

Washington Digest

Rediscovered America Under New Sponsors

Co-Operative Backing of Programs Affords Wider National Contacts; Brings Radio Close to Local Communities.

By BAUKHAGE
Press Analyst and Commentator.

WNT Newton, 1211 East Street, N. W., Washington, D. C.

In these days when there is so much talk about co-operatives, I would like to take this opportunity to say something about co-operative sponsoring of radio. It is a different kind of thing, of course, but it has been a lot for Washington. It simply means that instead of having one big company sponsor a program, several, a whole network, a local group in each town "have" it. That is why I say the name of my book is logical.

There are many advantages in this plan from a purely technical standpoint. But to me, the greatest, from the broadcaster's point of view is the fact that co-op sponsoring provides a tremendous psychological boost. It gives me what I call an "affirmation-boost" because I have a feeling that a lot of people have elected me to say on instead of one man telling me. I feel that I have become a citizen in a sort of new-found economic democracy.

Now from the listener's standpoint. When a program is sponsored locally, the listeners are bound to look on it with a lot more interest.

We are all proud of the fact that radio has brought the world right into the listener's home. We can be equally proud of the fact that the co-operative sponsoring system has brought thousands of American communities into the broadcaster's heart and mind. The co-operative sponsoring system exemplifies the good, democratic principles of decentralization.

I think it's a great tradition.

Chosen by Radio, WNAE, Yorkton, S. D., an "upbeat mid-west farmer," Mr. and Mrs. John Omer were a help to Washington, a new trustee and money for a new word. Immediately after being received by the Washington Post, they were interviewed on our program.

They were chosen by WNAE because while running up a profitable production record on their farm in Yorkton, Iowa, they also played a leading part in the war activities of the community.

Mr. Omer is 36 years old and is still cultivating the land his father pioneered. He and Mrs. Omer have eight children—the one of military age is a Marine—two daughters are



FIRST PRIZEWAS BRIGATTA . . . The National Midwinter regatta, held recently on the shores of Los Angeles, drew more than 15,000 sailing craft from Pacific coast points. In a three-day meet, many classes of the boats were represented in the colorful sailing event, the first since the start of the war. The event was sponsored by the Los Angeles Junior Chamber of Commerce and Southern California Yachting Association.



BEHIND IT ON THE WAY . . . Edward C. Hammond, Newton, Mass., did not let war shortages stand in his way. With a lot of Yankee ingenuity he converted his own state which Hammond calls the "Wasp." It has all accessories, including a rubber basket for golf clubs and a series of horns, steam, belt and light. The builder says that it can go 34 miles on a gallon of gasoline. Hammond is at the wheel of his creation.



COINED THE ELECTRONIC HOT BOG . . . The "Radio Chef," promised for several months, arrived at New York to make life more complicated. The gadget for dispensing the electronically cooked lunch is being demonstrated by Henry Hays. The lunchbox is wrapped in cellophane and connected to an even-faster hot, ready for the consumer, who deposits a dime in the machine's slot.



ARGENTINA HOLDS ELECTION . . . Strong man Gen. Juan Peron, dictator of Argentina, might appear to have been elected to have been defeated by the presidency by Dr. Jose P. Tamborini, left, democratic union candidate. Ambitious system of vote-counting resulted in several years delay in the final count. The election of Dr. Tamborini may be viewed by the U. S. state department as an aid in the "friendly neighbor" policy in Latin America.



KEVIN SEVERED BONES . . . Julian A. King, 34, Madison, Wis., who has been appointed by President Truman as the new secretary of the interior, he was formerly chairman of WPA and chief power engineer of TVA. Since leaving government service he has located an engineering company. King represented his subscription to the way the interior department has been administered in the past by Secretary John.



MAY BUILT STUB . . . Prince Vladimir De Sereva, son of the regent of Italy and grandson of the last king of Italy, whose abdication has opened the way to the throne for the last prince, his father is Prince Umberto.



DOCTOR FIREBELL . . . Winston Churchill, former prime minister of Great Britain, as he received the degree of doctor of laws from the University of Miami, at the Orange Bowl, before thousands in a public ceremony.



WENT WILD BOAR . . . Where in Japan, Liza, left, and Henry Warren, Chicago, two players who are training on Catalina Island, Calif. They took time off to look for wild boar in the hills on Catalina Island.



AID ON FOOD PROBLEM . . . Harold C. Hoover, former Food and Nutrition Board expert after World War I, has been invited by President Truman to aid in post-war world food problems. He has been active in foreign relief work.

Classified Department

SEEDS, PLANTS, ETC.
Specialty seeds and plants. Write for catalog. Box 100, 1000 N. 1st St., Seattle, Wash. 1944.

Invest in Your Country—Buy U. S. Savings Bonds!

HIGH ENERGY TONIC
Great for All Ages!

Recommended by Many Doctors
Helps build up strength and vitality. For children build sound, strong bodies.

SCOTT'S EMULSION

TO-NIGHT
LIVE! LOST! LOST!

VERONICA LAKE
CALOX POWDER

ARE YOU PALE WEAK TIRED
due to MONTHLY GUESTS

Don't give and become pale and weak. Don't give and become pale and weak. Don't give and become pale and weak.

STRAINS, SORENESS CUTS, BURNS

Balsam of Myrrh

666
COLD PREPARATIONS

When Your Back Hurts

Doan's Pills

BARBS . . . by Baukhage

Before the war, more than 200,000 Ford, around 100 million American paid no income tax. After the war began, the number rose to more than 100,000, or over 25 times as many households on March 15.

The chart and statistics are new. According to "Barbs" here's a peek at it.

Radio plus radio makes a revolution—and a lot of American say give a long way to continue even "friendly" democratic democracy isn't in fact.

What does the American radio in Europe (and others) want most? Every, since, it's 10 to get home and it's 10 to get home and it's 10 to get home.