

## Rintoul Quits WBS Post To Enter Special Field



S. R. Rintoul

RESIGNATION of Stephen R. Rintoul, station relations manager of World Broadcasting System, was announced Dec. 10. He leaves the transcription company on Jan. 1, at which time he will announce his plans to enter an entirely "new phase of broadcasting development."

A pioneer in spot radio, Mr. Rintoul joined WBS six years ago, shortly after its formation. In 1933 he took over the station relations department. Mr. Rintoul had much to do with the development and sale of the WBS transcription library, the first in the field, which now has upwards of 150 subscribers. A native of New York, where he was born in 1904, Mr. Rintoul was in the wholesale woolen field before entering radio.

Percy L. Deutsch, WBS president, has made no announcement as to who will succeed Mr. Rintoul.

### WHO 10% Bonus

A BONUS of 10% of annual salaries will be paid to the 75 regular employees of WHO, Des Moines, on Dec. 23, according to an announcement by Col. B. J. Palmer, president of the Central Broadcasting Co. Officers, directors, and talent will not receive the bonus.

### Contented Hens

WHAT the contented hen thinks about while at work in one of the new continuous daylight, ultra-modern poultry plants will be featured on a new series of commercial broadcasts by remote control directly from the Rupf Hatcheries of Ottawa, Kan., over WIBW, Topeka. The series, conceived by the agile minded sales representative of the Topeka station, which will install the remote control outfit at Ottawa, 54 miles from the transmitter, will be the first such long-distance setup in the field of hatchery advertising.

### AIR FEATURES INC. GETS B-S-H SHOWS

AIR FEATURES Inc., New York, radio production firm, has been formed with James E. Sauter as president and treasurer. For its first client the firm has taken over the production of radio programs of Blackett-Sample-Hummert Inc., New York. The programs are: B. T. Babbitt (cleanser), David Harum; Sterling Product (Dr. Lyon's tooth powder), Fannie Brice and Ethel Barrymore (Bayer Aspirin); all four American Home Products' programs, Easy Aces (Anacin), Mrs. Wiggs of the Cabbage Patch (Old English Floor Wax and Hill's Nose Drops), John's Other Wife (Louis Phillippe

lipstick), Just Plain Bill (Anacin & Bisodol), all NBC programs; Affiliated Products' Rich Man's Darling (Jocur, Kissproof, Outdoor Girl); Bisodol's Broadway Varieties on CBS. It is understood that Air Features will also produce transcription campaigns for the agency.

For the present, Mr. Sauter declares, the firm will not expand beyond New York with the exception of a possible talent contact office in Hollywood. It was also stated that Blackett-Sample-Hummert has no financial interest in the firm and no officers of the agency hold positions with the new concern. In addition to handling the B-S-H programs, Air Features will continue to supervise and produce the Philadelphia orchestra program on CBS, sponsored by a group of banks through Wessel Co., Chicago. Mr. Sauter has been connected with this program since last summer when it was first conceived.

Under the new setup B-S-H is planning to consolidate its New York radio activities under one head. Hyman Brown and WBS, who have been producing a number of the agency's programs, and Robert Goldstein, of Super Radio Artists Inc., are no longer responsible for B-S-H broadcasts. Mr. Brown has been with the agency for four years as a free-lancer.

Frank Hummert and Mrs. Ann Hummert will continue to conceive, produce and direct all programs produced by the agency under the new plan. Mr. Sauter is maintaining his own office at 630 Fifth Ave. and another at B-S-H's office, 247 Park Ave.

## Legislative Suggestions Offered in Radio Report Of Educational Official

S. HOWARD EVANS, secretary of the National Committee on Education by Radio, on Dec. 3 made public his report on broadcasting prepared nearly two years ago and submitted to Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee. Mr. Evans pointed out the document was made public as the result of an official request made during the reallocation hearings of the FCC last October.

The report, covering 40 double-spaced typewritten pages, dealt with technical problems, technical possibilities and problems of policy, including such matters as censorship, advertising, standards, licensing of networks, relation of radio to the press, and alleged "trafficking" in licenses.

Among the recommendations made by Mr. Evans, formerly identified with the *Ventura* (Cal.) *Free Press*, an anti-commercial radio organization, were that no legislation interfering with or limiting the discretion of the FCC be enacted; that legislation compelling a complete reallocation of broadcasting facilities be introduced; that in the near future specific laws be passed "to prohibit newspapers from owning broadcasting stations and vice versa"; that broadcasting chains be licensed; that all radio licensees owning radio patents be compelled to put them in a patent pool.



# MERRY CHRISTMAS AND HAPPY NEW YEAR

MR. ROBERT T. CONVEY, President, and the entire staff of KWK, extends to all their friends and clients best wishes for a very Merry Christmas and a Prosperous New Year. May we suggest that the best insurance for a Prosperous New Year would be an advertising campaign with KWK?

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