

TV Commercials Unpopular But Few Willing to Foot Bill

OTTAWA (CP) — The CBC a university or complete high school education.

Turning to over-all program balance, the survey found that television commercials few would be willing to foot the bill.

Two-thirds reported that TV commercials interfere with their enjoyment of programs. The most popular complaint was about the frequency of commercial interruptions.

But almost 80 per cent of those who reported they would not be willing to pay \$15 a year to eliminate the commercials. Only 13 per cent would pay \$15 and eight per cent said they would pay \$25 a year if it meant ending TV commercial plugs.

Criticism of commercials was more general among French-speaking Canadians than English-speaking viewers, the CBC said.

More than 80 per cent of adult French-speaking TV viewers said commercials interfere with their enjoyment of programs. The comparable figure for English-speaking viewers was 60 per cent.

"Many people" find the continued repetition of the same commercial to be disturbing, but few complain about either the loudness or length of them, the survey found.

Tuesday's statement quoted Arthur Laird, CBC research director, as saying such information is valuable because "it provides a necessary corrective to the notion that people dislike commercials so intensely that they would do almost anything to have commercial-free television."

REFUSE MISLEADERS
Only 13 per cent of those interviewed felt that Canadian TV stations should be more vigorous in refusing potentially misleading or objectionable commercials. Citing no figures, the CBC said the percentage was much higher among those with

BALTIC
Miss Cella Hunter has returned to her home in Spring Valley, after spending the winter months with Mrs. Edith Wall of Baltic.

Mrs. Charles MacKenzie of Malpeque has been a patient in Prince County Hospital since Feb. 12, suffering from severe burns which she received while putting fuel in their kitchen stove when her clothing caught fire. Mrs. MacKenzie is making a good recovery.

Mrs. Ellsworth Mann entertained at a birthday party for her son Leslie when several school pals were present to enjoy games, etc. A delicious supper including a birthday cake was served by Mrs. Mann.

On Friday evening a large number of neighbors and friends gathered at the home of Mr. and Mrs. Wendel Crozier, Hamilton, when the members of Hamilton Women's Institute sponsored a most successful card party. Sixteen tables were in play and the ladies high score was won by Mrs. Everett Wall, Indian River, and the gentlemen by Mr. Wynan Clark, Malpeque. Consolation awards went to Mrs. Ivan Dickson of Darnley and Earle McKay of Sea View. Lunch was served by the hostess assisted by members of the Women's Institute.

Mrs. Theresa Mathews, Baltic, spent the weekend in Malpeque the guest of her grandparents, Mr. and Mrs. Melville Bryenton.

Mrs. Delmar Adams entertained at the Malpeque Junior Sewing Club at her home on Saturday evening, with a good attendance.

Mr. and Mrs. Everett Wall entertained at a card party for the Baltic Women's Institute. Nine tables were in play, and the ladies first prize was won by Mrs. Vein Crafer, Baltic and the gentlemen's first was won by Mrs. Wendel Crozier — playing for a

Mr. and Mrs. Darby Brown, and the door prize was won by Vein Crafer. Lunch was served by the hostess assisted by Mrs. Harry Wall and members of the Baltic Institute.

Mr. and Mrs. Justin MacLellan of Indian River were visitors to Summerside on Friday.

W. H. Buras, Summerside, was a visitor to Indian River and Baltic on Saturday.

Mrs. William Hamilton of Hamilton is a patient in Prince County Hospital.

Miss Florence Cousias, student at the Summerside vocational school, spent the weekend with her parents, Mr. and Mrs. Robert Cousias, Darnley.

Sunday morning services for the Princetown United Church at Malpeque were held in the Memorial room with Rev. L. E. Johnstone, conducting the service.

Miss Judith Woodside of Sea View was guest soloist and reader, "When I Kneel Down To Pray".

Mrs. Lois Brown and Miss Heather Brown, Kensington, were recent visitors in Charlottetown.

Mr. and Mrs. George Riley and Master David Riley were visitors to Charlottetown on Wednesday and were guests of Mr. and Mrs. Windsor Richard, C. V.

felt that the CBC "tries to please everybody equally." Seventy per cent rejected the idea that the CBC "tries to force culture on people" but 15 per cent said the CBC was guilty of this "occasionally" and eight per cent said it happened "most of the time."

About 20 per cent felt that CBC programs are "too heavy and serious" while 21 per cent said they were "too light and frivolous."

Ont. Racetrack 'Racket' Seen By Moderator

TORONTO (CP) — R. Rev. J. R. Mutchmor, moderator of the United Church of Canada, said here he believes highly placed people are running a "racket" involving revival of

outdated racetrack charters in Ontario.

He was commenting on the royal commission on crime report of Mr. Justice W. D. Roach, which did not deal with this subject despite a request on behalf of the Liberal party during its proceedings.

Mr. Mutchmor took issue with the commissioner's finding that no syndicated crime exists in Ontario, declaring: "I think there's definitely a highly-organized and powerful gambling syndicate operating on both sides of the border."

"I believe," he added, "there's a racket involving the revival of racetrack charters which are years out of date. And it's a racket run by highly-placed people too."

(New Democratic Party Leader Donald C. MacDonald charged in the legislature Monday night that the Rideau-Carleton and Windsor raceways

have been granted harness racing days illegally, and he has accused Lieutenant-Governor-elect W. Earl Rowe, a Windsor track principal, of filing a false affidavit with respect to a shareholders' meeting.)

Establishment of government-controlled bookmaking was urged by Charles Bick, chairman of the Metropolitan Toronto police commission, as a result of the report. Mr. Bick was commenting on Mr. Justice

Roach's recommendations for a crackdown on bookies.

Former premier Leslie Frost, commenting on the report, said he thinks a province the size of Ontario "could hardly expect to have less organized crime."

REPORT PROGRESS

MOSCOW (AP) — Russia reported Saturday night that the Soviet Mars 1 spaceship was 98,000 kilometers (61,430,000 miles) from the earth on its

reach of the vicinity of Mars at the end of May.

TOP FISH BUYER

Only the United States pays a larger total for fish and fish products than the United Kingdom.



SPECIALS for BABY!

HEINZ

BABY FOODS

10 \$1

TINS FOR

STOCK UP TODAY!

MIX or MATCH

Post's Cereals

SUGAR CRISPS 8 1/2 oz.

ALPHABITS 10 oz.

CRISPY CRITTERS 10 oz.

2 pkgs. for 59¢

FROZEN FOODS

PERFECTION ICE CREAM . . . 1/2 GAL 89¢

HIGHLINER FISH CAKES . . . 12 OZ. 35¢

REIDPATH DRESSED SMELTS . . . 12 OZ. 29¢

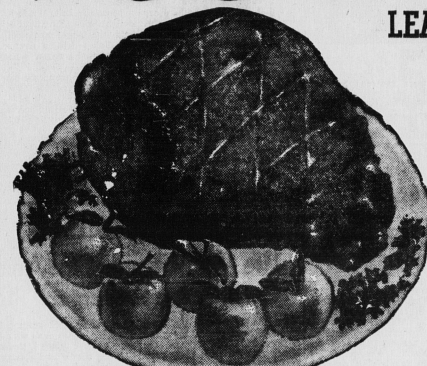
FREE Plastic Utility Brush When You Buy

JIFFY PIE CRUST 18 OZ. 39¢

MAPLE LEAF—28 OZ. MINCEMEAT 49¢

JELL-O 3 PKGS. FOR 31¢

Oh, BABY! These are MOMentous Food Values



LEAN and TASTY . . . FRESH ROASTING

PORK 43¢ lb.

Lamb CHOPS 53¢ lb.	Pork STEAKS 59¢ lb.	Maple Leaf P.P. BACON 67¢ lb.	S. P. Pork HOCKS 29¢ lb.	Haddock FILLETS 43¢ lb.
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From Your Lucky Dollar Store **TO BABY YOUR BUDGET** THIS WEEK-END

Size 200 **KLEENEX** 6 PKG. For \$1

Clark's in T.S. **BEANS** 5 20 OZ. TINS FOR \$1

Christies—1 lb. pkg. **SODAS** 2 PLAIN OR SALTED FOR 59¢

Heinz Sweet Wafer **PICKLES** 4 16 OZ. FOR \$1

Giant Size Ivory **SNOW** 79¢ pkg.

EASIFIRST LB. PKG. **SHORTENING** 2 For 55¢

CATELLI—20 OZ. **SPAGHETTI** 2 For 43¢

MAPLE LEAF CHEESE **SLICES** 31¢ PKG.

SCHWARTZ PEANUT **BUTTER** 16 OZ. UNITY 39¢

PRODUCE

HY GRADE **TOMATOES** 12 OZ. 2 pkgs. for 49¢

ONTARIO **ONIONS** . . . 2 I.B. CELLO BAG 23¢

U. S. FANCY **CUKES** . . . 2 FOR 39¢

N.R. FANCY MacINTOSH **APPLES** . . . 5 LBS. 59¢

Robin Hood Traditional Cake **MIXES** CARMEL NUT, CHOC. PECAN ORANGE COCONUT 3 12 OZ. PKG. \$1.00

FREE Recipe Book When you buy ROBIN HOOD—25 LB. BAG

FLOUR 2.15

MINUTE **RICE** . . . 14 OZ. 45¢

ROBIN HOOD **OATS** . . . 5 LB. 63¢

P. S. IVORY **SOAP** In a Poly Bag 12 Cakes 89¢

FREE Unbreakable Tumbler When You Buy **TEA** SALADA STANDARD 1/2 lb. 55¢



"PARTNERS IN YOUR COMMUNITY"