

The order in which they read their papers is:

vital statistics, front, comics, society
 headlines, comics, editorials, society
 funnies
 vital statistics, front, weather
 funnies, vital statistics
 funnies, society, vital statistics
 headlines, vital statistics, society

Seven of them take the Herald and one the Republic (she's trying to
^{too.}
 get the Herald!)

Do you read recipes? 8 yes. Do you ever cut them out? 8 yes. Do you think the
 whole home economics section should be devoted to recipes? ~~1 1/2~~ 2 yes, 6 no;
 Do you like to look at ¹ fashion pictures, 3 yes 5 no; Prefer style pictures
 to be local or extreme? ⁹ all local; do you read beauty hints, 6 yes 2 no;
 would you read a child care column? ⁹ 2 yes 6 no.

If you could have one of the following columns what would it be?

music, bridge, child care, more kinds of patterns such as crocheting, etc., personalized chit chat column.

Informal column like Miss Anthon's; chit chat column; ideas for the home like the woman's page of the Seattle Star; music column; more types of patterns 3; personalized column with plenty of information for the busy housewife.

9. What is your biggest criticism of the Herald? (This brought quite a *moral* burst of such remarks as We like the paper, I don't think there's anything wrong with it, etc. Part of that was the spirit of the meeting-- it was a Christmas party, they were having fun, I was having fun, honestly they were kind of thrilled that I was there -- they have a very good club reporter and I have been able to get good reports on their meetings-- to give something of the spirit of the meeting-- which whether or not you believe it is ~~very~~ important in society reporting.

~~#4~~ 4

9 continued.

No criticism except would like different funnies; no criticism; ~~the~~ wish there was more radio news and better radio schedule such as Seattle Star carries (same woman as mentioned Star before); I like the paper; Wish the vital statistics were always on the same page; no criticism; vital statistics not always where I expect to find them.

~~10. What do you wish the paper carried that it doesn't?~~

10. What do you wish the paper carried that it doesn't? More radio news, news of radio performers, stories for both children and adults (she meant fiction) ~~more radio programs listed; no criticism; columns not where I expect to find~~ more radio programs listed and daily fiction story; more radio and fiction story; more radio time tables and continued story; better radio program lists and story; better radio news and continued story.

11. Do you run through the paper looking for names? 6 Yes 2 No.

12. How often do you find them? ⁵ many daily; 2 several times a week; ¹ not very often; 1

13. ~~Do~~ Do you look at the ~~society~~ society page daily? 7 yes 1 no.

14. Do you ever read a wedding story if you don't know the couple? 5 yes 3 no.

15. What are your suggestions for the society page?

More local social news from small communities; more pictures; more pictures; more pictures and bigger, 3; more wedding and anniversary pictures.

This is the comment from a woman who laughingly said, "I've always wanted to tell the newspapers what I thought about them"). "I like pictures. I would like a part of the paper devoted to grange reports - not have it scattered all throughout. I would like to have more personalized party proceedings, detail as to program and refreshments, in other words, make the paper a truly small

town paper as it should be in a small town like Yakima.

Lee on that beauty hint business -- believe it or~~n~~ not I read all of that stuff that I throw away but I would never look at a recipe. I think it's interesting to notice the reaction from these older women. I expected it from the Lovalju club where the women are young but not from these people. And there was no comment ^{with} ~~on~~ the question which would influence an answer.

BJP

See

le

L e e

Last night I took pictures of members of the Loyalju club of Parker. They had asked me if I would talk to them. Not having anything to say, I asked them questions instead.

Realized afterward that some ~~of~~ of the questions were valueless in the form asked, but still think some of their answers were interesting. In oral talk, they indicated that they enjoyed reading the papers but wished we gave more details on most of the stories on which we write. I was interested to see the great amount of demand for historical material from such a young group, the oldest was 34, the youngest 21.

Bonnie

- persons answered
1. All married (were 25 there)
 2. Average age 27
 3. Most have 2 children
 4. Boys betn 14-10
 5. Girls betn 14-8
 6. Church grange Parker Woman's Club (over) (average 3)
 7. None work steadily - some help short time in fruit season
 8. None have help with housework
 9. All Herald except 1 Rep
 10. Way Independent - 7
O.D. - 5
Sat Times - 3
Spok Rev. - 2
Sun Ore - 2
 11. Better Harvest Gardens 7
Good Hkpg - 6
Lad Home Ind. - 5
Mc Calls - 5
Woods Home Camp - 3
Redbrook - 2
Cosmop - 3

6. Organizations
ndansheri

- ① Pres ch - ya - grange Parker Woms
C Loyalju - yak Val Gled - soe
- ② St Joseph ch - ashme gr Loyalju
- ③ Grange L2 clubs
- ④ Wokele - Loyalju - Parker Woms
- ⑤ none
- ⑥ Loyalju
- ⑦ Parker Woms c - Loyalju
grange Eagles Lodge
- ⑧ Pres ch Loyalju
- ⑨ Ladies aid grange + aux
- ⑩ Meth ch OES Friendship
club Parker Woms c Loyalju
- ⑪ Cornw concert - Christ ch - Parker
Woms c - Loyalju - Wokele
dist fedn - ywca
- ⑫ Parker Union Sub Schl ashme
gr Loyalju

1. Front page - soc - ads

2. Front page - - - -

3. Vital Stats - comics - edits

4. Front - Vit stats - soc

5. Front - soc - Vit stats

6. Comics - soc - front

7. Comics - soc - front

8. Comics - news - -

9. News - soc - comics

10. Front - soc - sports

11. front - last - inside

12. soc - comics - news

13. Deadline - comics - soc

14. front - comics - edits

15. front - soc - local news

10 front	7 soc	2 front
1 vit stats	4 comics	2 edits
3 comics	1 vit stats	2 soc
1 soc	1 news	2 local news
	1 maneuver	2 no ans
	1 last	1 inside
		1 sports
		1 ads
		1 comics
		1 vit stats

- ① Working in yard - reading
- ② Collecting books, reading, gardening
sailing a boat.
- ③ Knitting, crocheting, reading
- ④ Reading, sewing
- ⑤ Music, reading, knitting
- ⑥ Designing womens apparel, sewing
gardening, reading, interior
decorating.
- ⑦ Music, flowers, reading.
- ⑧ Embroidery work, cards,
flowers, dancing, reading
- ⑨ Dancing, cooking, reading
- ⑩ music, skiing, skating,
cycling, reading, knitting
- ⑪ Knitting, piano lessons, reading
- ⑫ Reading, knitting, piano
- ⑬ Music, (play piano, sing, listen)
- ⑭ Woodburning, collecting records
photography, reading, salt &
pepper collections, cataloging home
library

13. Do you enjoy cooking?

a. Yes - 14

No - 1

b. Yes - 10

No - 4

Some - 1

Do you sew?

14. Hobbies (see other side)

15. Do you scan paper for names
you know 15 yes

16. How often do you find them
every day - 12 - Once a wk - 2 (1 no ans)

17. Scan soc page every day?

13 yes 0 no (3 said they read with)

18(?) a. ever read wedding dont know couple
yes 11 No 4

b. If do know couple

15 yes.

19. Like more patterns?

a. 11 yes 4 no

childrens clothes, house dresses

knitting crocheting

20. Remember story - ^{on soc page} did not concern you
cant tell come count - weddings

21. Read home ec pages?

22 10 yes 3 no

23- minus any use?

5 yes - 10 no

24- Own own home?

yes - 9

no - 6

25- Plan build?

yes - 9 - no - 5

In 2 mos to 5 yrs

26. Like Interior Decors ideas?

14 yes 1 no

27. Pix of interior Decors ideas? 5 Yes

28. Like features on women?

15 yes

29 Enjoy fashion pix?

yes - 14 no - 1

30- Local fashions - 5

Extreme fashions - 6

Both - 4

31 -

economics - ...
it.

- ① not answered
- ② House plans
- ③ Fashions first
home decorations next
- ④ Recipes & menus
- ⑤ 1 page each for recipes
fashions, beauty hints,
house plans.
- ⑥ $\frac{1}{2}$ recipes $\frac{1}{4}$ int decg
 $\frac{1}{4}$ fashn + beauty hints
- ⑦ $\frac{1}{3}$ recipes, home planning
fashions + beauty
- ⑧ particularly like recipes, fashions
home decorations
- ⑨ would like more home or
house ideas, fashion, yard
planning or landscaping
- ⑩ Child care beauty hints
- ⑪ beauty hints, fashions, house
plans.
- ⑫ Distribute evenly recipes

House plans, fashions,
beauty hints.

(13) Would prefer more house
plans, interior
decorating and less
recipes

(14) $\frac{1}{2}$ recipes

(15) $\frac{1}{4}$ each recipes, house
plans, fashions,
beauty hints.

like best recently?

- ① Newspaper boys
- ② J. L. Martin.
- ③ Society - wedding of girl I know
- ④ Romantic or adventure dealing with history
- ⑤ J. L. Martin - pioneer stories
- ⑥ Mrs Kenneth Ingersoll
- ⑦ Englishman wife's mother local color stories
- ⑧ didn't answer
- ⑨ ones on young business men
- ⑩ Mink farm
- ⑪ society
- ⑫ Martin - historical
- ⑬ Muskrat farm - race horse farm near Wazee
- ⑭ Tom Martin - Anything with historical background.

11 yes - 2 no
strong interest - 4

34 bridge column
yes 4 - no - 11

35 - music column
yes - 12 no - 3 (1 would like words
to popular songs)

36 - child care
yes - 13 - no - 2

37 - What column ^{features} like see us
use?

① No answer **NH**

② Etiquette - Advice to Lovelorn -
25-50 yrs ago - fashions

③ More about local people
with fix in Herald not
just in Rep.

④ More editorials

⑤ Medical advice as in Spok Rev

⑥ Movie Review - Serial stories

⑦ jokes - brainteasers - movies
review

⑧ Hollywood gossip & previews

⑨ Movie Reviews

no answer THN

- ① More about local people with fix in Her not just Rep,
- ② Delivery Sunday - Label on fix
- ③ Label wrong place
- ④ Inaccuracy
- ⑤ Too brief - too few fix especially local
- ⑥ Too Small
- ⑦ Do not print all news. Many things happen, accidents, raids, kept out of paper. In other words they just print what comes over the radio.
- ⑧ Too Republican
- ⑨ Too small - Fri & Sun best papers

39. Do you know a story that you would like to see us get?
(see next sheet)

40. would like a chat chat column?
Personal column
yes !!
Editorial type?

39 - No you
you would like to see
us run?
no answer (21)

- ① want serial stories
- ② I'd like an article on
Yakima, development and
history of.
- ③ Yes review history of
Yakima once in a while
Serials
- ④ Serial stories or best-seller
condensations.
- ⑤ Continued stories
- ⑥ A history of Yakima compiled
on data given by members
of Pioneer Society.
- ⑦ Story - serial
- ⑧ Serials or continued stories
More funnies
- ⑨ Continued stories
- ⑩ Continued stories
- ⑪ Continued stories
- ⑫ Continued stories

(12) Kathryn Robertson
of Goldendale - formerly
of Spokane - her arrival
in this country after
World War I - trip back
to Scotland + her
companion of school
experiences here + there
(only person who
got the point.)