

At the Ewen-Lewis wedding the bride and groom are photographed with three of the four F.W.I.O. Presidents with whom Mrs. Ewen (nee Anna Lewis) worked during her ten years as Director of the Women's Institute Branch. Left to right: Mrs. J. R. Fitcher, Professor Ewen, Mrs. Ewen, Mrs. Gordon MacPhatter, Mrs. Hugh Summers. The fourth president, Mrs. R. G. Purcell was unable to attend the wedding.



interest in people who are in charge of research and program planning as well as Women's Institute members.

To quote some of those who wrote Mrs. MacNaughton:

University of Wisconsin, per Harold G. Engel, Madison City: "I found your report of the survey most interesting. I note your problems in Canada are quite like ours and quite as difficult to solve. The fact that you are making women conscious is an accomplishment in itself. Most listeners are not discriminating enough to demand many changes. If they were and would tune out poor programs, the battle would soon be won."

From Miss Brophy, CKNX, Wingham: "Mr. Cruickshank and I have been looking over the opinions of this cross section of the female population and it is very interesting to note their likes and dislikes. It has quite a bearing on program planning and selectivity at any radio station and we were anxious to know the results of the survey."

Mrs. Patricia Gallaher; Bureau of Audience Research, C.B.C. Toronto; Miss Lois Rae, Assistant of Audience Research, C.B.C. Ottawa; Rolf B. Meyersohn, Radio, T.V. Study Director, Columbia University, N.Y.; T. J. Allard, Executive Vice-President, Canadian Association of Radio and Television Broadcasting, C.B.C. Ottawa; Dorothea Cox, Producer of Talks and Public Affairs Department, C.B.C. Toronto; Helen James, Assistant Supervisor Talks and Public Affairs, C.B.C.; and many others were among those who wrote Mrs. MacNaughton commending the report and survey.

In last year's report the advertising of alcohol in any form was disapproved. Mrs. MacNaughton was informed by T. J. Allard, Ottawa, that no Ontario station sponsors the advertising of alcohol products, which is very good to know.

While only a small percentage reported in 1954, sufficient interest was shown to justify continuing the survey in 1955. The result of

the survey shows that our taste in programs and our likes and dislikes are recognized by those responsible for our daily entertainment. This fact and the study of the report should give each member of the Women's Institute a new sense of responsibility. All are agreed that radio and television have a definite influence on the daily living in every home. Therefore nothing but the best in entertainment is good enough for our families, the community in which we live or the Province of Ontario. Our organization is a powerful influence in raising the standard of our homes. The improvement of entertainment through radio and television is a responsibility of the homemaker and we as members of the Women's Institute may well hold the key to bring about the needed improvement.

Canadian Association of Consumers

Mrs. James Haggerty reported that such drugs as insulin, cortisone, A.C.T.H., liver extract and B₁₂ complex which have to be used over a long period of time, are included in the medical expenses which are deductible for Income Tax purposes.

Each year manufacturers in Canada have an opportunity to send their merchandise to the Design Centre in Ottawa to compete for a design award. The awards are given for a good design on the basis of form, function, originality, good value and suitability for the Canadian market with emphasis placed on pleasing appearance and comfort in use. In purchasing merchandise watch for the articles bearing the 1955 design award tag or sticker.

Notice has been given that the red stripes used on bacon wrappers will not be used after a certain date.

Ontario Rural Leadership Forum

Mrs. D. S. MacNaughton, as the representative from the F.W.I.O. had attended one meeting when Mr. Dick Hilliard, Department of Agriculture was chairman. Seven organiza-