

gramme on radio. Many reports say that women do not listen to radio much in the afternoon as they are shopping or at meetings. In the evenings if they have TV they watch it.

Entertainment

The Tommy Common Show seems to be tops on radio now that the Happy Gang no longer can be heard. Sports programmes are enjoyed by men and some women. Some reported that both radio and TV are used at the same time for a hockey or football game if both media are covering it. They turn off the sound on TV, watch the picture and listen to the commentator on radio. CBC Symphony and Metropolitan Opera are programmes enjoyed by many people. There are complaints of too much popular music and too much repetition on radio, and that in many cases actors' voices are drowned out by loud background music. Several reports ask for the return of Lux Playhouse; they do not like the replacement. Don Messer's Jubilee Music, Worth Knowing, Assignment, Starlight Serenade are other programmes which have many listeners.

Religion

Reports say almost everyone agrees that religion is pretty well taken care of in radio programmes. Sunday School of the Air is very popular, and Church of the Air has a good following.

Mention was made of a few local stations that have morning, and one or two that have evening devotions daily. Sunday morning church services over CBC network and from local churches are very much enjoyed.

Other programmes receiving worthy mention are: the Salvation Army, Billy Graham, and the Fred Victor Mission. Religious programmes on radio are considered better than on TV. The women ask for less popular and Rock and Roll music on Sunday.

Agriculture

Here again reports say that agriculture is covered much better on radio than on TV. Agricultural representatives speaking from time to time on local stations are a great help to the community. Women like to hear Department of Agriculture Home Economists speak also. "The Craigs" is still a favourite programme—no report mentioned a word against it. Local marketing and price reports are very much appreciated. People wish the weather report could be more accurate. CBC Farm Broadcast, Farm Forum, Rex Frost and John Bradshaw are well listened to. Interviews with special farm guests are always interesting. Local farm commentators are considered to be very good.

News

All agree news is tops on radio and all reports seem very well satisfied with the coverage of national and international news. Many local stations give news on the hour, every hour, and special news bulletins as they arrive, and these features are very much appreciated. Many appreciate memoriams on local stations.

CBC News Roundup is excellent. CFRB, CJBC, Toronto seem to give the best news cov-

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MARRIAGE

A. Warren

I know we loved each other when we walked
So long ago in spring beneath the moon;
When, hand clasped close in hand, we softly talked
Of that new joy our hearts would shelter soon,
Perennially golden and secure
From any change. But O, we could not see
That springtime wonderment would not endure
As first it was, but alter blessedly.
We could not know, my dear, we could not guess
How years augment the miracle of love;
How autumn brings a depth of tenderness
That is beyond young April's dreaming of!
How there would burn a richer flame some day
Than that which first threw glory on our way.

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erage, and many commentators are mentioned as excellent, with Gordon Sinclair at the top. All feel the news is adequately covered.

Advertising

Advertising does not seem so objectionable on radio as on TV. Many report that they enjoy it and others that they can take it or leave it. They would like to hear more farm products advertised and not so much soap. Women say that much of the advertising is misleading. They think commercials should be quieter, shorter and more to the point without all the frills that don't mean anything to the average woman. Many singing commercials on radio are considered good and many women enjoy listening to them. They feel advertising is a necessary evil but some question its selling power.

Summary

To sum up: Radio seems on the whole to be a good companion in the home, with enough local stations in any district to make it possible to receive some programme of interest to everyone.

A few branches covered the community for comments and found their reaction both in TV and radio similar to that of members of the Women's Institute.

One branch mentioned they had discussed the Principles and Objectives of the Canadian Broadcasting League and heartily agreed with them.

There were many small beefs such as announcers' poor diction or poor English. Incorrect pronunciation of local names and places on local stations could be corrected if brought to the attention of the station by a group of people such as a Women's Institute branch.

From Mrs. Wilson's national report: Listening to commercials is preferred 100% to paying a license fee. The women would ask Radio and TV authorities to keep the public informed of the development in our Northland; not to overlook the value of historical plays as a means of creating national pride; to hasten the day when all Canadians in every part of the country may have the opportunity to enjoy television. To the Women's Institutes the convener suggests: Let your wishes be known. Take time to commend as well as to condemn radio and TV programmes. Give constructive criticism always.