

talk about FARM RADIO!

Pulse, Inc. recently took a survey in 23 counties in Western Iowa, Southeast Nebraska, Northwest Missouri. Pulse found —

**KMA has more
Farm Audience
12-12:30 p. m.
than next 3 sta-
tions combined!**

(next three includes a 50,000 watt Omaha station, a 5,000 watt Omaha station, and a 50,000 watt Des Moines station!)

**At 7 a.m. each
day KMA has
more farmers
listening than the
next 6 stations
combined!**

* *

**No matter how you
figure . . .**

You can't reach rural farmers in Western Iowa, Southwest Nebraska, Northwest Missouri effectively without the station they prefer—

KMA 960 5000
 Kc's Watts

**SHENANDOAH,
IOWA**

**Represented by
Edward Petry & Co. Inc.**

our respects

to JOHN THOMAS SCHILLING



"YOU KNOW," a veteran broadcaster once told his colleagues, "a man doesn't have much to do with ordering his life. Most of it just happens." Then, chiding himself for not "envisioning" the early potentials of military-naval and commercial radio, he added. . . . "I'm no good as a prophet."

Whatever John Thomas Schilling may have lacked as a prophet, his colleagues agree, he seems to make up with a kind of administrative clairvoyance that has typified his 34 years in broadcasting.

Mr. Schilling, who managed a single radio station (WHB Kansas City) probably longer than any man in the industry, is vice president and general manager of KMBC Broadcasting Co. (KMBC-AM-TV Kansas City and KFRM Concordia, Kans.), supervising all operations.

In the "big swing" that has taken place at KMBC-AM-TV the past five months as a result of affiliation switches from CBS to ABC, Mr. Schilling is credited with helping to fashion a smooth transition, with emphasis largely on "independent, station-produced" programming operation (KMBC-TV switched to ABC-TV last Sept. 28 and KMBC to ABC Radio Dec. 1).

For a veteran broadcaster who has plied his trade in Shanghai, Mexico and on the high seas, Mr. Schilling seems to be taking the change-over in stride, much as he did when he pioneered radio while attending Manual Training High School in his native Kansas City.

Born Nov. 13, 1896, young John wanted to be an architect but also showed interest in electricity and the radio equipment of one Sam Adair across the tracks. Young Schilling learned code and "worked" ham operators around the country.

With the outbreak of World War I the youth enlisted in the U. S. Navy and was sent to Great Lakes Naval Training Station in Illinois. His experience with radio code brought him a seaman second class rank as a "radioman striker." He later transferred to the U. S. Naval Radio School at Harvard U. for a 13-week course but never finished. A request routed through the Bureau of Naval Personnel brought him to Western Electric Co. in New York as a student—under the same Mr. Adair. Later, young Schilling was sent with 12 other men to open a radio telephony school (anti-submarine detection work) at New London, Conn.

Having risen to chief radio electrician by November 1918, John Schilling was transferred to a Brooklyn receiving ship while awaiting his Navy discharge.

Receiving his discharge in June 1919, he joined DeForest Radio Labs, Hightbridge, N. Y., as an engineer, designing vacuum tubes and taking part in voice communication experiments.

Later he and an ex-navy colleague, Ed Sargent, headed for San Francisco, first working

in a sugar refinery and later joining the Merchant Marine as radio operators. Young Schilling returned to Kansas City in the early 20's to work in an engineers' office, but soon rejoined Mr. Sargent, who was assigned to install five DeForest transmitters in Mexico for Continental Mexican Petroleum Co. They worked amidst Guerilla warfare in Tampico.

Back in Kansas City in 1921, Mr. Schilling again crossed paths with Sam Adair, who was building WOO (owned by Western Electric Co.). Mr. Schilling sold radio parts (for crystal sets) by day and announced by night until E. J. Sweeney, head of an automotive-electrical school, hired the pair in 1922 to build a 250 watt radio station—the genesis of WHB, with John Schilling as general manager and chief announcer, among other duties.

WHB lost its fulltime operating permit in 1926 but remained on the air. Cook Paint & Varnish Co. bought the station in 1930 and Mr. Schilling concentrated active leadership reins on coordinating and supervising the staff. He was named a vice president in 1935.

WHB Broadcasting Co., a Cook subsidiary, became co-operator in 1953 with the then Arthur Church KMBC-KFRM properties of ch. 9 in Kansas City. (This share-channel operation was unique in broadcasting and together WHB-TV and KMBC-TV brought CBS-TV network programs to the city for the first time.) Cook later bought out KMBC and KFRM as well as KMBC-TV, then sold WHB to the Todd Storz interests in June 1954 (WHB-TV was deleted and WHB Broadcasting Co. was changed to KMBC Broadcasting Co.), assuming operation of KMBC-AM-TV and KFRM.

During 1954 he supervised erection of KMBC-TV's 1,079-ft. "tall tower" transmitter (316 kw) installation on Kansas City's east side.

With KMBC's twin radio-tv program revamp Mr. Schilling works closely with Donald D. Davis, first vice president and commercial manager. (He is responsible for programming, sales and promotion.) They claim KMBC-TV's "big-time daytime" program realignment has been effected with notable success (ratingswise), with assists from ABC. Radiowise KMBC has launched a music-and-personalities format to complement old-established KMBC features and ABC programs.

Mr. Schilling, known fondly as "Uncle John" and "Calm John" because, of his keen sense of humor and friendliness, lives south of Kansas City (in a home he calls "Kilocyle Acres") with his wife, the former Yvonne Rodier. He likes bowling and building, and is active in the Chamber of Commerce, Advertising & Sales Executives Club of Kansas City, K. C. Social Club and Allied Food Club, among other groups.