

and projects they have learned. They hold drama festivals and square dancing competitions. They entertain the residents in County Homes and young people from overseas.

### Radio and Television Evaluation

Mrs. Clifford compiled a report of the Radio and Television survey from answers to the questionnaire sent to the branches; 347 reports were received, about 25% of the membership, but nearly 100% more than were received last year.

In children's TV programmes, Howdy Doody is still the most popular; Mickey Mouse, Disneyland, Lassie, Rin Tin Tin, still favourites. Again the survey asks for less violence and gun play. This goes for radio programmes too. Hours of viewing suggested for children are from 3 to 4 and 7 to 8. There is the criticism that there are not enough Canadian programmes for children.

In children's radio programmes, Kindergarten of the Air is still one hundred percent popular. A similar programme, Nursery School, is now on the CBC/TV network from Monday to Friday at 2.45 p.m. School broadcasts rate high. Sunday School of the Air is of great help in many localities. Listeners feel that programmes for children are fewer this year. Recommendations are: more Sunday programmes wanted, more story telling. Try to have new stories. Children have great memories and can spot repeats.

The survey on women's TV programmes shows that women appreciate new food ideas, hobby-craft, interviews with women of other lands, fashion shows, interviews with local women in the news on both TV and radio. Recommendations are that recipes be read more slowly, more hobby and handicraft demonstrations, tips on sewing, women's customs in other countries. In radio, women commentators are enjoyed; Kate Aitken is greatly missed; and CBC Matinee is popular. A large number reported good commentators on local stations giving special attention and time to Women's Institute gatherings.

Recommendations on radio ask for one or two good daytime serials on CBC, more book reviews, less rock and roll. On TV, requests are for good movies to be shown from 10 to 11 p.m. instead of later, less emphasis on broken homes and drinking scenes, more plays involving characters from Canadian history, more amateur performers and Canadian talent.

Among the favourites in radio entertainment are Bob's Scrapbook, Hit Parade, Happy Gang, Guy Lombardo and Perry Como. Women ask for more choir singing.

General interest is shown in programmes on religion. On TV, This is the Life, and Faith for Today, and church services are highly rated. There is a recommendation for more church services, alternating all faiths, for Bible stories for shut-ins and children, for more sacred music on Sunday and more religious programmes on Sunday afternoon. On the radio, Sunday School of the Air and Morning Devotions are appreciated. All churches' services on local stations are good. Hymns on Sunday morning are appreciated by farmers who have radios in barns and would like to hear them while working. It is asked that Morning Devotions be continued. Shut-ins especially



At the annual convention of the Guelph Area Women's Institutes, a silk flag and standard was presented to the Ontario Agricultural College in appreciation of the many courtesies extended to the Institutes by the College. Dr. J. D. MacLachlan, O.A.C. President, is shown accepting the gift from Mrs. Norman Smith, convention chairman.

look forward to this programme. Listeners would like more religious programmes on Sunday.

In agriculture on TV, Almanac, Country Calendar, Over the Line Fence are mentioned as favourites. The survey shows that agricultural news is well taken care of on local stations. Recommendations are for more programmes on gardening, for Farm Forum on TV, more panels and discussions with information vital to the farmer. On the radio, market reports are very important, and CBC noon broadcast is highly favoured. Farm Forum rates high. The majority seem satisfied with local coverage. Recommendations include more talks with successful farmers. Many derive help from talks by the local agricultural representative.

Nearly all seemed satisfied with TV news coverage but seem to prefer news coverage by radio. They still ask for news at 10 p.m. instead of 11, and for more news at mealtime, so that the farmer can hear and see it, and they like pictures of interest with the news. Many reported that the radio is turned on first thing in the morning for news. Neighbourly news and local news are enjoyed. Storm and frost warnings rate high with the farmer. Weather forecasts are appreciated by everyone. The survey showed satisfaction with news coverage.

On the question of advertising, most agreed that advertising on TV and radio was good on the whole and was a necessary evil. They would