

"getting you clean for the first time in your life" is going too far. Teenagers express disgust for some of the tooth paste, hair tonic and cosmetic ads. One report said, "eliminate or exterminate the man who hauls the detergent card from under the whitest wash."

Reports ask for commercials to be made more straight-forward, shorter and more to the point. Commercials, if they must be used over and over again, should be spaced farther apart and the same ones should not be used three or four times during the day. Commercials that are "child persuaders" are the bane of mothers. They don't like them and they tend to turn parents away from the sponsored product. Some singing commercials and most cartoons received commendation. A few of the commercials are considered better than some of the shows; others are mentioned as good advertising.

The consensus is that women realize they have to have commercials but they ask that they be not made ridiculous, such as watching a pill go down into someone's stomach. They also ask that commercials be less noisy, that they be changed often and show more originality.

### RADIO PROGRAMMES EVALUATION

It is evident from reports received that the interest in radio has decreased since the advent of television. Nevertheless many branches report that radio has a definite place and purpose in our way of life today. Women's Institute members in the majority say radios are turned on the first thing in the morning and many families with the new models are awakened with a musical

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#### CITY ROOFS

By Charles Hanson Towne

Roof-tops, roof-tops, what do you cover?  
Sad folk, bad folk, and many a glowing lover;  
Wise people, simple people, children of despair—  
Roof-tops, roof-tops, hiding pain and care.

Roof-tops, roof-tops, O what sin you're knowing,  
While above you in the sky the white clouds are  
blowing,  
While beneath you, agony and dolor and grim strife  
Fight the olden battle, the olden war of Life.

Roof-tops, roof-tops, cover up their shame—  
Wretched souls, prisoned souls too piteous to name;  
Man himself hath built you all to hide away the  
stars—  
Roof-tops, roof-tops, you hide ten million scars.

Roof-tops, roof-tops, well I know you cover  
Many solemn tragedies, and many a lonely lover;  
But, ah! you hide the good that lives in the throbbing  
city—  
Patient wives, and tenderness, forgiveness, faith,  
and pity.

Roof-tops, roof-tops, this is what I wonder:  
You are thick as poisonous plants, thick the people  
under;  
Yet roofless and homeless, and shelterless they  
roam,  
The driftwood of the town who have no roof-tops,  
and no home!

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sound from them. News seems to be the most important reason for keeping the radio on during the day. With usually more than one station in the district it is not difficult to keep abreast of the comings and goings of the world and local affairs.

Farm women are very busy during the morning and radio keeps them interested while they work. One branch even had a side discussion as to whether cows and hens really benefited by having radio music in their buildings. They didn't say what conclusion they came to.

Reports from a few branches who were asked what they would keep if they had to choose between radio and TV unanimously said radio. Even in view of the many poor programmes and advertising on TV they preferred TV to radio in the evenings but still they said they would take radio if they had to make a choice.

Reports say women like the informal and friendly attitude of most of the local radio announcers. They express appreciation for the coverage given special Women's Institute meetings and events and especially for those local stations that have a weekly or a monthly programme produced by Institute members.

### Children's Programmes

"Kindergarten of the Air" is still the children's favourite programme. Children enjoy it and parents ask that it be continued. Most children's programmes over local stations are considered to be very good but there are very few according to reports. Other programmes mentioned many times as being well done and interesting to children are "Cuckoo Clock House", Maurice Boddington (Uncle Bod), "Tops in Pops", "Best of the West for Teenagers", "Small Types", (Bing Whitaker), and CBC School Broadcast. Parents also rate school programmes highly and suggest that CBC School Broadcast be rebroadcast during the early evening.

Safety Rules from many local stations are greatly appreciated by parents. Teenagers like the popular music and dance tunes though these drive parents wacky sometimes.

### Women's Programmes

CBC Trans-Canada Matinee leads the way in women's programmes. Reports express appreciation for the book reviews and question and answer programme, also for the variety of subjects and interviews. The Betty Kennedy Show (CFRB) is popular. Several branches mentioned the splendid interview by this commentator with inmates of a jail. Edna May (CBC) is well liked and Consumer Reports are appreciated. Other programmes which interest women are: "Court of Opinion", "Fighting Words", "John Drainie Tells a Story", work of the Women's Institute, church groups and other organizations, the Wanda Miller programme from Barrie and Orillia, Canadian and Empire Club luncheon guest speaker addresses, Audio, Concert Hour, Elwood Glover, This is Your Life, Ann Allan Hydro Programme.

Branches from Algoma district would like to hear Trans-Canada Matinee. Reports from some northern districts say they have no women's pro-