Cup, and the good natured expression upon his face, indicates in part, why he was so well and victoriously supported in the contest which resulted in bringing the Gold Cup to his station, KMA. Radio-land says that the informal manner of his announcing, coupled with a natural pleasantness of voice and accompanied by the hearty laugh that has given him the title of "The Happy Voice of the Air," accounts for his selection as "Gold Cup Announcer" and for his continuing popularity. Mr. May is always glad to meet his friends and asks "BEHIND THE MIKE" to extend a hearty invitation to you all to visit KMA and enjoy broadcasting "first hand."



### 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.

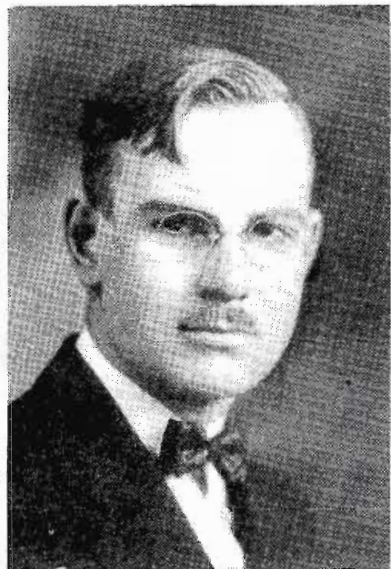
Mrs. May is a daughter of Mr. and Mrs. E. S. Welch of Shenandoah, Iowa. Mr. Welch is President of the Mount Arbor Nurseries whose main offices, and much of the Nursery's extensive acreage are located at Shenandoah.



### THE TODD SACRED SERVICE

Every Sunday morning at 8:30, 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.



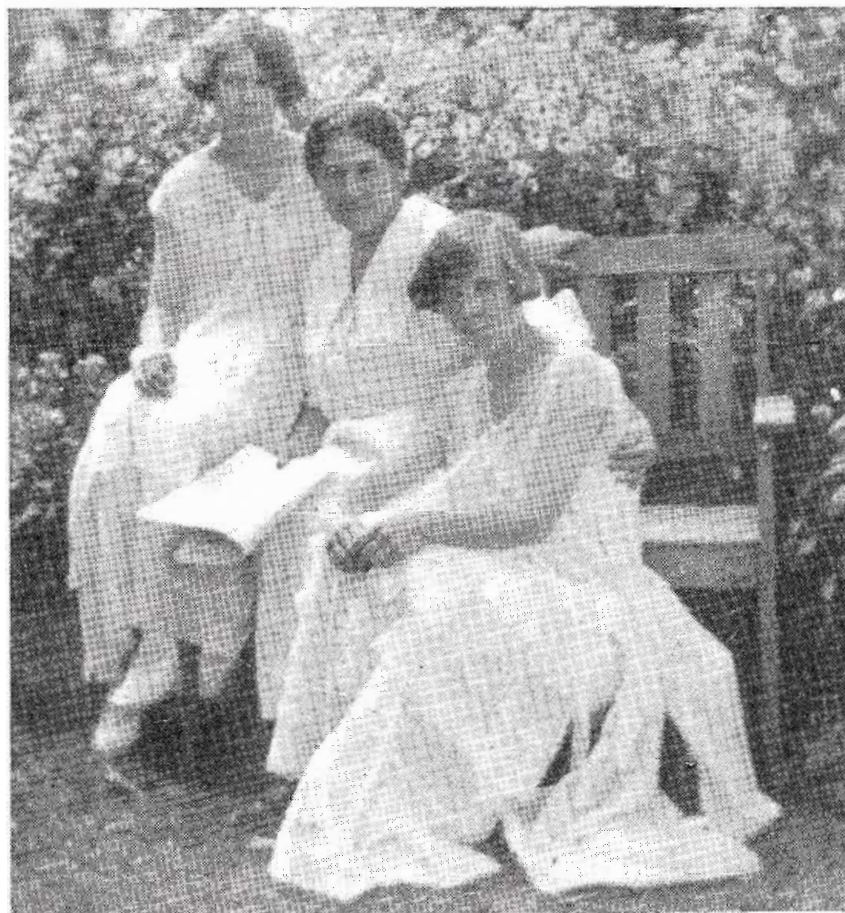


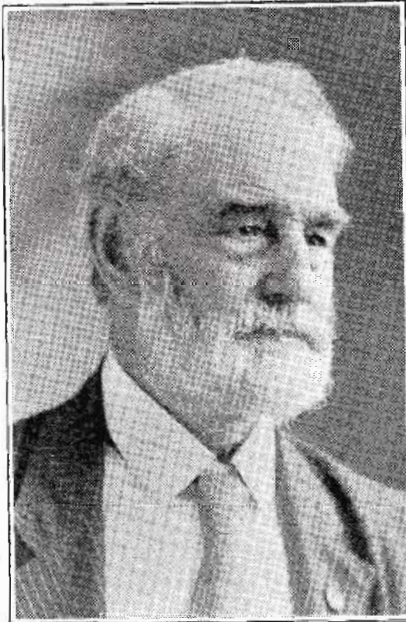
D. S. ULLRICK

Mr. Ullrick has not been long at KMA, but his pleasing bass voice, and pleasant way at the microphone has already won for him a host of friends and admirers. In addition to his singing and announcing, he plays several musical instruments proficiently.

### 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 both of the daughters are graduates 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. Miss Elsy Farnham, violin, is at the right.





HON. GEORGE VAN HOUTEN, KMA's well known lecturer, and world traveler, has been identified with much of the industrial and political history of Iowa. He has served in the Iowa House of Representatives; also as Secretary of the State Horticultural Society and as Secretary of the State Agricultural Society, and later as Secretary of the State Department of Agriculture. He has filled, with great honor, official positions in the Iowa State Farmer's Institute; Iowa State College of Agriculture; Iowa Division of Sons of Veterans, and the Department of Iowa, G. A. R. He has visited many sections of Europe, Asia, Africa, Mexico, Alaska, the Hawaiian Islands and our own continent, and as a result of these travels he has amassed a great store of information upon which he draws for many of his instructive addresses given at KMA.

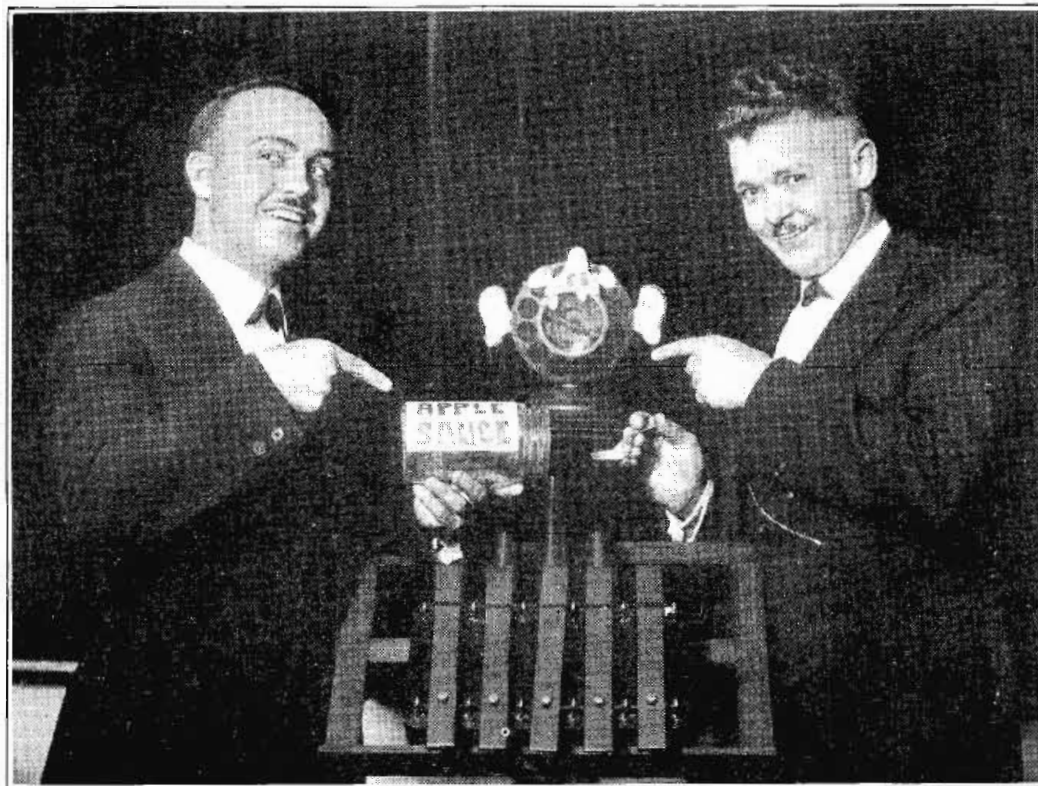


The happy family group is that of Mr. and Mrs. May and their two children, Francis and Edward. The doll, held by Miss Francis, is "Baby Face" sent in by an admirer. The picture was taken in the studio, an interesting fact to the children, as Edward hopes to some day be an announcer, while Francis may grow to rival her mother in song at the microphone.

Here they are! KMA's "Southland Jubilee Singers," whom you have been waiting to see. These boys bring to us the songs of the "Old South" and their harmonies are such as can only best come from the cotton fields. The arrangements of the songs they sing have never been written, but have been worked out and memorized by the singers. Seeing them in action lends much to the pleasure of hearing them sing and KMA invites you to the studio that you may see them at the "mike." From left to right; Oliver Childs, bass; Maceo Johnson, director and baritone; Chas. Clinkscale, second tenor; Herman Hughes, first tenor.







### HUGO HEYN

Here we show a real marimba and xylophone artist. Mr. Heyn's excellent programs are given every Monday night and are winning for him many friends. His home is in Omaha, Nebr.

Every Friday evening at 6:00 o'clock you may hear a volley of good clean humor by "Doc and Grady," (pictured above) which has given this team the title of "The Apple-sauce Twins." This, however, is but a part of their programs, as they each possess very pleasing voices, and their duets are always welcomed by the radio listeners. They are originators of the famous KMA "Slumber Boat," and all the little "kiddies" who send them their names are taken on their tours to the Land of Nod. In every day life, "the twins" are Dr. J. D. Bellamy (left) and Grady Fort.

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### “AUNTIE BLOSSOM”

Here is a picture that will especially interest the “kiddies,” for it is none other than “Auntie Blossom,” surrounded by a group of youngsters earnestly listening to an entrancing story. “Auntie Blossom” is in real life, Mrs. Grady Fort, and she entertains the little folks every Friday night, during the 6 to 7 o'clock period of broadcast. The older folks enjoy this splendid program as well as the children.

To the right 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 service in person.



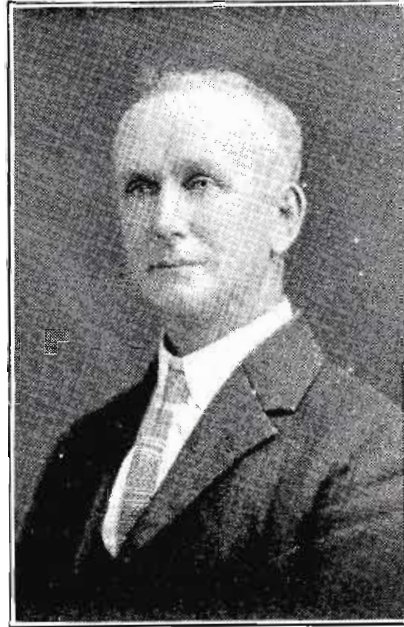


### "THE DIXIE GIRLS"

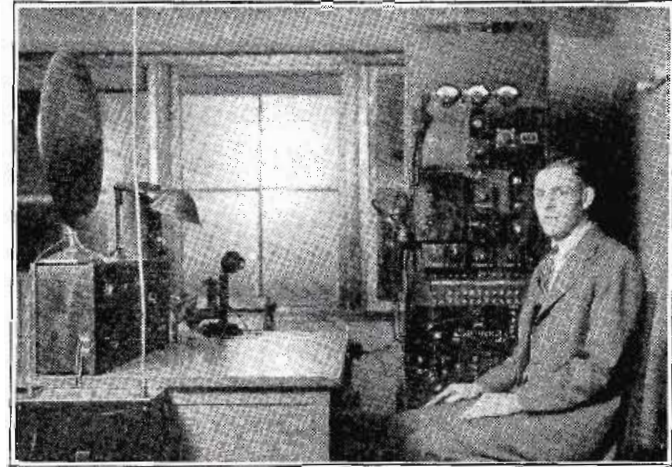
No doubt you have heard "The Dixie Girls." They are, Alta Poff, shown on the left in the picture; her team mate being Opal Webb. These young ladies who, by the way, are sisters, sing and play guitars, and have made three appearances at this station, the first of which was during the "Gold Cup Jubilee." KMA strives to please the radio audience by presenting programs which please the taste of more than just one particular class of listeners, and the large number of messages received regarding the programs of "The Dixie Girls" makes it unnecessary to dwell upon their popularity. KMA is their favorite broadcasting station and they say they will return as soon and as often as possible.



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. "Shut-ins" and others denied the pleasure of church attendance, derive much pleasure and profit from these services.

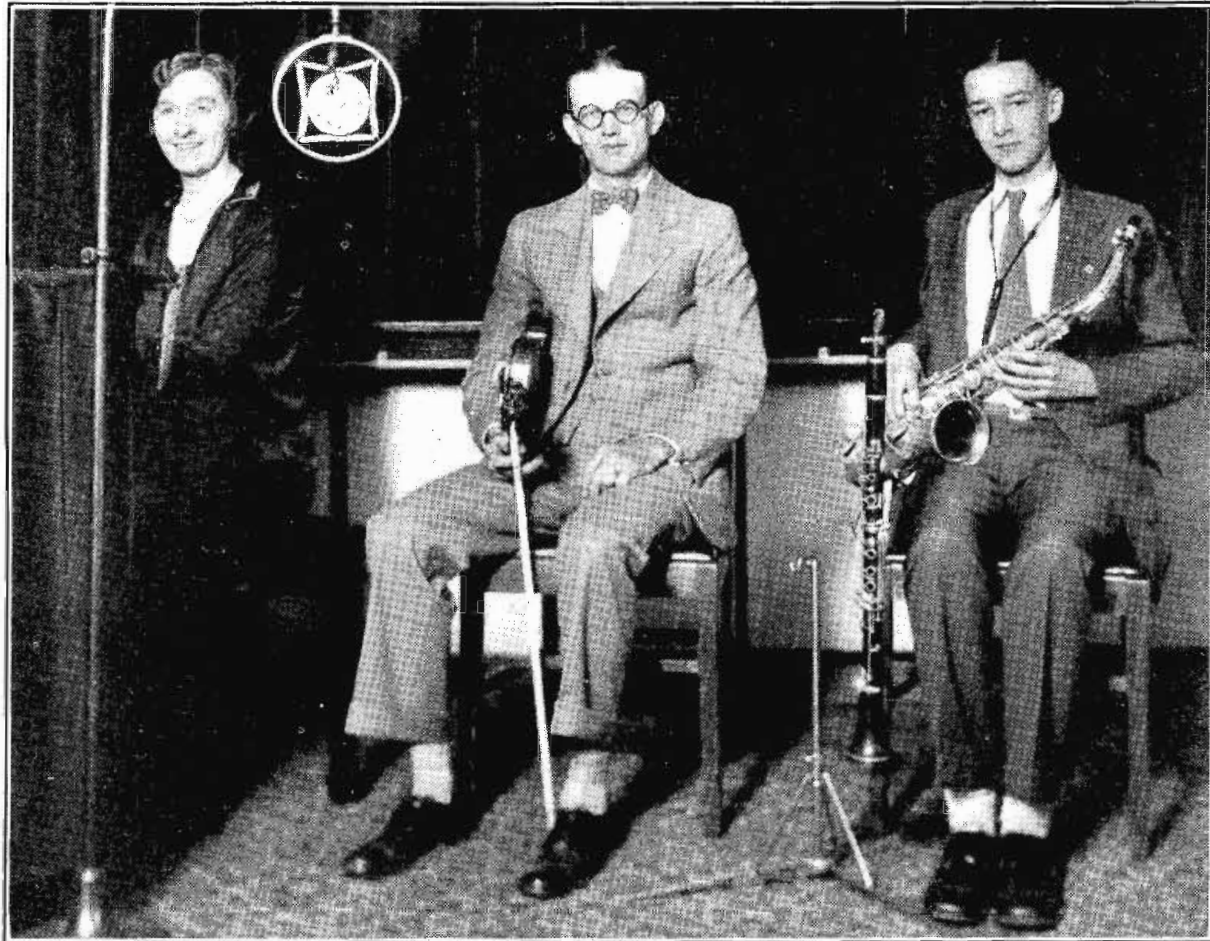


This photo reproduction presents Mr. William Cunningham known to many as the "Farmer Scotchman," who sings for you every Wednesday night on the 9 to 11 o'clock program. Mr. Cunningham's interpretation of the well known Scotch ballads has resulted in many letters praising the earnestness and spirit of his offerings.



### THE OPERATING ROOM

Here is a photo of a small portion of the operating room of KMA, but a very little of the equipment and apparatus being shown. Arthur Rydberg, chief operator, is shown at the control panel. KMA is to be congratulated in having this very dependable and efficient operator in charge of its transmitting equipment. "Art," as we call him, is responsible for the way the different programs "go on the air" and many congratulatory messages are received as to the reception, near and far, of the programs.



## 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 rendition 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; Bobbie Ross, saxophone and clarinet. Their regular days for broadcasting are Tuesdays and Saturdays.

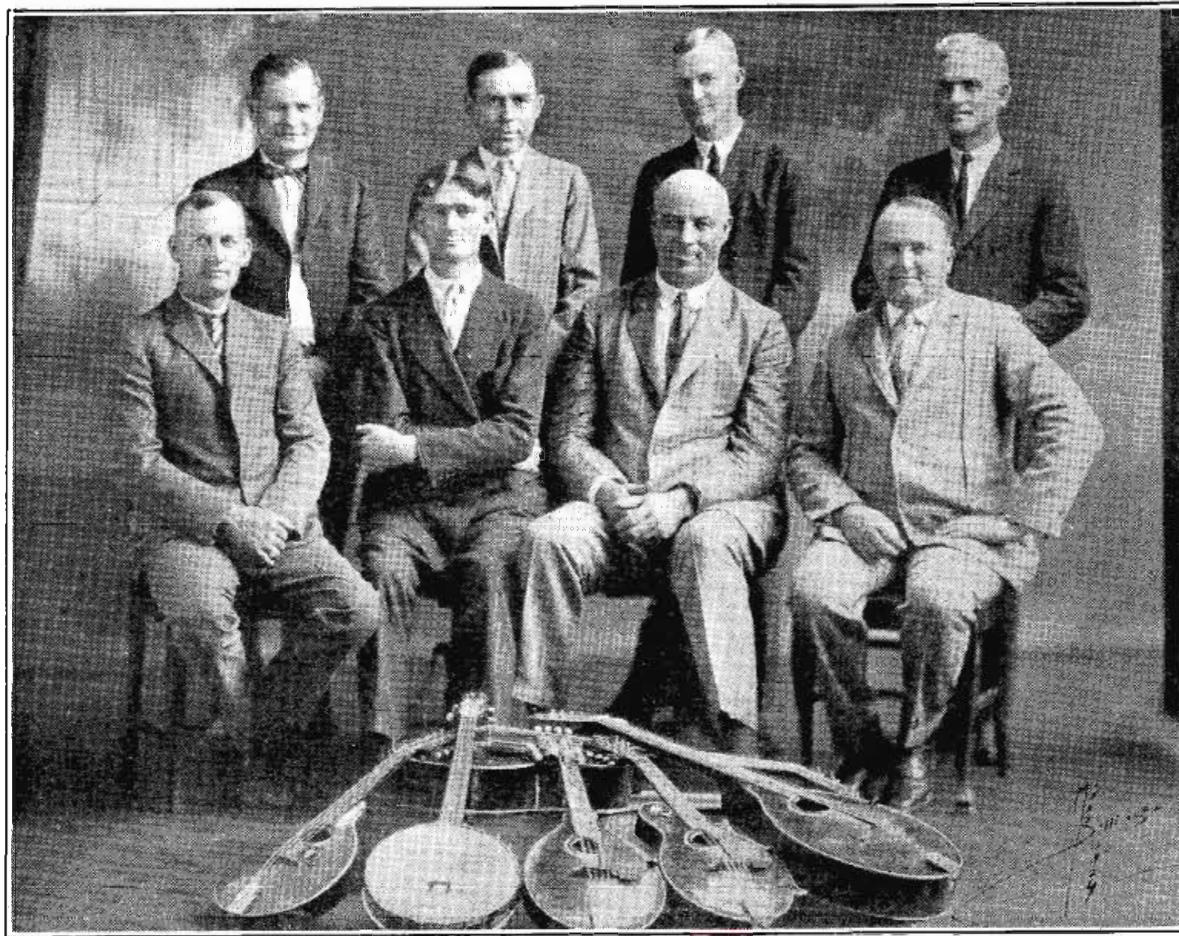


MISS ORMAH CARMEAN who is pictured here, is program director, announcer and vocal soloist. Although this young lady is kept busy with the clerical duties of the studio, her many friends are pleased that she finds time to entertain them, during some of the broadcasting periods of each day, with several vocal solos. Miss Carmean has been with KMA since the station first came on the air.

MISS FRENA AMBLER is the young lady of the photo below. 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 labor of keeping studio affairs in their well ordered course and has become a valued member of the KMA force.



IRA CUMMINGS AND JACK TODD are shown together here. They are resting a bit between numbers of one of the many programs with which they please their multitude of radio friends. Ira is seated at the Steinway grand, from whose strings he coaxes pleasing harmonies and Jack is about ready to respond to some of the requests for old time numbers, which are so well liked by the KMA radio audience.



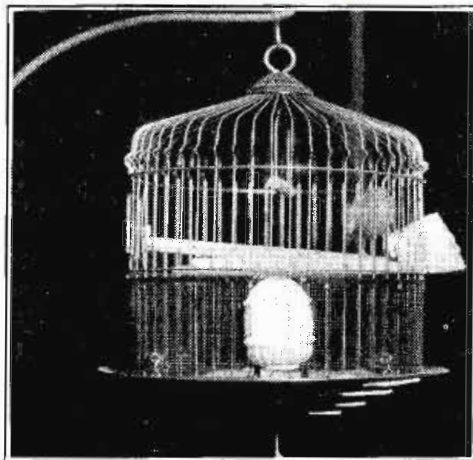
### MAY'S MANDOLIN MUSICIANS

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.



MRS. LINA FERGUSON

"Good afternoon, flower friends and fellow gardeners!" This salutation, familiar to thousands of radio-land, greets you when Mrs. Lina Ferguson, May's Flower Lady, takes the microphone. Mrs. Ferguson is a recognized authority in her department, and an avalanche of inquiries, concerning the planting and care of flowers, comes to the station for her consideration, in the flower season.



The bird in the gilded cage is "Broadcaster," one of the feathered songsters whose golden notes are sometimes heard during programs. The bird was a present to KMA by a Missouri friend and his name was chosen for him by KMA listeners.



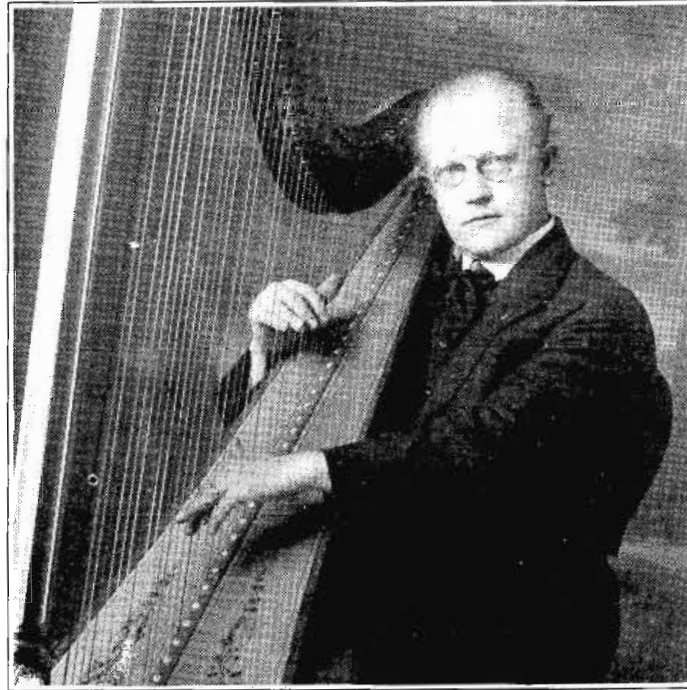
This picture of Mrs. May and Miss Ormah Carmean was taken in the studio at the close of one of their programs.







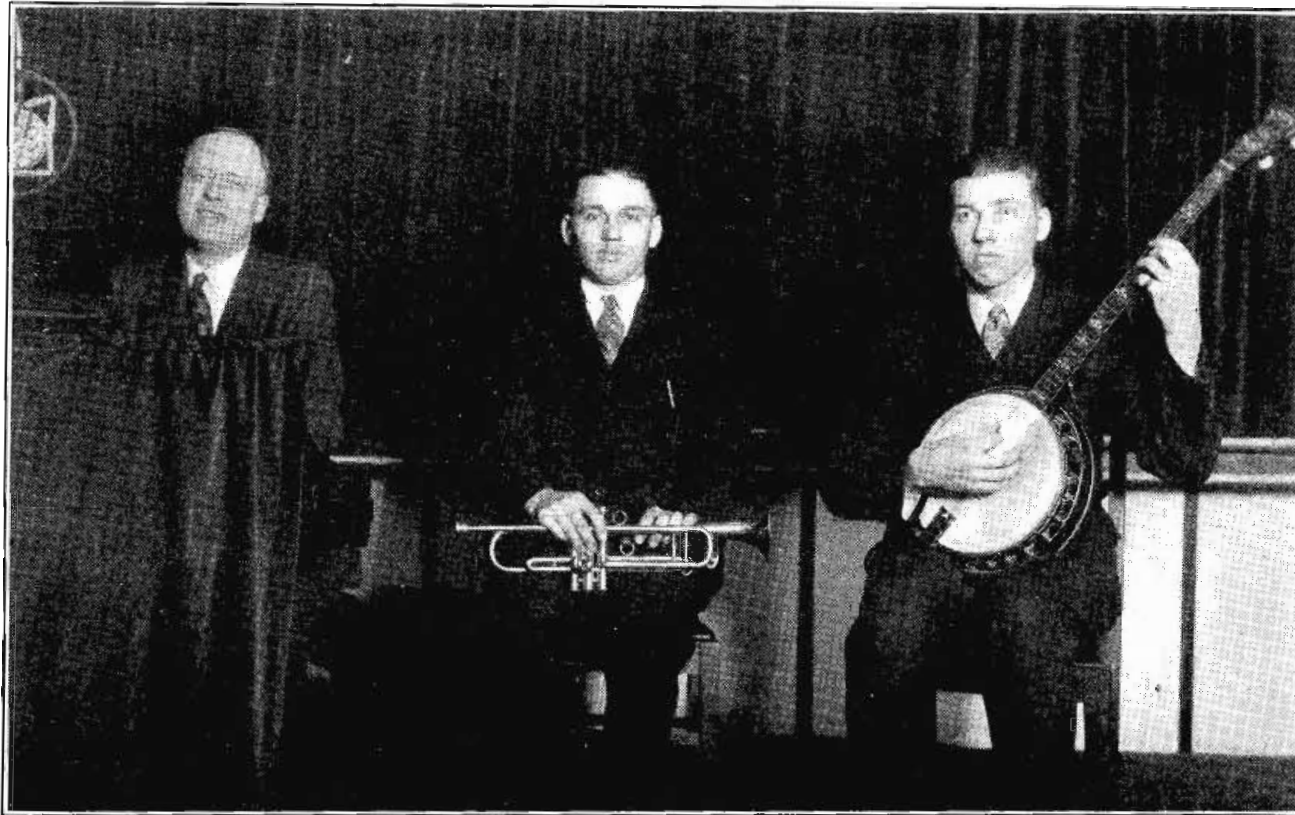
JOE FOX is smiling as he fingers the keys of his concertina and his hearers smile when he plays because they like his music. Mr. Fox appears often in vaudeville and on chautauqua programs and KMA is always glad to put him "behind the mike," as one of their entertainers.



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. His home is at Denison, Iowa.



EUGENE HAGGLUND of Essex, Iowa, is a frequent visitor at KMA in the role of tenor soloist. "Gene" finds much enjoyment in singing and passes his enjoyment along to his listeners, to whom it becomes real pleasure to hear him. He is always welcome at KMA.



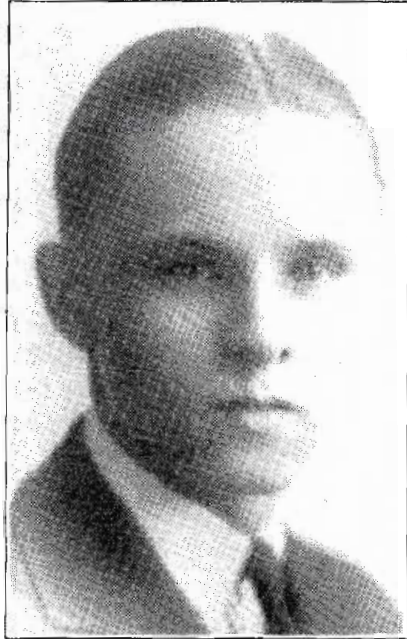
Ira Cummings

Floyd Ruby

Bernard Ruby

### THE RUBY TRIO

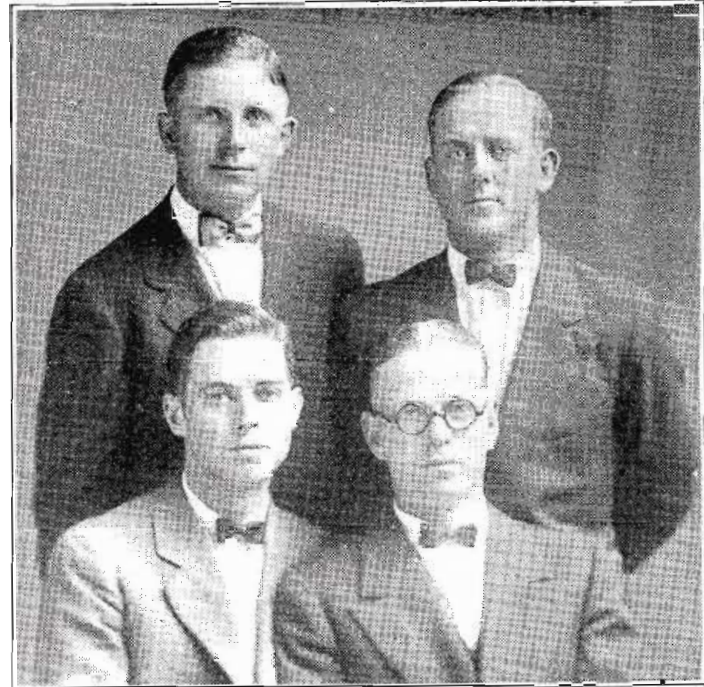
Clear the floor! The Ruby Trio is now ready to give you some of the snappy dance numbers that have made them favorites with the multitude of listeners who "tune in" to KMA. It is needless to say that their services are much in demand, and the problem of filling all the dance engagements offered them has not yet been solved. Although they are to be heard most any time from this station, their regular broadcasting periods are on Mondays and Saturdays.



BURKE SCHRIVER is the "Burke" of base ball fame: Not as a player but as an announcer, for every evening, during the baseball season, he gives you a resume of the day's games and the standing of the teams. Burke also gives valuable suggestions in seed and nursery matters.



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 every Wednesday noon from this station. Mr. Coykendall's able talks always deal with the actual problems of the present day farmer.



THE FREMONT HARMONY FOUR, the above pictured group of sweet voiced singers is, lower couple, right to left, Raymond Peterson, first tenor; Harold Youngberg, first bass: Upper couple, right to left, George Peterson, second tenor; Raymond Nelson, second base. Mrs. Emil Youngberg, accompanist is shown on page 27. We always have a welcome for this group and have reason to know that our hearers are glad when they appear at the microphone.

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## DELMONICO DREAMERS ORCHESTRA

Walter Nixson is well known to the listeners of KMA as an orchestra director. He is here shown (extreme right, front row) with his orchestra, the "Delmonico Dreamers." This organization has been a very popular one, and has played for many dances in this section of the country. Mr. Nixson is also a vocal soloist of ability, and often entertains his listeners with solos, playing his own piano accompaniments.

The "May Tire" Orchestra, which may be heard every Friday night from this station is also under the direction of Mr. Nixson.



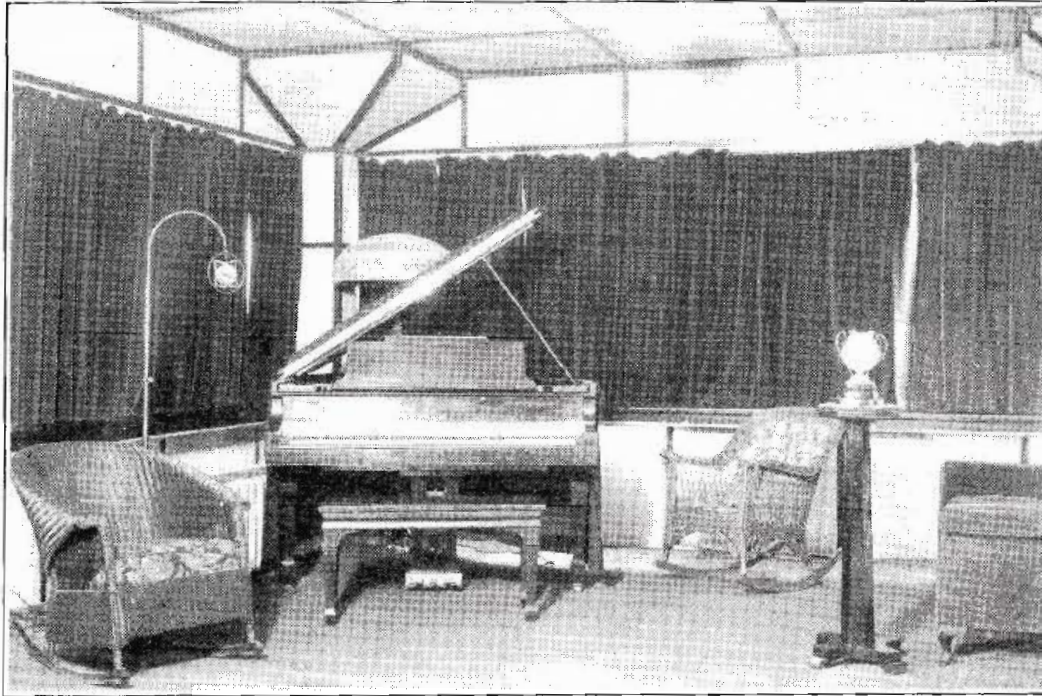
MRS. ARCHIE PERKINS is the lady who gives the KMA listeners the interesting talks concerning poultry. Mrs. Perkins is actively engaged in the raising and care of poultry, and her talks always deal with the problems she and all poultry raisers meet with each day.



Here we have a photo reproduction of "The Pancake Sisters." Their programs, consisting of vocal solos and duets, have never failed to please their audience, and KMA is glad to have them as regular staff entertainers. Miss Birdie Baldwin, pianist, is shown at the left and Miss Leona Teget at the right.



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. She is one of the studio's dependable accompanists and can be heard most every day.



Here we show one corner of the KMA studio room, known as the broadcasting room, or the room wherein is located the "mikes," at which the different programs are given: A microphone is to be seen at the left of the grand piano, suspended from a moveable, adjustable standard. The Gold Cup stands upon the pedestal at the right of the piano. View of the entire room and the artists, is to be had through a partition, largely of glass, separating the broadcasting room from the large visitors space, where comfortable chairs are provided for your use, when you visit us.

Page Twenty-two

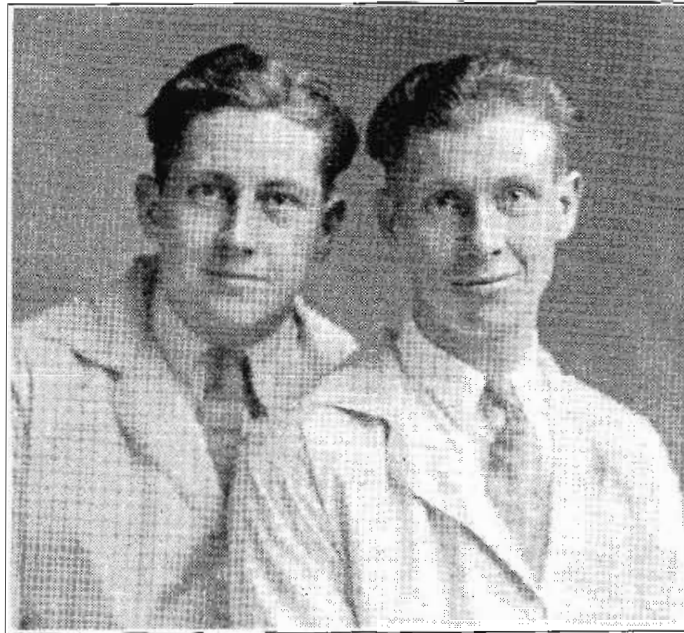
THE ANNOUNCER'S DESK situated in the room just briefly described, is shown below. Miss Carmean is shown seated at the desk and here may be noticed another microphone which is for the use of the announcer. The announcer's desk is equipped with a telephone by means of which instant communication can be had with the operating room, located on the same floor, but in a different section. Signal lights, of different colors, are located in panels in the announcer's desk, and these signal lights keep the announcer in touch with conditions in the operating room. It is regretted that the cuts show only a very small section of the studio.





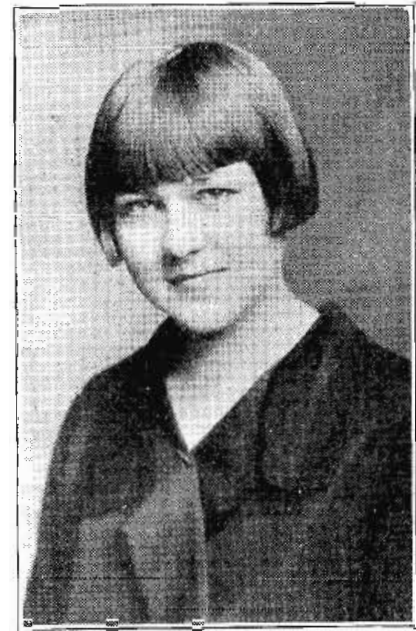
GERALDINE DOLPH, better known to the radio fans as "Jerry," entertains on the Saturday programs, usually singing with the Ruby Trio. Miss Dolph is a teacher in the public schools of Randolph, Iowa; her home being in Hastings, Iowa. Many friends welcome her every appearance here.

In this photo reproduction we present the Greenlee brothers. The one on the left is Harold, the other, Fred. The boys journey over from their home in Tabor, Iowa, to KMA every other Saturday night.



They have been appearing regularly on the programs of this station for about a year and consequently are well known in the circle of listeners reached by this station. The boys feature in solos and duets.

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 listeners very well.







WILLIAM HOWIE, we regret to say, is no longer a regular entertainer at this station, but because of the appreciation shown for his pipe organ recitals while at KMA, we print this picture of him. His home is now at Fairbury, Nebraska.

Page Twenty-four

FLOYD AND JESSIE YOUNG are introduced to you here. They entertain regularly on the 6:00 to 7:00 A. M. programs every Friday. The station receives many letters referring favorably to them.



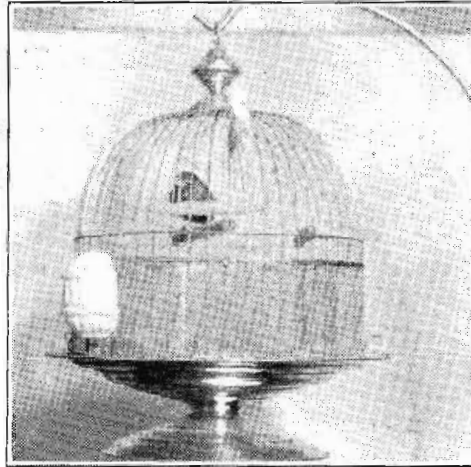
Mr. and Mrs. Young feature in vocal solos and duets. Both are assistant announcers and Mr. Young is in the offices of the May Seed and Nursery Company, in the studio building.



REV. J. A. MCKENZIE, pastor of the First Church of Christ of this city, gives a Bible lesson every Tuesday morning at 9 o'clock. On Thursday evenings he gives the Sunday school lesson for the coming Lord's Day. This Bible instruction is valuable and is appreciated by all.



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. You all know Jim, and little needs to be written here regarding the merit of his poems of the West.



"Broadcaster," our other studio Canary has to share bird-song honors with "Alec," shown above. This songster is also a present to KMA from an admirer and had been named by the donor. Can you tell which is which when they sing?



WILLIAM POWELL, Iowa's champion old time fiddler, is a staff entertainer at KMA. Many radio listeners prefer the old time numbers, and with Mr. Powell at the "mike" they are sure to hear the best of old time "fiddling." When not entertaining, Mr. Powell may be found busy at some duty, in or about the studio.



The Essex Iowa Municipal Band plays at KMA the last Friday night of each month. The musicians are, front row, left to right: McMaster, Brookes, Lundgren, Sar, Okerlin, McCall, Moore, Johnson, E. Nordstrom, Hanson, Dunmire, Sederberg, Anderson. Second row, Kinney, Palm, V. Almquist, Brandt, Sherman, M. Hillman, Borland, E. Almquist, W. Carlson, Tavener, C. Hillman, W. Nordstrom, Bengston, Hipwell. Back row, E. Carlson, Shelstrom. Front center, Dr. Joy Rotton, director. This band is a credit to the community it represents.



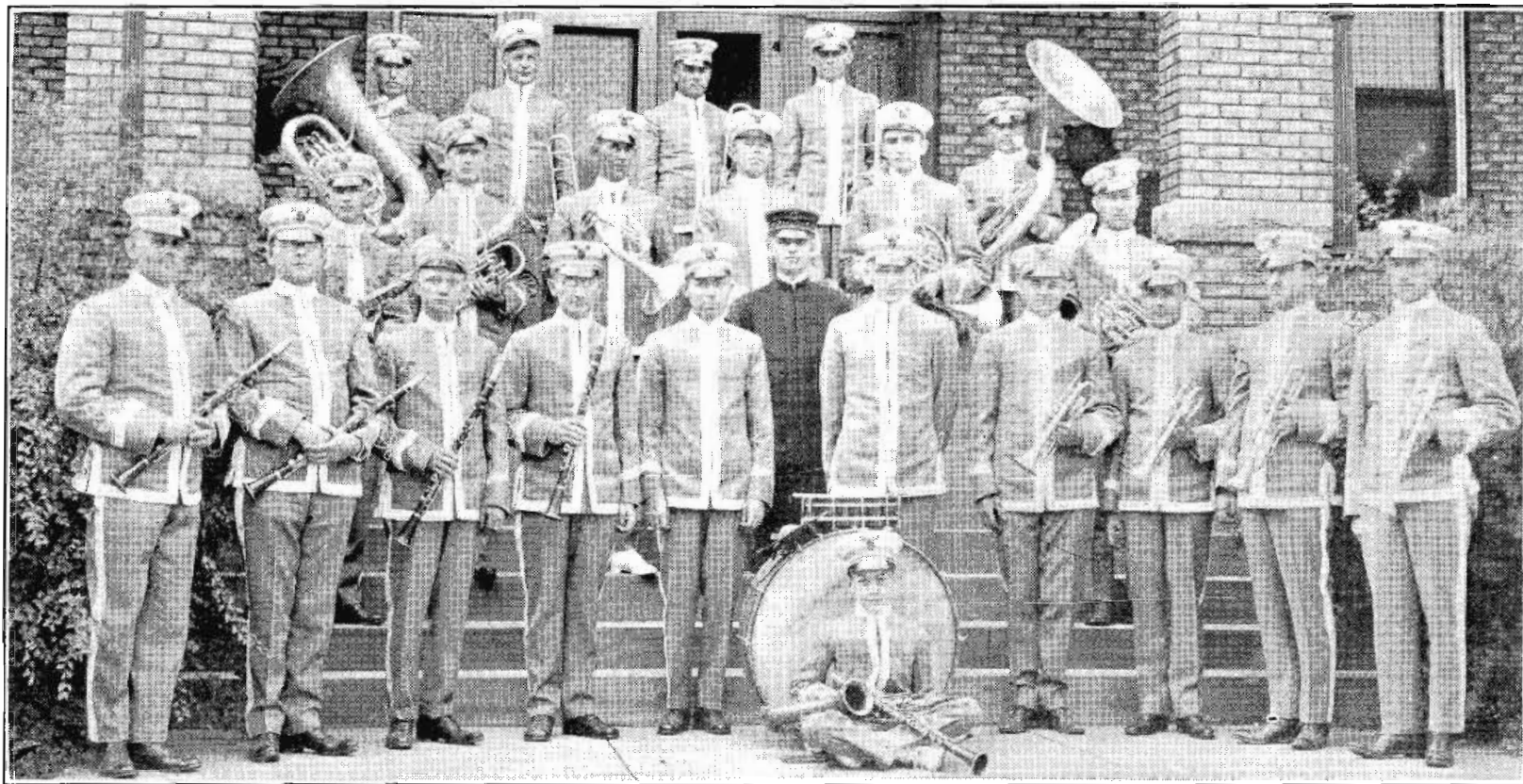
COREY and CARL, the Peregrine brothers of Corning, Iowa, are responsible for the pleasing piano duets, heard from this station, every Wednesday night and on Sunday, during the noon time musical concert. They play entirely by ear and specialize in the old time familiar tunes, with sufficient late numbers to vary their program.



Here are the Ray-O-Vac Twins, snapped with Mr. May, in the studio and entertaining him and you with their latest "hit."

Mrs. Emil Youngberg is directress and accompanist of the Harmony Four Quartette, of Essex, Iowa.

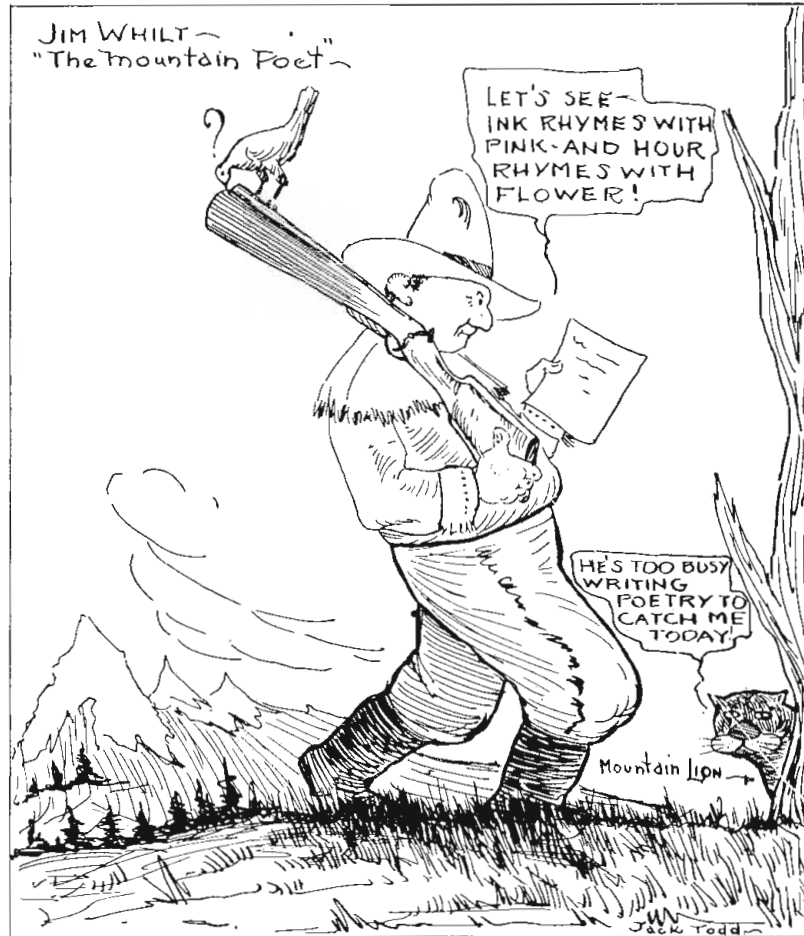




The Elks' Municipal Band of Shenandoah, has been heard many times from this station. They are under the direction of Harry Day, and their programs are always of a pleasing quality.



Few instruments 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."



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# This Is "Harness Bill" The Farmer's Friend



I have brought down the prices of farm harness. I have brought the prices down by selling harness from my tannery direct to the farmer.

Thousands of farmers, from New York state to California and from Canada to the Gulf, are using my OMA-TAN Harness.

I want you, too, to enjoy the benefit of the enormous saving I have made possible for you.

## "HARNESS BILL," THE FARMER'S FRIEND

You call me "Harness Bill." You farmers gave me that name and you named me right. I don't claim to know all about everything. I don't deal in everything. I only know leather and harness. But I know it well. And I regard it as a recognition of my ability and my integrity when you call me "Harness Bill," the Farmer's Friend.

Dealing with "Harness Bill," you have a new system, a new way of dealing, that brings you better harness value and brings harness prices down to where they are in line with the prices you receive for the things you sell. Certainly "Harness Bill" is the farmer's friend.

## GET MY FREE CATALOG

You will not do justice to yourself if you buy harness without investigating the saving that "Harness Bill" has made possible for you. Write me today. Just say—Send Free Harness Book.

**OMAHA TANNING CO., 4896 So. 27th St., Omaha, Nebr.**  
**W. C. [Harness Bill] KALASH, Pres.**

*I can't sing, or  
 play, nor can I  
 talk like Earl  
 talks, but---*

*I can sure  
**MAKE  
 GOOD  
 HARNESS!***





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