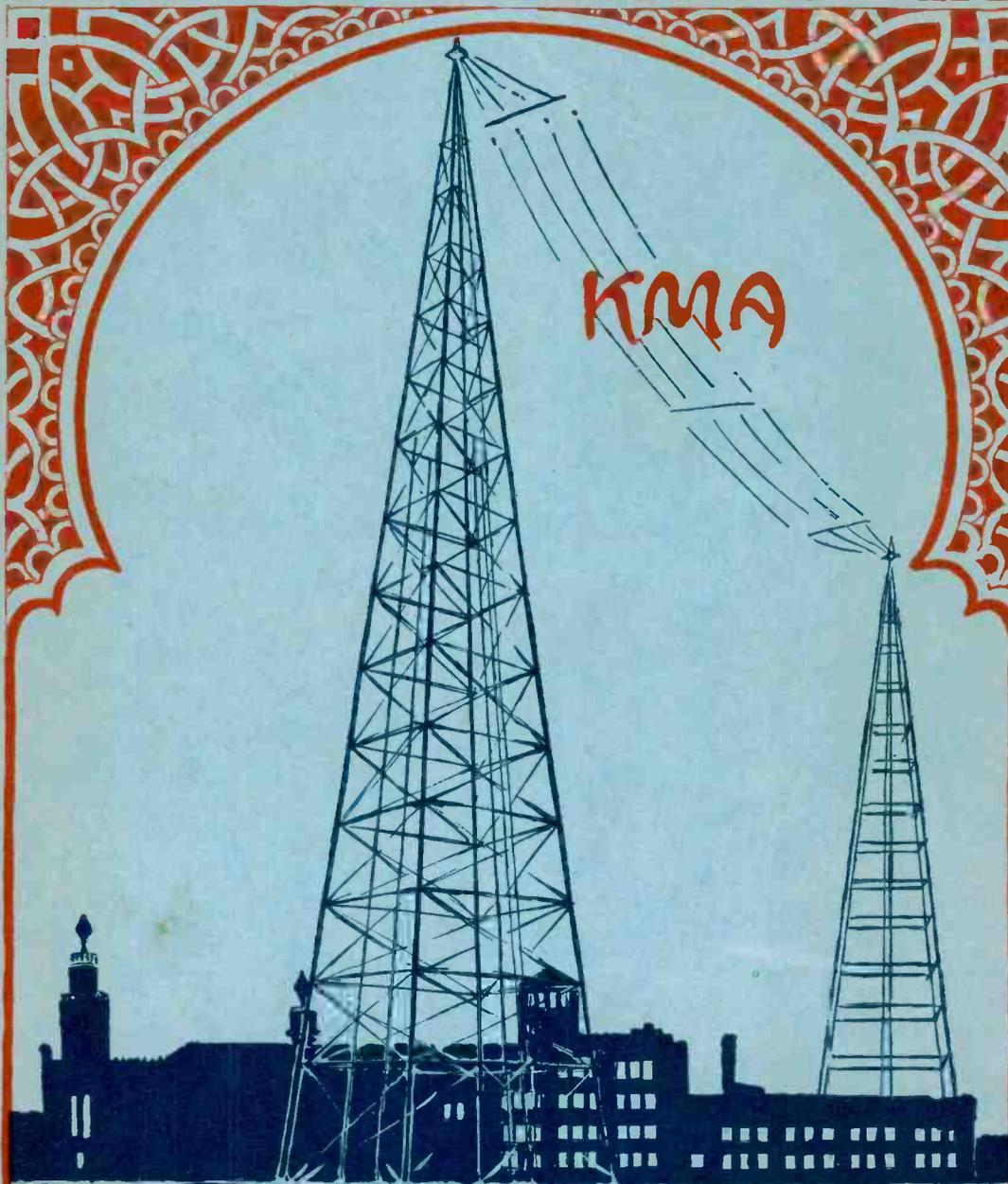


# MAYFAIR



EARLE E. MAY SEED & NURSERY CO.  
SHENANDOAH, IOWA



# MAYFAIR

STAGE STUDIO

K·M·A

*A Souvenir  
of our new, beautiful studio  
dedicated to our listeners  
throughout radioland*



1926  
Radio Digest  
Award to  
Earl E. May  
of Station KMA  
World's Most Popular  
Radio Announcer

EARL E. MAY SEED & NURSERY CO.  
SHENANDOAH, IOWA



Earl E. May



Frances and Edward



Mrs. Earl E. May

DEAR FRIENDS:

I have had a lot of people wanting to know what my studio looks like. Well, here it is, and here's the type of letters we are getting by the hundreds each day. I surely enjoy reading them. It is you people out in radioland who made all this possible, and we are going to continue to work together in the future as we have in the past. Greetings and Best Wishes to all of you.—EARL E. MAY.

EARL E. MAY SEED & NURSERY CO.  
Shenandoah, Iowa

La Grange, Mo., January 2, 1928

Dear Mr. May:

Your wave length and your hours could not be more satisfactory. Your station has a human touch that reaches the farmer in all his needs and we are for you. The Chain Stations have become monotonous and the programs they present are not desired nor appreciated by the average public and especially by the rural folk and they are really the ones to whom the radio have given most service. We enjoy your station from 6 a.m. every moment we can spare. Sometimes we neglect our work but do not feel that anything is lost.

Congratulations on your wide awake lines of advertising and may the good work go on. We need it.

Sincerely,

La Grange, Mo.  
Rt. 2, Box 36.

MR. AND MRS. JNO. P. ELLIS.

MAY SEED & NURSERY CO.  
Shenandoah, Iowa

Des Moines, Iowa  
December 28, 1927

Dear Sir:

Want to thank you for my box of candy, I received from your station in answer to my telegram. It was *fine* and enjoyed every piece.

Your station is a favorite with us and we enjoy all your programs. We hope to make a trip to Shenandoah this summer and visit your new Studio and see "you all" as the Dixie Girls say.

We also want to state that we think direct selling is the right thing to do, we like to know prices on different articles and have also noticed that prices have gradually come down. Hope you keep it up.

Yours truly,

1709 E. Grand  
Des Moines, Iowa

MR. AND MRS. ELMER WEBB.

EARL E. MAY SEED & NURSERY CO.  
Shenandoah, Iowa

Perrytown, Texas  
January 2, 1928

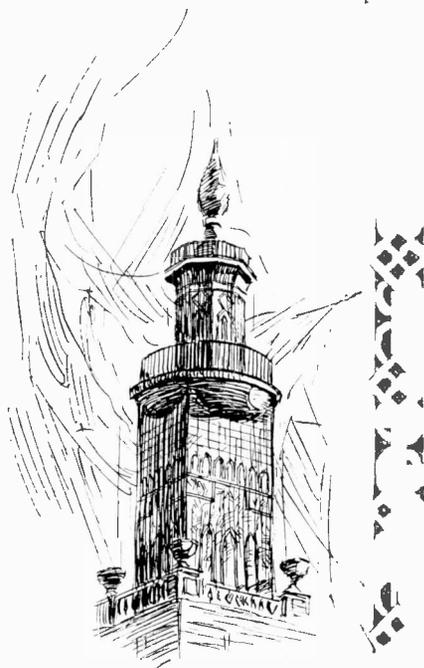
Dear Sirs:

We received your seed catalog and many thanks. We get your morning programs and enjoy them very much while we eat breakfast. Another feature we enjoy is the news reel. We enjoyed your services Sunday night very much.

We would like for you to place our name as a member of the KMA Listeners Club. Please acknowledge this letter on your morning program.

Sincerely yours,

MR. AND MRS. W. D. THOMPSON AND SONS.



# *A Little Journey to Mayfair*

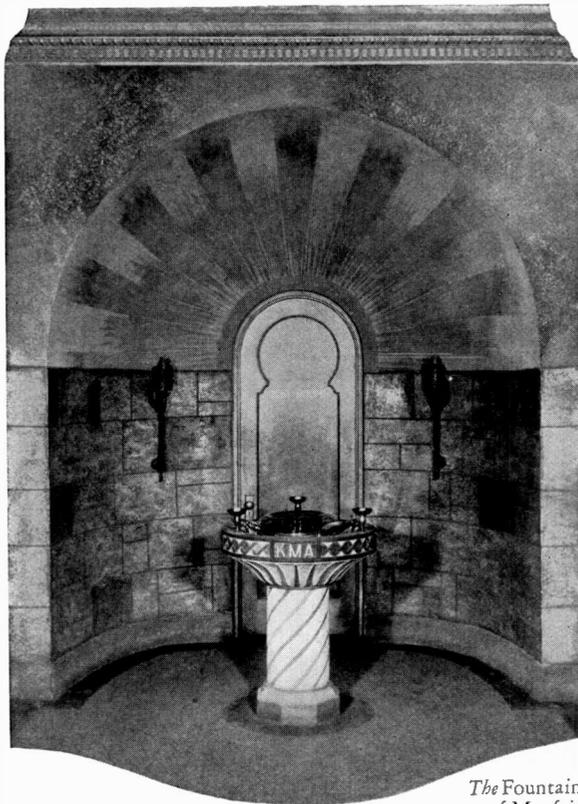
## *The New Home of KMA*

Written by a visitor to the station and directed to other folks who too have had a part in *making* KMA

**D**ROPPING our work just where it happened to be, we climbed into the car and followed the road markers straight to Shenandoah. A beautiful sunshiny day, the air just crisp enough to make a fellow feel tip top and to sharpen his appetite for food and friendship; roads perfect, and riding great!

A warm 12:30 dinner added the final portion to our feeling of contentment—and then, instead of tuning in to KMA for our after-dinner entertainment, we strolled over to the Temple of Radio there to see and hear personally the folks we daily listen to over the air.

Nor were we lone visitors this day as we discovered before we had half reached the station—sidewalks were well crowded with farmers and town folks, their wives and children, and we knew that they were visitors in radioland for each displayed a yellow ribbon with the call letters of the station.



*The Fountain  
of Mayfair*

“Salt of the earth” is the way my companion described the throng. He meant that these folks were the real producers—farmer folks who know where a dollar comes from and how it grows. And those who were not farmers were not removed more than one stage from the farm. All were farmers at heart—which put us in one great class of tillers and toilers—and such a fine group of folks as they were!

I've been to country sales, I've been to state fairs, I've been to bazaars, I've been to barn dances, I've been to town on Saturdays, I've been to holiday farm dinners, I've attended church socials—here was

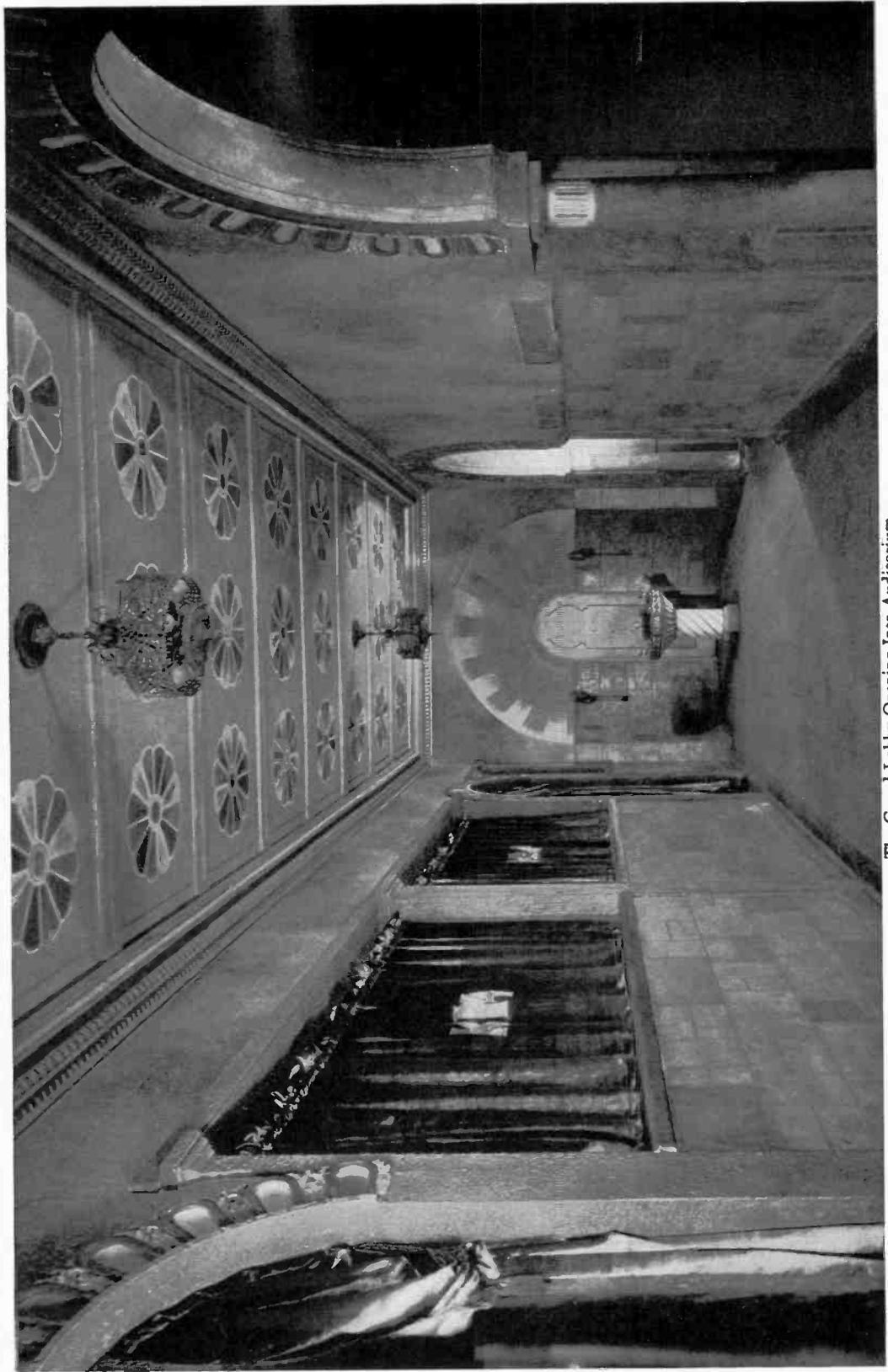


Moorish Towers  
of Mayfair

everything mentioned and a lot more affairs all wrapped up in one big, joyous, funful, carefree jubilee, the like of which I never expect to see again, until I return to Shenandoah!

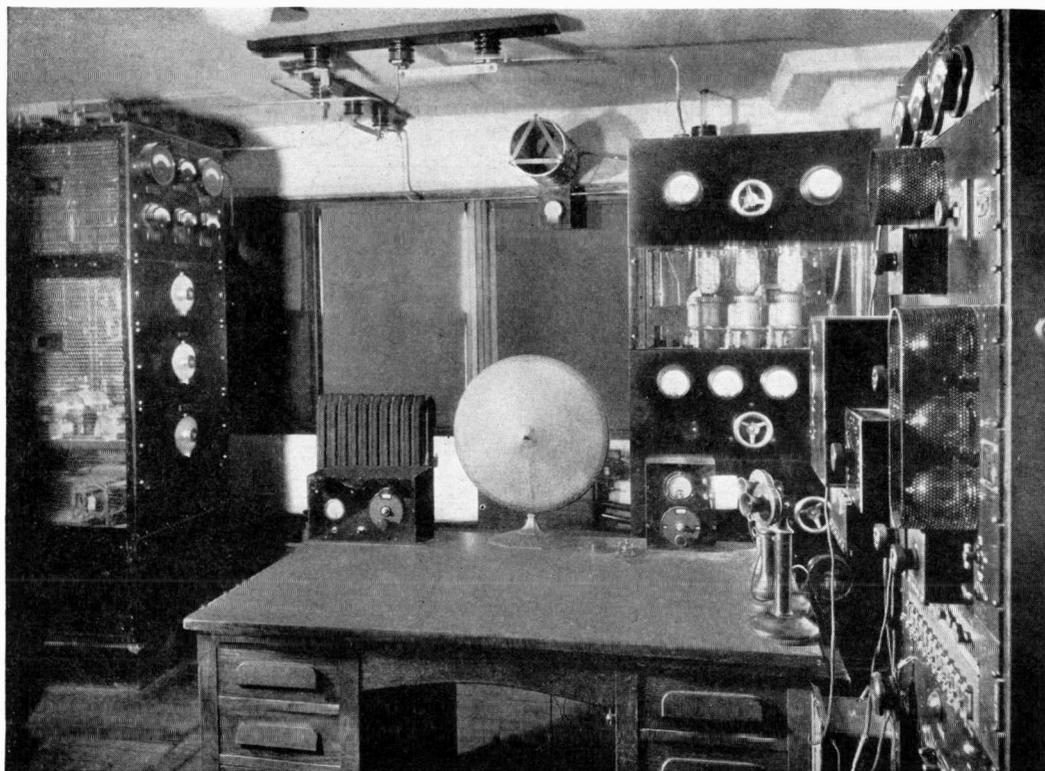
Even before attending to the main object of this visit—KMA broadcasting—the spirit of the occasion was getting into my system. So I just tramped around with the throng and first thing I knew I was making purchases which necessitated an occasional trip to the car for the purpose of unloading. Here is one place where you buy just for the pleasure of buying (and incidentally to save a few dollars more than the cost of the trip over). No one ever sold anything under this new system. They'll show you everything certainly—but as far as selling, they don't. The stuff is there, its quality is evident, and we all need food and fittings of various sorts, including farm and garden seed, shrubs and orchard stock—and we all just naturally buy of our own accord remembering the

**K·M·A**



The Grand Lobby Opening Into Auditorium



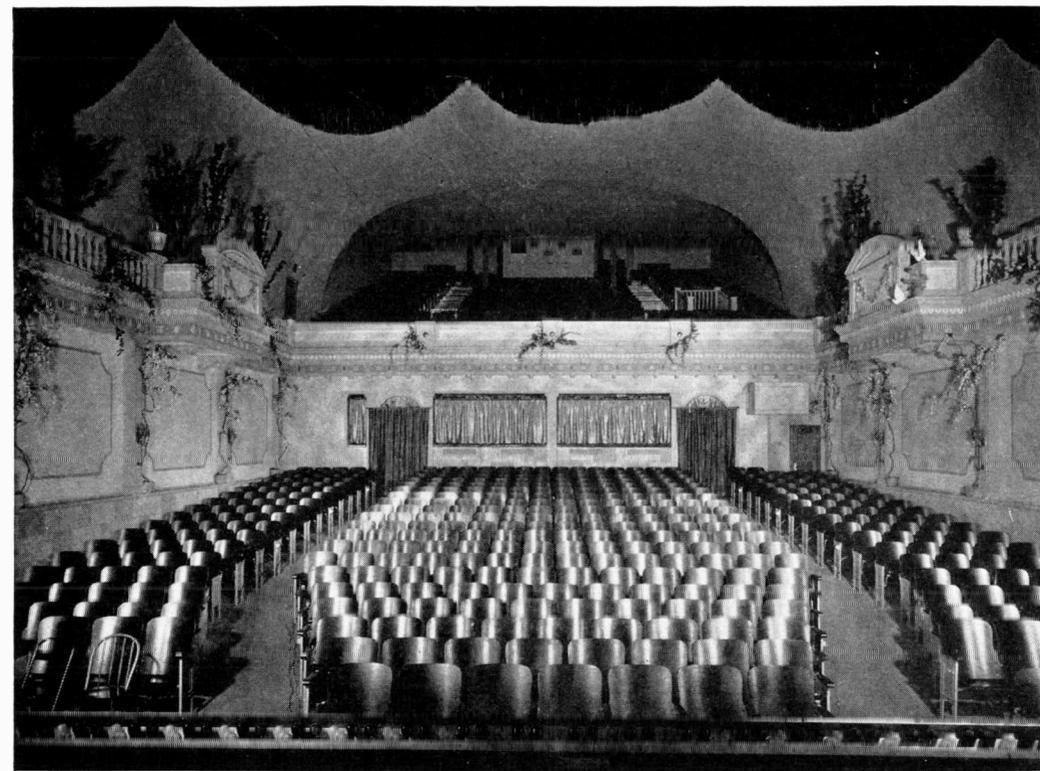


Station  
Operating  
Room

able is crowding around this "unseen friend" who now has become a living and walking and talking individual, just like the rest of us. He shakes hands with two people at a time and is carrying on conversation with these two and a half a dozen more folks, all at once. Broadcasting must be simple as compared with this pleasant occupation of renewing old acquaintances and making new ones.

So I flocked over with the rest of the crowd and got my handshake. And then when the folks quieted down a little, Earl May drew my companion and I to one side to tell us that in a few minutes he would personally conduct us through the whole plant to give us a closeup view of the things that he had so often recited to us over the air. This trip took us from basement to attic, the high spots of which have been pictured in this souvenir of KMA in order that you may see for yourself what is going on down there.

K·M·A



Main Auditorium  
as Viewed from Stage

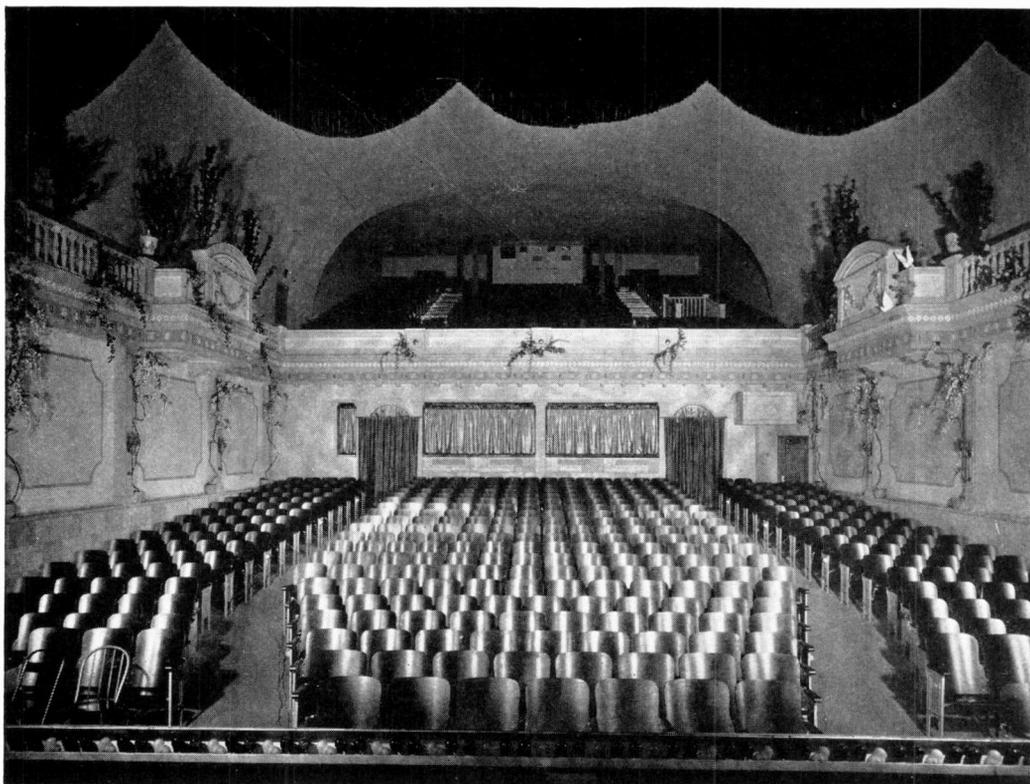
guarantee that everything must be right or they just won't keep our money. Who wouldn't buy?

Honestly, this was the biggest "get-together meeting" of an informal nature I ever attended, so pardon my seeming over-enthusiasm because I just can't convey my inward thoughts without some outward expression.

While I am still milling around and wondering how it is possible to attract such a large number of common and uncommon folks off here to one side for a day's celebration I'm attracted by a familiar voice and my hand just starts itching for a handshake and a howdydo. Many times have I sat by the hour and listened to this same voice—and that laugh, who could mistake it! Earl May himself, as I live!

Right then I witnessed a thing that's hard to believe unless you're right there to see it with your own eyes and hear what's going on with your own ears. Everyone who is physically

K·M·A



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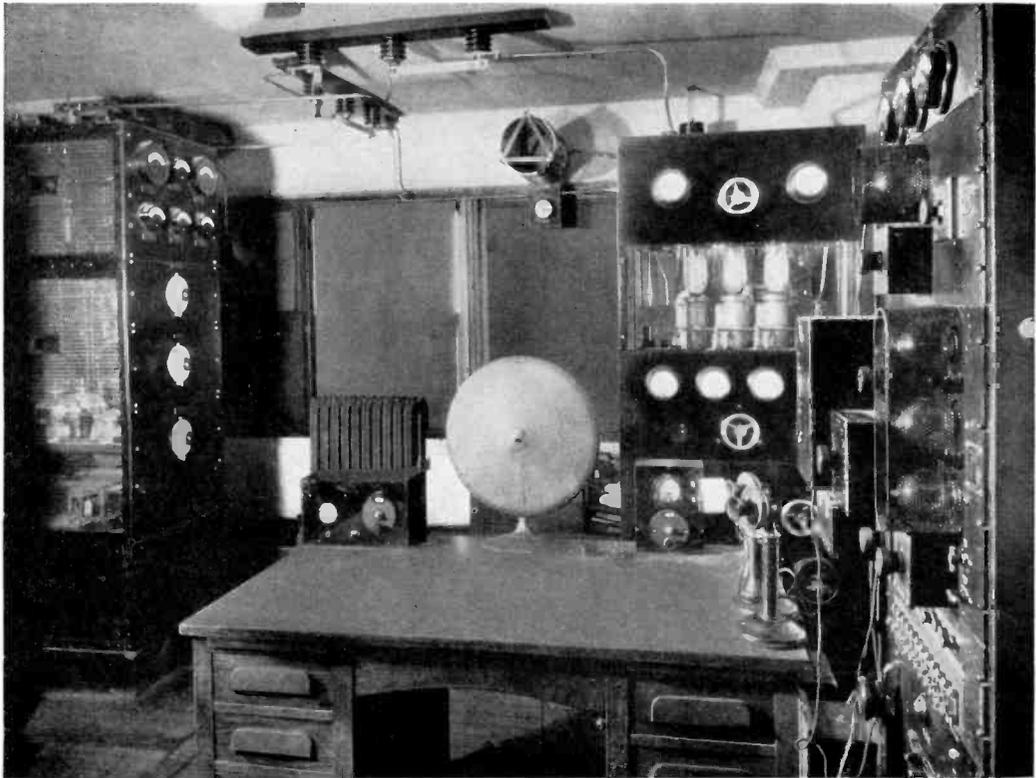
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**K·M·A**



Where Fair Prices  
and Farmers  
Meet

We wound up in the auditorium, but actually I thought we were out in the open for stars were shining down on us from the canopy of blue that forms the ceiling of the room. Miniature electric lights they really are, and the cloud effect is gotten by artificial means. In front of us was a full size stage beautifully dressed in draperies that blended perfectly with the decorative scheme of the entire interior of this gorgeously colored room. The whole auditorium with its columns, balconies, niches and fountains is patterned after a Moorish mosque, and this idea has been followed on the outside of the building as well, with highly colored minarets or towers that may be seen for quite a distance.

It is hard to look at the ceiling, the walls, the audience and the stage at the same time but I did it. To my surprise I discovered that an enormous plate of glass, 7 feet high and 22 feet long actually separated us from the artists on

**K·M·A**



Answering the Daily Mail



*Page Twelve*

Where Your Letters are Received



Getting Goods  
Ready to  
Ship

the stage, thus shutting out any minor disturbance that might arise in the auditorium. So far as the sound of music and conversation was concerned, we got it all out in front through specially arranged speakers built into the walls. I was puzzled when Earl May told me that listeners at a far corner of the American continent actually were hearing this program at the same instant as we who were no more than fifty feet distant were getting it (letters were produced from all corners of the U.S.A. to prove it), and we passed again to the main entrance, a beautiful room that I would call a hallway but in the city would perhaps be styled a "foyer." Here was another fountain, a registration desk, and a crowd of folks waiting for a seat in the main auditorium.

I believe I know now why KMA keeps the "Smile on the Dial" and continues to be so popular, after meeting the folks responsible for it, seeing their quarters, and mingling with the

K·M·A



Main Entrance  
to Mayfair

throng of good honest farmer visitors and hearing their generous praise of this new influence in their lives. It's just a matter of human nature, human sympathy, good entertainment that we can understand—and everyone trying to act natural and agreeable.

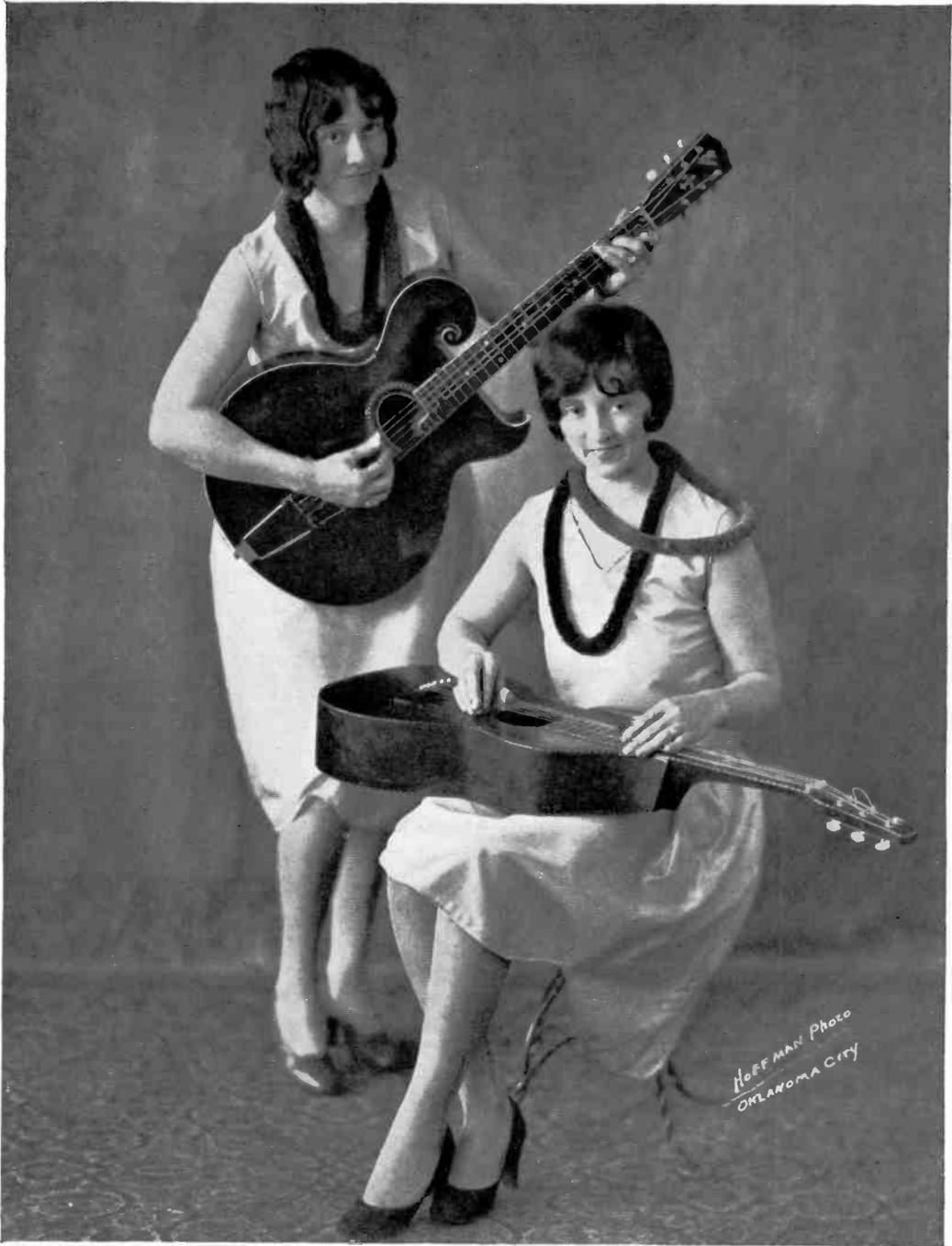


Gertrude May Pipe Organ



Ormah Carmean, Program Director at KMA, has been with the Earl E. May Seed & Nursery Co. for almost three years, acting as program director and assisting in the announcing.

Ormah Carmean



Opal and Alta "Dixie"

*The Southern Girls who  
"Hum your troubles away"*

# MAYFAIR

Introduced and Sung by  
Prof. E. Evans Engberg from K.M.A.

Words and Music by  
Dr. Leo Sturmer

Intro.

Voice

A-wel-come to you, A-wel-come that's true, The

A-bove the blue sky, With clouds rol-ling by,

place where you'll leave cares be-hind; The The  
beau-ty of out-doors with-in;

twink-ling of stars, Both Ve-nus and Mars, A All  
tints of the brush make faint col-ors blush,

play-house, the fai-ry land kind. grand-eur and splen-dor a-kin. Piano.

May-fair, Oh! It's

May-fair, Just a place you'll

like to roam; Just a spot that seems like

home. May-fair

Oh! It's May-fair, the nest for the West The

day when you're drea-ry, Just drop in where it's chee-rie, May-fair, the

flo-wer of Shen-an-do-ah. 1st mo 2nd mo



15-