

Questionnaire given to Indelook Woman's club

(17 women answered)

1. How old are you? 47, 43, 51, 54, 46, 40, 41, 36, 73, 41, 39, 49, 51, 29, 40, 48, 40
 2. All married.
 3. Children one had 0 one had 10 others had from 1 to 4.
 4. All take Herald except 4 who have not been able to get-- quite vehement about having been on list 2 years and nothing has happened. One said "Please can John Boosinger, Sunnyside minister have paper. He needs it so much.
 5. Work outside home? Several work in asparagus, one answers phone for husbands business, one bookkeeper, one nurse, substitute teacher, one 7 months.
 6. Favorite magazine? McCalls, 5, Readers Digest, 2, Ladies home journal 4, sunse american home, Today's woman, Sat Eve Post 2, Good Housekeeping 2 Better Homes and gardens, 2, Womans home companion,
- Hobbies?*
- 71 Club work, gardening, textile painting, read, hunting and fishing with my husband and son, ~~at~~ Interested in organization part of woman's clubs how they operate Landscape and gardening, club and organization work, flowers, knitting, reading cards, fishing, embroidery, club work sewing, gardening, reading, fixing my home flower gardens, music, picnics, needlework, outings, grange activities, reading fancywork, outings, needlework, flowers, reading, flower gardening, weekending

at our American Reiver cabin, grange activities, camping, work in yard, visiting traveling, reading, flower gardening, visiting, homemaking, reading, crocheting, knitting, sewing, flowers, club work, needlework, cards, reading, and/wswewing, work in flowers.

8. order of reading

~~Headlines, Society, Friday home ec
vital statistics, society, front page, news, crossword puzzle.
social news, front page, news~~

Headlines, society
vital statistics, society, Friday home ec
social news, front page, news, crossword puzzle.
whichever part my husband hasn't got.

News, headlines.

Headlines

Start at first and read right through
front page

News on front page then go through

Funnies, society section.

Headlines, Society, vital statistics, sports, funnies:
Headlines, society, vital statistics, sports, funnies:

Births, deaths, marriages, society news.
2 3 world news, sports, funnies
~~society~~ society column front page

~~Headlines~~

Headlines then through paper

9. Travel, stories

9. What recent story in any section of the paper did you particularly enjoy ?

Travel, stories about valley

Travel to foreign lands, achievement stories, would like a Yakima valley boost number to send out of state, travel and achievements, news, stories on travel, "City Bred Farmer" by Clarence Dirks, Double K ranch story, welfare work and old age pension articles which appeared a while back, Double Kay ranch story, especially like stories of Northwest, Byrd in Arctic, travel news, Admiral Byrd, History, news of people in local district, society articles, story about Valley Memorial hospital, travels, story on progress of Yakima and Tieton irrigation project.

10. What is your main gripe about the paper?

Couldn't keep house without the Herald (on two)

Better radio programs for back page.

There are many many people in the valley who do not belong to grange. wish other groups had writeups too. It gives the impression that everyone belongs to some grange which is far from true.

4
The advertising is undependable.

No Gripes, satisfied, except for placing of address labels.

The stock prices are not very upto date. Gibsons for instance price steers at same price for six months at a time. the paper suits me all right, News is compact and one can be ever so busy but you still have time to cover the news. Like it!

Names wrong. Placing label so you can't read the article.

Suits us fine. Have always taken it.

Market reports never change. Not enough pictures.

Labels on what I wish to read.

Get our names wrong. Market reports are alwasys haywire. Against PUD. Wrong par

Nothing special. Not complete radio log. Stock markets not reliable.

No ~~Grr~~ gripe.

Mispelling of names.

Very seldom are the articles written up correctly. Mailing sticker always on some article or picture.

4/ 5

Some articles in Republic and not in Herald.

Feature you would like:

11. ~~You know of a story in your district we do not have.~~

Best produce is grown in valley. (not on paper but they talked about growing best ~~lett~~ root crops in nation in Outlook; said we have had stories but they like them often)

Some good points about Mexicans, their families and their children.

Name of shows running in Sunnyside. Daily column like Will Rogers or Ernie Pyle used to have. Have names of shows on that are in Sunnyside for the week. Style notes.

Style notes, stories on styles.

We take the Sunday PI for the funnies.

Would like Sunnyside theater advertised. My son enjoys all sports articles. Personalized column. ~~Wanted~~

Theater advertisements of Sunnyside, Toppenish, Wapato and Zillah.

Story on school buses such as cars passing when bus is stopped. Seems the state cops are not interested.

12. Who would be a good reporter for us in your district? Violet Stevens or Mrs. Dorsey.

11/

12. Do you know of a subject in your district that would make a good story?
 Several suggested Robert J. Core (didn't tell why) Violet Stevens, Marian Myers, Keep on boosting the valley. There are some pioneers in Outlook district who have never been interviewed.

14. Do you ever cut out recipes from Herald?
 All but one said yes.

15. What things would you like to see used in the home economics and society sections?

More cooking hints. Under cooking, ~~W~~ oven meals that go in at the same time and come out at the same time. Shopping news-- the low down. Home landscaping ideas that can be used in this valley. Etiquette, table, especially serving according to modern living.
 Nelson column OK (several mentioned his column ~~so~~ with compliments) Rating of current movies

"We love the 'pictures with the writing underneath'. ?

Gardening news. Musical department.

Little of this, little of that.

Jpise

Household hints, I like Nelson's articles. Book reviews and movie ratings. Music reviews.

Recipes and gardening hints. Reviews of new books. ~~N~~/ Ettiquette. More on editorial page.

E Ettiquette, styles, times to plant, when to buy. Gardening, I enjoy Mr. ~~and~~/ Nelson's column, especially when he puts in personal touches and names local places. Would like a weekly planting and gardening guide.

Gardening, like Nelson's colum. Ettiquette questions answered. Beauty notes Gardening and help in planting, shrubs, fruit, berries, trees.

I would like more sewing hints and helps. More meat recipes instead of so many cookies and eakes. Potluck dishes. Gardening, flowers.

Embroidery patterns, party suggestions, garden calendar with tips.

Stories about our own valley.

Weddings, engagements, music, dramatic movie ratings.

Movie reviews and ratings.

8 8

Would like book reviews, movie~~n~~ reviews, and ratings ~~as~~ to interest ~~the~~ to the family. Those best for family and children and then those best just for adults.

Criticisms of movies. Continued stories.

Weddings, club reports, showers, music recitals, criticisms of shows or any entertainments.

Granger library club.

Wide spread in ages; representative of best that Granger has; several very intelligent well informed women, several with creative hobbies, rather strong cultural interest.

(naturally, they're civilized!)

Their attitude was friendly. I was introduced by girl with whom I went to school. Several women made complimentary remarks about the papers, mentioning how well we cover the whole valley. One, a Mrs. J. M. Buckner, was quite outspoken about the fact that she had sent me material which I had not printed, asked how come? I told her that ordinarily material ~~was~~ mailed in which was not used was because of the following reasons: That it was not signed, therefore not giving us a source of finding out things necessary to our style, for instance we must have first names with any name we use, etc. (I remembered some of the material I had received, although I told her I didn't.) Urged them all to sign whatever they send in and put down a telephone number if they have one (they assured me there are only about a half dozen in the whole area.)

They said they want bigger papers, more pictures, they don't like the comics, most of them particularly dislike Ally Oop but said their husbands read it. They like Out Our Way best then Boots and Mandrake. Want Dick Tra and Dagwood.

10 411

5. Do you make a habit of looking at the home economics section?
yes 15 no 1

6. Have you cut out a recipe in the last six months?
yes 10 no 6

7. What story in any part of last Sunday's Herald particularly caught your attention? (I said if they mentioned my cherry hill story they should mention another also-- partly beacuse they might be prejudiced by my presence and also because it was about their territory and should have been of interest to them.)

Indian museum at Wapato -- 5

Garden fan's fancies--- 2

Cherry Hill --- 2

Mink farm story - 1

sweepstakes story - 1

rancher carries crop to market - 1

terror caused by black friday - 1

army pilot takes leave in Zillah - 1

Wapato FFA show - 1

Star Officers seated - 1

Dave Adams - 1

Final Mine count - 1

~~10.1~~

8. If you could have just one feature what would it be?

Editorial comment on women's affairs -- 5
 Book reviews --- 2
 Cultural promotion column -- 2
 Previews of public entertainments 1
 New discoveries, scientific or others. 1
 column on personal care, beauty, grooming. 1
 style and fashion trends 1
 column on local activities 1

9. What person in Granger might be good news source for us?

Joe Cooper

Mrs. Joyce Jones

— Mrs. Ackerman (Vern) 0

Mrs. Clarice Parker, route 1, Outlook

George Miller

Lila Pearl Fry

Lee Hornbacher

• Mrs. W. L. Barker, route 1.

Mrs. Emera Rhinehold

— Mrs. Alfred Hendrickson. 3

Mrs. Edna Braden, route 1, Zillah.

Mrs. Paul Lions, Liberty service station.

— Mrs. Walter Burnett 2

Mrs. Wanda Foster

3/10
10. What is your major gripe?

News items seem to give not enough space to laborers side of economic problem.
Beer and liquor advertisements.

More national or international news and fewer scandal or horror stories.

I'd like to see a larger Sunday paper, a magazine section added.

Nothing wrong with the papers. My husband buys too many of them and it takes so much time to pick them up and dispose of them.

I don't like to have the yellow slip with my name on it pasted over a picture that I want to look at.

Not getting things printed. (I had a discussion with her later. She's been sending me stuff unsigned without first name etc.)

Poor comics. Out of town delivery service-- why not a route carrier?

~~11. Do you know a local story we have never printed?~~

~~History of granger library club.~~

Too many fillers of no interest, poor selection of comics.

No gripe.

Saturday paper is too small. Not enough pictures.

When names, dates and places are wrong. Especially if I'm involved.

Names and dates connected with society news incorrect.

15

11. Do you know a local story we have never ~~been~~ printed ?

History of Granger Library club.

(several suggested after the meeting)

12. How often do you find the names of persons that you know?

Every day 2

Nearly every day 5

~~Twice a week~~ 2

Once a week 5

Once a month 1

Hardly ever 1