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A STUDY OF ADULT READING IN A SELECTED RURAL COUNTY OF UTAH

by

Lucy V. Heaton

A thesis submitted in partial fulfillment  
of the requirements for the degree

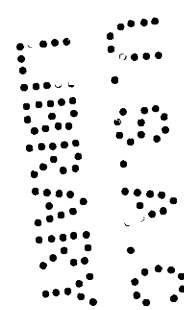
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MASTER OF SCIENCE

in

EDUCATION

1948



UTAH STATE AGRICULTURAL COLLEGE  
Logan, Utah

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TABLE OF CONTENTS

| CHAPTER   | PAGE |
|---|------|
| INTRODUCTION  | 1    |
| REVIEW OF RELATED LITERATURE  | 9    |
| AN ANALYSIS OF THE FINDINGS FOR THOSE PERSONS COMPLETING<br>THE EIGHTH GRADE OR LESS OF SCHOOLING                       | 14   |
| Newspaper reading   | 15   |
| Magazine reading  | 19   |
| Book reading  | 23   |
| Book reviews  | 25   |
| Summary   | 25   |
| AN ANALYSIS OF THE FINDINGS FOR THOSE PERSONS HAVING<br>ATTENDED HIGH SCHOOL BUT NOT REACHING HIGH SCHOOL<br>GRADUATION | 27   |
| Newspaper reading   | 28   |
| Magazine reading  | 31   |
| Book reading  | 36   |
| Book reviews  | 39   |
| Summary   | 39   |
| AN ANALYSIS OF THE FINDINGS FOR HIGH SCHOOL GRADUATES<br>AND THOSE PERSONS WHO HAVE DONE SOME COLLEGE WORK              | 41   |
| Newspaper reading   | 42   |
| Magazine reading  | 46   |
| Book reading  | 53   |
| Book reviews  | 57   |
| Summary   | 58   |
| AN ANALYSIS OF THE FINDINGS FOR THOSE PERSONS GRADUATING<br>FROM COLLEGE SOME OF WHOM HAVE DONE POST-GRADUATE WORK      | 60   |
| Newspaper reading   | 60   |

|                                   |           |
|-----------------------------------|-----------|
| Magazine reading                  | 64        |
| Book reading                      | 68        |
| Book reviews                      | 70        |
| Summary                           | 71        |
| <b>SUMMARY AND CONCLUSIONS</b>    | <b>73</b> |
| Group I                           | 75        |
| Group II                          | 77        |
| Group III                         | 78        |
| Group IV                          | 80        |
| Some conclusions and implications | 82        |
| <b>APPENDIX</b>                   | <b>86</b> |
| <b>BIBLIOGRAPHY</b>               | <b>89</b> |

## LIST OF TABLES

| TABLES  | PAGE |
|---|------|
| 1. Newspapers read by fourteen women having eight grades or less of schooling   | 15   |
| 2. Newspapers read by twenty-one men having eight grades or less of schooling   | 16   |
| 3. Methods of reading various sections of the newspaper as reported by fourteen women having eight grades or less of schooling                        | 17   |
| 4. Methods of reading various sections of the newspaper as reported by twenty-one men having eight grades or less of schooling                        | 18   |
| 5. Frequency of reading, evaluation, and source of magazines read by two or more persons among fifteen women having eight grades or less of schooling | 19   |
| 6. Frequency of reading, evaluation, and source of magazines read by two or more persons among nineteen men having eight grades or less of schooling  | 20   |
| 7. Methods of reading various sections of the magazines as reported by fifteen women having eight grades or less of schooling                         | 21   |
| 8. Methods of reading various sections of the magazines as reported by nineteen men having eight grades or less of schooling                          | 22   |
| 9. Method, evaluation, and source of books read during 1947 by two or more of ten women having eight grades or less of schooling                      | 23   |
| 10. Method, evaluation, and source of books read during 1947 by two or more of eight men having eight grades or less of schooling                     | 24   |
| 11. Newspapers read by twenty-six women having completed some high school education   | 28   |
| 12. Newspapers read by twenty-five men having completed some high school education  | 29   |
| 13. Methods of reading various sections of the newspapers as reported by twenty-six women having completed some high school education                 | 29   |

|     |  |    |
|-----|--|----|
| 14. | Methods of reading various sections of the newspaper as reported by twenty-five men having some high school education  | 30 |
| 15. | Frequency of reading, evaluation, and source of magazines read by two or more persons among twenty-five women having completed some high school education                        | 32 |
| 16. | Frequency of reading, evaluation, and source of magazines read by two or more persons among twenty-four men having completed some high school education                          | 33 |
| 17. | Methods of reading various sections of the magazines as reported by twenty-five women having completed some high school education  | 34 |
| 18. | Methods of reading various sections of the magazines as reported by twenty-three men having completed some high school education   | 35 |
| 19. | Method, evaluation, and source of books read during 1947 by two or more of sixteen women having completed some high school education   | 37 |
| 20. | Method, evaluation, and source of books read during 1947 by seven men having completed some high school education  | 38 |
| 21. | Newspapers read by fifty-eight women high school graduates and those persons having had some college education   | 42 |
| 22. | Newspapers read by forty-four men high school graduates and those persons having had some college education  | 43 |
| 23. | Methods of reading various sections of the newspapers as reported by fifty-eight women high school graduates and those persons having had some college education                 | 44 |
| 24. | Methods of reading various sections of the newspapers as reported by forty-four men high school graduates and those persons having had some college education                    | 45 |
| 25. | Frequency of reading, evaluation, and source of magazines read by two or more of the fifty-eight women high school graduates and those persons having had some college education | 48 |
| 26. | Frequency of reading, evaluation, and source of magazines read by two or more of the forty-one men high school graduates and those persons having had some college education     | 49 |
| 27. | Methods of reading various sections of the magazines as reported by fifty-eight women high school graduates and those persons having had some college education                  | 51 |

|     |  |    |
|-----|--|----|
| 28. | Methods of reading various sections of the magazines as reported by forty-one men high school graduates and those persons having had some college education        | 52 |
| 29. | Method, evaluation, and source of books read during 1947 by forty-two women high school graduates and those persons having had some college education              | 54 |
| 30. | Method, evaluation, and source of books read during 1947 by twenty-seven men high school graduates and those persons having had some college education             | 55 |
| 31. | Evaluation and source of book reviews heard by nine women high school graduates and those persons having had some college education                                | 57 |
| 32. | Newspapers read by five women college graduates some of whom have done post-graduate work  | 61 |
| 33. | Newspapers read by seven men college graduates some of whom have done post-graduate work   | 61 |
| 34. | Methods of reading various sections of the newspaper as reported by five women college graduates some of whom have done post-graduate work                         | 62 |
| 35. | Methods of reading various sections of the newspaper as reported by seven men college graduates some of whom have done post-graduate work                          | 63 |
| 36. | Frequency of reading, evaluation, and source of magazines read by two or more persons among five women college graduates some of whom have done post-graduate work | 64 |
| 37. | Frequency of reading, evaluation, and source of magazines read by two or more persons among seven men college graduates some of whom have done post-graduate work  | 65 |
| 38. | Methods of reading various sections of the magazines as reported by five women college graduates some of whom have done post-graduate work                         | 66 |
| 39. | Methods of reading various sections of the magazines as reported by seven men college graduates some of whom have done post-graduate work                          | 67 |
| 40. | Method, evaluation, and source of books read during 1947 by two or more of five women college graduates some of whom have done post-graduate work                  | 69 |

41. Method, evaluation, and source of books read during 1947 69  
by two or more of five men college graduates some of whom  
have done post-graduate work
42. Evaluation and source of book reviews heard by three 70  
women college graduates some of whom have done post-  
graduate work



#### ACKNOWLEDGMENT

The author is deeply indebted to Dr. John G. Carlisle, Professor of Education, Utah State Agricultural College, Logan, Utah, and to the graduate committee of the same institution for helpful suggestions and criticisms in planning, carrying out, and compiling the data for this study.

Appreciation is also extended to the superintendent and principals of the schools in Kane County, Utah for their interest and cooperation in the distribution and collection of the questionnaires upon which the study is based.

## INTRODUCTION

One of the most remarkable developments of the present age is the apparently large increase in the reading public. The vast output of reading materials being purchased would seem to be evidence that reading is playing an increasingly important part in the daily lives of most people. Magazines and other publications crowd our stores, our homes, our very tables; at first glance, one would think that reading matter usurps our attention, and that we have come to depend upon it. The modern reader glances at the label on a can to learn its contents and uses. He reads the weather forecast and dresses accordingly; he looks to the want-ads for a second-hand typewriter, an apartment, or a lost purse. If the world were suddenly deprived of all printed material, it is probable that many people in the United States would find life exceedingly empty.

That the educational world is coming to realize the fundamental importance of reading in the life of the individual citizen is shown by the increasing amount of attention which is being given the subject by scientific investigators. Interest in and a desire for knowledge concerning the reading habits of adults and the factors which affect these habits have developed rapidly during the past few years. Some of the most significant contributions which have been made recently in the field of educational research have been studies of phases of the reading process. The studies reveal that the dominant reading interests of the American people have varied with their changing needs and ideals. Furthermore, these same reading interests have exerted a strong influence upon the nature of the materials supplied for school reading, for religious study, and for the influencing of the people's loyalty to the nation.

There are several reasons for the new emphasis upon the reading

habits of adults: first, the efforts of librarians and educators generally to promote adult education, and second, the increased interest in reading by adults because of their own realization of its social utility. Also the fact that useful learning is not prevented by advancing age has had a great deal to do with the place of serious reading in a modern society, for it implies that serious reading is helpful at any age.

Reading is one of the chief avenues through which adults become informed about current events, significant social issues, and community and national problems. Consequently, facts concerning the reading habits of adults and the factors which influence these habits and tastes should be of importance to all persons attempting to serve and guide the reading interests and needs of the public.

Since 1900, more than one thousand studies have been made concerning the various aspects of reading (30, p. 407). It has only been in the last twenty years, however, that many studies have been made concerning adult reading. During this time several hundred surveys have been made in this area. The majority of these studies have been concerned with problems at the secondary and college levels rather than with the reading of adults outside of school. Also, with the exception of a study made by Hall and Robinson in 1942 and brief reports regarding the reading of adults in rural areas, the majority of the recent studies have been based on urban responses.

As states by Gray and Munroe, (31, p. 261) "There is a need for additional studies to determine other factors and conditions that influence reading habits in different communities." With respect to the reading of rural people, Kenyon L. Butterfield (12, p. 497) drew the significant conclusion that:

The problems of the reading habits of the farmer need attention. Farmers read, and they think about what they read, but most of them do not read enough and are not sufficiently readers of books dealing with the great problems of the time. The root difficulty lies in the failure of the rural school to cooperate in inculcating and stimulating reading interest.

A further review of the literature, as outlined later in this report, seemed to confirm the observation that additional studies in the field of adult reading in rural areas were needed. Therefore, because of this felt need and because of the possible subsequent use of such a study pertaining to the reading habits and tastes of adults in rural areas it was decided to make a study of adult reading in a rural section of Utah.

Kane County, Utah was chosen for the purpose of the study. The county is located in southwestern Utah, being approximately one hundred miles from the nearest railroad. It has a population of 2,561 persons, of which according to the 1940 census report (72, p. 38) 2,530 are native and 31 foreign born. Primarily, the people are farmers and stockraisers. In recent years, however, the production of moving pictures in the immediate locale has brought in a new source of income as well as a new environmental influence. The median number of school years completed by persons twenty-five years of age and over in the rural-farm class is indicated in the census as being 8.8 for the men and 9.3 for the women. In the rural non-farm class, the median is slightly higher, being 9.5 years of education for the men and 9.9 years for the women (72, p. 38).

Study of similar surveys revealed that, in general, each one was confined to a particular phase of reading—that is, newspaper reading, or magazine reading, or book reading. In the present study, however, it was decided that in order to acquire a more comprehensive picture of the reading habits of the people the study should be concerned with all of the above mentioned aspects of reading. Furthermore, since book reviewing

has become a prominent part of social activities through which people are acquainted with books, it was also decided to include such a section.

Various ways of getting the desired information were considered, particularly the personal interview and questionnaire techniques. Because of the physical limitations involved in the interview technique, it was decided to use the other possible method, namely, the questionnaire. Actually, many of the questionnaires subsequently received were confirmed by personal interview with the respondents. Another problem presented itself at the outset, namely, what age groups to include in the study. To begin with, it was planned to reach all individuals both male and female over twenty-five years of age. This plan was slightly modified as is indicated later.

In the newspaper division, the respondents were asked to check how they read various sections of the paper and to indicate which papers they read daily, weekly, monthly, or sometimes. In the magazine division, they were requested to give the source of, and to evaluate the material read. They were also to indicate their usual method of reading each section of a magazine and the frequency of reading each particular magazine. In the book reading division, the cases were to check their method of reading each book, the source, and their evaluation of it. Under the book reviewing division, they were to evaluate the matter reviewed, not the way in which the review was presented, and to state where they had heard it. Only material read or heard during 1947 was to be included in each report.

The form of the questionnaire was obtained in the following manner:

- (1) the literature on the subject of reading interests and habits was carefully investigated in order to discover the method employed in similar studies of the problem; and (2) a preliminary questionnaire was then developed and submitted to an unsectioned fifth grade room in one of the

school districts of Logan, Utah. The returns from the preliminary test were very satisfactory, being almost one hundred percent complete in every detail. It was felt, therefore, that the questionnaire in its present form could be distributed to the adults of Kane County. A complete copy of the questionnaire as used is included as Appendix A.

To reach a large sampling of the adults, the cooperation of the county superintendent and the local principals was sought and secured. The plan of distribution was worked out in such a way that only sufficient forms were to reach each home for those persons in the home over twenty-five years of age. Seven hundred and fifty questionnaires were sent to the superintendent to be distributed through the school during the week of December 15, 1947, with the instructions that they were to be filled in and returned to the schools that same week.

Although detailed instructions were given to the teachers in regard to keeping a complete record of all questionnaires sent out and returned, due to the rush of school activities at the particular time a careful check was not made and as a result only three hundred and eighty-one forms were sent out, of which one hundred and forty-four were returned prior to the Christmas vacation. As a check on the accuracy of these returns, during the next two weeks interviews were held with fifty of the respondents selected by random sampling. Results of these interviews were gratifying, in so far as it was possible to ascertain, the original questionnaires returned by these people represented their honest judgment with respect to the various questions asked. Through the use of the interview technique and the cooperation of women in each of the school districts, an additional one hundred questionnaires were obtained.

After analyzing the questionnaires on the basis of the age groups represented, it was decided that only those cases between thirty and fifty-

nine years of age would be considered, as opposed to the original plan of studying the reading interests of all persons twenty-five years of age and over. The lack of responses by persons between twenty-five and thirty years of age and those persons over sixty was probably due to the fact that persons of such ages, in general, are not connected with a school, the main source of securing the questionnaire information. Also due to conditions resulting from World War II, persons between the ages of twenty-five and thirty that would normally be in the county are scattered and unsettled.

Upon further analysis, it was decided to group the results on the basis of the educational attainment of the respondents. The following breakdown of four groups, which will subsequently be referred to in the study as Groups I, II, III, and IV, respectively, was finally determined: (I) persons completing the eighth grade or less of school—eighteen women and twenty-two men; (II) persons having attended high school, but not reaching high school graduation—twenty-six women and twenty-five men; (III) high school graduates and those persons who may have completed some college work—fifty-eight women and forty-four men; (IV) college graduates and those persons that may have completed some post-graduate work—five women and seven men. It was felt that such an educational grouping was justifiable on the basis of the many studies investigated.

Waples and Tyler, (75, p. 56) What People Want to Read About, state that:

Sex differentiates reading interests more widely than any other single factor. The next is amount of schooling and third most significant is occupation. Thereafter size of community, age, geographic environment, and time spent in reading probably follow in the order named.

Alice Wiley Bryant (10, p. 50) concludes that education increased the percentage of persons reading books, magazines, and newspapers, with a corresponding increase in the amount of time spent in reading. In 1929,

Ruth Munroe (57, p. 68) stated that she found a progressive improvement in the quality and variety of reading as the amount of education increased.

Since ordinarily it is very difficult to get responses from all adults in a given area, some method of sampling is generally adopted. An analysis of the returns in the present study based on the 1940 United States Census reveals that the following sampling was obtained for the four educational groups involved in the survey:

|   |            |
|---|------------|
| Group I, eighth grade or below education      | 11 percent |
| Group II, some high school education          | 24 percent |
| Group III, high school graduate, some college | 32 percent |
| Group IV, college graduate and post-graduate  | 27 percent |

It is freely admitted that there is probably a certain amount of inaccuracy in portions of the information secured. Obviously, if one is seeking facts concerning the habits and practices of individuals, the one available source of the desired information is the individual himself. Yet those who have tried to make a careful self-analysis know how difficult it is to give an accurate statement concerning one's own habits and practices. It is also obvious that the individuals included in the sampling of the various age groups might not be truly representative of the entire population of that age group, therefore, the findings of this study and all similar studies should always be accepted as indicative only of the practices of the respondents in so far as these respondents reported accurately. Nevertheless, interviews with the district superintendent of schools, the school principals, the county agent, and others seemed to indicate that the individuals responding represented a thoroughly satisfactory cross-section of the general population of the county. There is no reason to believe that any particular group of individuals were excluded from the survey.

In presenting the data, Chapter III will be devoted to an analysis



of the findings for Group I, those persons completing the eighth grade or less of schooling. Chapter IV will be concerned with the analysis of the findings for Group II, those persons having attended high school, but not having reached high school graduation. Chapter V will contain an analysis of the findings for Group III, those persons graduating from high school and some of whom may have completed some college work. Chapter VI will be an analysis of the findings for Group IV, those persons graduating from college, some of whom have done post-graduate work. Chapter VII will be devoted to a summary of findings and conclusions. Included in the conclusions will be a brief comparison between the present study and a similar study made at the same time and in the same manner with reference to the reading interests and habits of adults in an urban college community of Utah.

## REVIEW OF LITERATURE

Since space does not permit a review of all the studies and articles related to adult reading, only those studies which are closely related to the techniques and problems involved in this study have been included. As there has not been a great deal of work done in the field of rural adult reading, restricting the review to literature pertaining to this particular type of reading has further limited it.

The range and variety of reading interests for rural adults seem to be as wide and unpredictable as any other cross-section of American life, with possibly a higher percentage of the older popular novels being read (39, p. 66). The rural resident reads about the same books as his city brothers (39, p. 62) Works of fiction are at the top of a large majority of lists—preferences for novels with local color, westerns, and happy endings are popular (39, p. 66). In many farm communities, the most popular fiction is that dealing with life today or with pioneer life in the immediate locale. In non-fiction listings, biography ranks first, with travel, economics, child care, religion, and philosophy following (39, p. 23). According to Waples and Tyler, (75, p. 97) country dweller's preferences reflect environmental factors such as developments in farming, animals, birds and insects, rural problems, and interesting people (75, p. 97).

Hillestad (38, p. 9) found in letters received from one hundred and thirteen farmers in Minnesota, Wisconsin, Montana, and North and South Dakota, that preferences were made to specific books and authors. Leading the list of authors was Aldrich—twenty-two direct references were made to her or her books. She was followed by H. G. Wells and the Bible. Zane Grey and Buck were listed in nine letters with Shakespeare, Dickens,

and Lloyd C. Douglas being mentioned in seven.

Parsons (58, p. 61) states that rural adults do little reading because farm work is not favorable to reading; the average farmer has had less than eight grades of education; they do not have the books to read, and accessible sources of supply are limited. Approximately seventy-two percent of the people in rural America have no form of local public library service, except that contained in limited school libraries (82, p. 167). According to an estimate made by the American Library Association in 1936, at least seventy-five percent of the people in the open country and the small agricultural villages were then without public libraries (39, p. 9).

Of the 3,100 counties in the United States, only 600 have county-wide library service. More than 600 counties—roughly one out of five—do not have a single public library within their boundaries (23, pp. 3-5).

A study conducted in Eagle Valley, Oregon, showed that books on self-improvement were the most preferred by the older age groups and that the Bible was listed as their favorite book. Improving self, farm life, and governments were book subjects preferred by all age groups (35, p. 530).

A survey of the reading interests of a local community conducted by the Queens Borough Public Library of Jamaica, New York revealed that the library, friends, and purchases are the main sources of books for both men and women. A greater percentage of men than women buy books outright and borrow from other men, whereas women join book-clubs, rent and borrow from public libraries on a wider scale than do men (46, p. 123).

The increasing influence of the radio in determining the reading habits and choice of literature is being felt in every section of the country. Farmers' wives, rural teachers, and clubwomen in small villages often say that the radio is the cause of their interest in a particular book (39, p. 29). This offers a challenge to all those having a voice in

determining what shall be discussed and advertised over the airways.

In 1923, the main rural magazines, according to a study made by R. B. Parsons (58, p. 55), being read were cheap mail-order and some agricultural publications. Parsons found that there was approximately one standard magazine being read among every sixteen adults, and that thirty-six and three-tenths percent of the country dwellers read no magazines as compared to twenty and six-tenths percent of the persons living in towns and about twenty-three and four-tenths percent of the city people studied. Munroe (57, p. 67) found that among the periodicals, the so-called popular middle-grade magazines enjoy the widest circulation, but sensational story magazines have many readers. There also seemed to be a marked interest in romance and five- or ten-cent detective magazines.

Crompton (21, pp. 78-79) in 1929 found that in non-fiction reading that contemporary interest articles ranked high with adults, especially articles dealing with subjects such as the prevention and treatment of specific ills, personal hygiene, child training, and successful marriage. Subjects ranking low were the automobile industry, sports, military and naval heroes, and preparedness.

The trend is toward serious reading when time is limited. There is an increasing interest in postwar conditions--economics, jobs, education, industrial short-cuts, new architectural developments, and housekeeping devices as a result of war influences. Ministers, city officials, and parents are studying the questions of juvenile delinquency, but they are not taking advantage of books on its prevention and cure according to a survey made by the American Library Association in 1944 (76, p. 94).

The results of the study concerning magazine reading in Eagle Valley, Oregon showed that western stories were not liked by westerners and that the circulation of a magazine is not a true picture of the reading pre-

ferences of the people. The Reader's Digest was the favorite magazine, although it did not have the largest circulation in the Valley. Adventure, children, and moral values were the preferred topics. In newspaper reading, local news was preferred, followed by articles on peace activities and the comic section (35, p. 534).

Smith (64, p. 145) in 1935 made a survey of the circulation of eighteen representative magazines in the forty-eight states. The average circulation of the various types selected was 34,000,000 copies. Utah ranked twenty-sixth among the states. All the neighboring states with the exception of New Mexico ranked in the upper twelve.

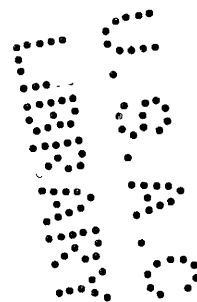
Alice Wiley Bryant (10, p. 82) concluded in regard to the parts of magazines usually read that men prefer general subjects and short stories whereas women favor short stories and general subjects in the order named.

Parsons (58, p. 50, p. 56, p. 99) found in his study of two hundred and thirty-four city, sixty-three town, and five hundred and forty country cases that twelve percent of the country people read no papers. Forty-one and four-tenths percent of the country people read a weekly newspaper only. A breakdown of the sections which people read in the papers showed that the general news items, comics, cartoons, editorials, and sport sections were read according to the order named.

Smith (63, p. 323), "Circulation of Daily Newspapers, 1935," rated all the Mountain States, with the exception of Utah, among the upper fifteen according to their newspaper circulation and population figures. In 1935, Utah ranked thirty-first in the number of daily newspapers per one thousand population and fourteenth in the circulation of daily papers. Smith concluded that the larger the average size of a state's newspapers, the lower its rank tended to be.

Johnson (44, p. 52) in investigating reading interests and habits at

various age, educational, and occupational levels concluded that newspapers are the most widely read form of publication; only twenty-six percent of the cases investigated read books, eighty-one percent read magazines, and ninety-seven percent read newspapers. Miller (51, p. 607) in discussing the reading habits of Americans found a slightly lower percentage of readers, stating that, in general, ninety out of one hundred people read newspapers, fifty read magazines, and less than twenty out of one hundred people read books.



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**GROUP I: AN ANALYSIS OF THE FINDINGS FOR THOSE PERSONS COMPLETING THE EIGHTH GRADE OR LESS OF SCHOOLING**

As was explained in Chapter I, the data were grouped into four classifications on the basis of the educational attainment of the respondents. Group I, responses from persons completing the eighth grade or less of schooling; Group II, responses from persons having attended, but not having completed high school; Group III, responses from high school graduates and those persons who may have done some college work; Group IV, responses from college graduates and those persons that may have done some post-graduate work.

The present chapter deals with Group I, which consists of twenty-two men and eighteen women, of whom all the men and thirteen of the women are married. There are also three widows and two unmarried women in the group. No attempt was made to keep family groups distinguishable as persons were classified by educational level and sex only. Thirty percent of the women have no children at home as compared to eighteen percent of the men. However, nine percent of the men have eight children in their homes, whereas none of the women in the group have more than four children in their homes. The median number of children in both groups is two, with the number ranging from zero to four children among the women and zero to eight among the men.

Eight occupations are listed by the men, fifty percent of them are farmers, eighteen percent are stockraisers, nine percent common laborers, and five percent are represented by each of the following occupations: bricklayer, trucker, cafe owner, city water superintendent, and mechanic.

Eighty-eight percent of the women are housewives and the remaining percentage is represented by a postmistress and drug store owner.

Sixty-eight percent of the men and seventy-two percent of the women

in this group are between the ages of fifty and fifty nine. Approximately twenty-five percent of the women and eighteen percent of the men are in the age group forty to forty nine. The remaining fourteen percent of the men and six percent of the women are between the ages of thirty and thirty nine. The findings of the study for this group of women and men are shown subsequently in Tables 1 to 10.

#### NEWSPAPER READING

Table 1 shows the percentage of women having an education of eight grades or less that are newspaper readers—fourteen of the eighteen cases in this group. It is interesting to note that the same percent of women read a daily state newspaper, The Deseret News, as read the local weekly newspaper, The Kane County Standard.

Table 1. Newspapers read by fourteen women having eight grades or less of schooling (four reported no newspapers read)

| Newspaper            | Frequency of Reading |             |              |                |
|----------------------|----------------------|-------------|--------------|----------------|
|                      | Daily<br>%           | Weekly<br>% | Monthly<br>% | Sometimes<br>% |
| Deseret News         | 71                   |             |              | 14             |
| Salt Lake Tribune    | 14                   |             |              |                |
| Kane County Standard |                      | 71          |              |                |
| Grit                 |                      | 21          |              |                |
| Emery County         |                      | 7           |              |                |

In interpreting Table 2, there is a noticeable difference between the percent reading the local weekly newspaper and the percentage of men reading a daily state newspaper. Eighty-one percent of the cases read the local Kane County Standard, while only twenty-nine percent read the Salt Lake Tribune and twenty-four percent read the Deseret News.

Combining the percentages of men reading the two daily newspapers does not total as high as the percent of women reading only the Deseret News, fifty-three percent as compared to seventy-one percent. However,



ten percent more of the men than the women read the Kane County Standard, although a total greater percentage of the women also read a weekly newspaper than do the men.

Table 2. Newspapers read by twenty-one men having eight grades or less of schooling (one reported no newspapers read)

| Newspaper            | Frequency of Reading |             |              |                |
|----------------------|----------------------|-------------|--------------|----------------|
|                      | Daily<br>%           | Weekly<br>% | Monthly<br>% | Sometimes<br>% |
| Salt Lake Tribune    | 29                   |             |              | 10             |
| Deseret News         | 24                   |             |              | 24             |
| Kane County Standard |                      | 81          |              |                |
| Emery County<br>Grit |                      | 5           |              |                |
| Los Angeles Examiner |                      | 10          |              | 5              |

Tables 3 and 4 give a breakdown of how both the women and men read various sections of the newspapers. The tables are based upon the percent of the persons reading newspapers, rather than a percent of the total number of cases included in this educational group. The sections are ranked from high to low according to the percentage of the cases reading every word of the particular sections as is shown in the "read" column. All the tables that follow depicting the method by which sections of newspapers and magazines are read are tabulated in percents from high to low according to this same column. The column headings for Tables 3 and 4 are taken from Section II of the questionnaire and have the following meanings: never--never read; seldom--seldom read; skip--glance over; skim--skim to get the thought; read--read every word; reread--reread if necessary for complete understanding.

While twenty-one percent of the women say they read every word of the editorials, it is significant to note that not one columnist is read by more than seven percent of the women and that over seventy percent of them say they never read any of the syndicated columns listed. Evidently,

the editorials they are reading are those written by the editorial staffs of the newspapers themselves.

Table 3. Methods of reading various sections of the newspaper as reported by fourteen women having eight grades or less of schooling

| Section     | Never<br>% | Seldom<br>% | Skip<br>% | Skim<br>% | Read<br>% | Reread<br>% |
|-------------|------------|-------------|-----------|-----------|-----------|-------------|
| Home page   | 21         | 0           | 7         | 21        | 43        | 7           |
| Church news | 7          | 7           | 7         | 37        | 36        | 7           |
| News        | 21         | 0           | 7         | 50        | 22        | 0           |
| Headlines   | 7          | 0           | 43        | 29        | 21        | 0           |
| Editorials  | 36         | 14          | 0         | 29        | 21        | 0           |
| Stories     | 50         | 7           | 0         | 22        | 21        | 0           |
| Society     | 36         | 7           | 14        | 29        | 14        | 0           |
| Cartoons    | 57         | 0           | 7         | 22        | 14        | 0           |
| Comics      | 36         | 29          | 0         | 21        | 14        | 0           |
| Lawrence    | 72         | 7           | 0         | 14        | 7         | 0           |
| Pegler      | 72         | 7           | 0         | 14        | 7         | 0           |
| Sports      | 79         | 7           | 7         | 0         | 7         | 0           |
| Ads         | 72         | 14          | 7         | 7         | 0         | 0           |
| Winchell    | 72         | 14          | 7         | 7         | 0         | 0           |
| Pearson     | 86         | 7           | 0         | 7         | 0         | 0           |
| Lippman     | 86         | 0           | 7         | 0         | 0         | 7           |
| Financial   | 86         | 14          | 0         | 0         | 0         | 0           |
| Stokes      | 93         | 7           | 0         | 0         | 0         | 0           |
| Kent        | 93         | 7           | 0         | 0         | 0         | 0           |
| Alsop       | 100        | 0           | 0         | 0         | 0         | 0           |
| Edson       | 100        | 0           | 0         | 0         | 0         | 0           |

Although a slightly smaller percentage of the men say they read every word of the editorials than the women stated, nineteen percent as opposed to twenty-one, it is noticeable that a greater percentage of the men read the syndicated columnists as is shown in Table 4. Nineteen percent of the men read winchell's column and fourteen percent read Lippman's. With the exceptions of Winchell and Lawrence, however, seventy percent or more of the men say they never read the news commentators.

In comparing Tables 3 and 4, it is apparent that the church news, editorials, and Kent are ranked approximately the same by both groups, with the church news being reread by about the same percent of both the women and the men. Only the comics and Edson, however, received the same

rank in both groups. The wide divergence of reading seems to be with such sections as the home page, forty-three percent of the women read this section as compared to fourteen percent of the men; stories, twenty-one percent of the women say they read every word of the stories as opposed to ten percent of the men. In such sections as the sports and financial, the men have a much greater percentage of readers reading every word than the women, fourteen percent of the men and zero percent of the women read every word of the sports. Eighty-six percent of the women say they never read the financial section and the remaining fourteen percent say they seldom do. Fourteen percent of the men also say they read every word of Lippman's column as opposed to zero percent of the women, however, seven percent of the women say they reread this column.

Table 4. Methods of reading various sections of the newspaper as reported by twenty-one men having eight grades or less of schooling

| Section     | Never<br>% | Seldom<br>% | Skip<br>% | Skim<br>% | Read<br>% | Reread<br>% |
|-------------|------------|-------------|-----------|-----------|-----------|-------------|
| News        | 14         | 0           | 14        | 33        | 39        | 0           |
| Headlines   | 14         | 0           | 42        | 10        | 29        | 5           |
| Church news | 24         | 14          | 10        | 28        | 19        | 5           |
| Editorials  | 37         | 10          | 19        | 10        | 19        | 5           |
| Winchell    | 47         | 10          | 14        | 10        | 19        | 0           |
| Financial   | 42         | 19          | 10        | 10        | 14        | 5           |
| Sports      | 43         | 14          | 14        | 10        | 14        | 5           |
| Home page   | 56         | 10          | 10        | 10        | 14        | 0           |
| Comics      | 33         | 10          | 33        | 5         | 14        | 5           |
| Lippman     | 71         | 5           | 10        | 0         | 14        | 0           |
| Cartoons    | 37         | 5           | 24        | 14        | 10        | 10          |
| Lawrence    | 57         | 14          | 5         | 14        | 10        | 0           |
| Stokes      | 75         | 5           | 5         | 5         | 10        | 0           |
| Alsep       | 80         | 5           | 5         | 0         | 10        | 0           |
| Stories     | 52         | 33          | 5         | 0         | 10        | 0           |
| Ads         | 19         | 28          | 33        | 10        | 5         | 5           |
| Pearson     | 75         | 10          | 5         | 5         | 5         | 0           |
| Kent        | 71         | 14          | 5         | 5         | 5         | 0           |
| Society     | 75         | 10          | 10        | 0         | 5         | 0           |
| Pegler      | 81         | 0           | 19        | 0         | 0         | 0           |
| Edson       | 90         | 5           | 5         | 0         | 0         | 0           |

## MAGAZINE READING

In the reading of magazines as in the reading of newspapers, the women have the largest percentage of non-readers--twenty-two percent (4) of the women are non-magazine readers as compared to fourteen percent (3) of the men. The greatest percent of the magazine readers read four publications. Among the men, five and six magazines are read by eighteen percent of the cases. The number of magazines read range from zero up to eight for the women and zero to five for the men with one man reading nine magazines.

Table 5. Frequency of reading, evaluation, and source of magazines read by two or more persons among fifteen women having eight grades or less of schooling (three reported no magazines read)

| Magazine             | Frequency of Reading <sup>1</sup> |     |     | Evaluation <sup>2</sup> |   |   |   |   | Source <sup>3</sup> |    |     |
|----------------------|-----------------------------------|-----|-----|-------------------------|---|---|---|---|---------------------|----|-----|
|                      | 7+                                | 4-6 | 1-3 | a                       | b | c | d | e | I                   | II | III |
| Relief Society       | 9                                 | 1   |     |                         |   |   | 3 | 7 | 10                  |    |     |
| Improvement Era      | 6                                 |     | 1   |                         |   |   | 3 | 6 | 9                   |    |     |
| Reader's Digest      | 6                                 |     |     |                         |   |   | 3 | 3 | 5                   | 1  |     |
| Ladies' Home Journal | 3                                 | 1   |     |                         |   | 1 | 3 |   | 2                   | 2  |     |
| McCall's Magazine    | 2                                 | 1   |     |                         |   | 2 | 1 |   | 2                   | 1  |     |
| American Magazine    | 1                                 | 1   | 1   |                         |   | 1 | 2 |   | 1                   | 2  |     |
| Country Gentleman    | 2                                 |     |     |                         |   | 1 | 1 |   | 2                   |    |     |
| Utah Farmer          | 2                                 |     |     |                         |   | 1 | 1 |   | 2                   |    |     |
| Arizona Highways     |                                   | 1   | 1   |                         |   |   |   | 2 | 1                   |    | 1   |
| Coronet              | 1                                 | 1   |     |                         |   |   | 2 |   |                     | 2  |     |

<sup>1</sup>Frequency of Reading: 7+, 4-6, and 1-3 indicate the number of times, approximately, that the magazine is read during the year.

<sup>2</sup>Evaluation: (a) I would not recommend it to others. (b) I read it only from a sense of duty or as a means to some end. (c) Sometimes I like this magazine and sometimes I don't. (d) Interesting and worthwhile. (e) Among the best that I have ever read.

<sup>3</sup>Source of Magazines: (I) Subscription. (II) Purchased from a store. (III) Borrowed from friends.

Of the ten magazines mentioned twice or more by fifteen women readers from among the eighteen cases, the two top periodicals are religious magazines, two are women's, two are general, and two are digest publications.

Table 6. Frequency of reading, evaluation, and source of magazines read by two or more persons among nineteen men having eight grades or less of schooling (three reported no magazines read)

| Magazine              | Frequency of Reading <sup>1</sup> |     |     | Evaluation <sup>2</sup> |   |   |   |   | Source <sup>3</sup> |    |     |
|-----------------------|-----------------------------------|-----|-----|-------------------------|---|---|---|---|---------------------|----|-----|
|                       | 7+                                | 4-6 | 1-3 | a                       | b | c | d | e | I                   | II | III |
| Reader's Digest       | 10                                | 1   | 2   |                         |   |   | 5 | 8 | 11                  | 1  | 1   |
| Country Gentleman     | 7                                 |     | 1   |                         |   |   | 7 | 1 | 8                   |    |     |
| Improvement Era       | 7                                 |     |     |                         |   |   | 1 | 6 | 7                   |    |     |
| Utah Farmer           | 5                                 |     | 1   |                         |   |   | 3 | 3 | 6                   |    |     |
| Western Farm Life     | 3                                 |     | 1   |                         |   |   | 2 | 2 | 4                   |    |     |
| American Magazine     | 2                                 | 2   |     |                         |   | 2 | 2 |   | 1                   | 1  | 2   |
| McCall's Magazine     | 3                                 |     |     |                         |   |   | 1 | 2 | 3                   |    |     |
| Saturday Evening Post | 1                                 | 2   |     |                         |   | 2 | 1 |   | 1                   | 1  | 1   |
| Relief Society        | 3                                 |     |     |                         |   |   |   | 3 | 3                   |    |     |
| Arizona Highways      | 2                                 |     |     |                         |   |   | 1 | 1 | 2                   |    |     |
| Farm Journal          | 2                                 |     |     |                         |   |   | 1 | 1 | 2                   |    |     |
| Look                  | 1                                 |     | 1   |                         |   |   |   | 2 | 2                   |    |     |
| Collier's             | 1                                 | 1   |     |                         |   |   | 1 | 1 | 1                   |    | 1   |

<sup>1</sup>cf. Table 5, page 19.

<sup>2</sup>cf. Table 5, page 19.

<sup>3</sup>cf. Table 5, page 19.

Among the men, thirteen magazines are listed as being read at least twice. The so-called popular general magazines are the type most commonly read by this group, followed by farm journals. However, the Reader's Digest is read by the greatest number of readers. This is in accordance with the generally known circulation figures for this particular magazine.

Both the men and the women appear to be well satisfied with the magazines they are reading as is shown in the evaluation columns. Only a few of the magazines received a rating of "e" (sometimes I like this magazine and sometimes I don't) and none were rated as either "a" (I would not recommend it to others) or "b" (I read it only from a sense of duty or as a means to some end).

The source columns indicate that the chief sources of magazines for both groups is by the use of subscriptions, followed by purchases for the women and borrowing from friends among the men.

Tables 7 and 8 give a breakdown of how the women and men read the

various sections of magazines. The data in these tables are shown in percents.

Table 7. Methods of reading various sections of the magazines reported by fifteen women having eight grades or less of schooling

| Section                            | Never<br>% | Seldom<br>% | Skip<br>% | Skim<br>% | Read<br>% | Reread<br>% |
|------------------------------------|------------|-------------|-----------|-----------|-----------|-------------|
| Home pages                         | 20         | 0           | 7         | 13        | 60        | 0           |
| Short stories                      | 13         | 0           | 7         | 27        | 53        | 0           |
| Serial stories                     | 20         | 0           | 0         | 27        | 53        | 0           |
| Religious                          | 13         | 20          | 7         | 7         | 46        | 7           |
| Hobbies                            | 60         | 0           | 7         | 0         | 33        | 0           |
| Fashions                           | 27         | 13          | 20        | 20        | 20        | 0           |
| Drama & theater                    | 67         | 13          | 0         | 0         | 20        | 0           |
| Science, research<br>and invention | 47         | 0           | 27        | 13        | 13        | 0           |
| Politics, foreign<br>and national  | 54         | 13          | 7         | 13        | 13        | 0           |
| Moving pictures                    | 80         | 7           | 0         | 0         | 13        | 0           |
| Ads                                | 40         | 20          | 26        | 7         | 7         | 0           |
| Agriculture                        | 46         | 20          | 7         | 20        | 7         | 0           |
| Sports                             | 53         | 33          | 7         | 0         | 7         | 0           |
| General subjects                   | 60         | 13          | 0         | 20        | 7         | 0           |

As in their newspaper reading, a larger percentage of the women read the home sections than any other division of a magazine. With the exception of reading about moving pictures, hobbies, drama and theater, general subjects have the greatest percentage of non-readers.

From Table 8 it will be noted that a much larger percentage of the men than women read every word of the articles dealing with science, research, invention, and foreign and national politics. The men also re-read more of these articles. There seems to be a close similarity between the two groups in the ranking of short and serial stories and religious material, although a larger percentage of the women than the men say they read every word of these sections. Advertisements are the only material ranked the same by both groups. As might be expected, there is a much higher percent of the women than the men reading magazine sections related to fashions and the home, however only thirty-two percent of the

men say they never read the home pages.

Table 8. Methods of reading various sections of the magazines as reported by nineteen men having eight grades or less of schooling

| Section                            | Never<br>% | Seldom<br>% | Skip<br>% | Skim<br>% | Read<br>% | Reread<br>% |
|------------------------------------|------------|-------------|-----------|-----------|-----------|-------------|
| Short stories                      | 11         | 33          | 0         | 17        | 39        | 0           |
| Serial stories                     | 33         | 33          | 0         | 0         | 34        | 0           |
| Science, research<br>and invention | 6          | 6           | 21        | 17        | 33        | 17          |
| Politics, foreign<br>and national  | 17         | 11          | 17        | 11        | 33        | 11          |
| Religious                          | 22         | 11          | 11        | 22        | 28        | 6           |
| Agriculture                        | 11         | 6           | 17        | 21        | 28        | 17          |
| Hobbies                            | 50         | 0           | 11        | 0         | 28        | 11          |
| General subjects                   | 33         | 6           | 22        | 17        | 22        | 0           |
| Home pages                         | 32         | 17          | 17        | 17        | 17        | 0           |
| Sports                             | 38         | 11          | 28        | 0         | 17        | 6           |
| Ads                                | 28         | 0           | 49        | 17        | 6         | 0           |
| Moving pictures                    | 72         | 11          | 11        | 0         | 6         | 0           |
| Drama & theater                    | 55         | 28          | 11        | 6         | 0         | 0           |
| Fashions                           | 83         | 6           | 11        | 0         | 0         | 0           |

The following magazines were mentioned once only by the fifteen women reading magazines:

|                    |                       |                   |
|--------------------|-----------------------|-------------------|
| Boys' Open Road    | Life                  | Time              |
| Children's Friend  | Look                  | True Story        |
| Desert             | Mineralogist          | Utah Magazine     |
| Farm Journal       | Poetry                | Western Farm Life |
| Farmer's Wife      | Readbook Magazine     | Women's World     |
| Household Magazine | Saturday Evening Post | Your Faith        |
| Liberty            | Science Illustrated   |                   |

The following magazines were mentioned once only by the nineteen men reporting that they read magazines:

|                      |                      |                     |
|----------------------|----------------------|---------------------|
| Boys' Open Road      | Household Magazine   | Magazine Digest     |
| Children's Friend    | International Digest | Mineralogist        |
| Congressional Record | Juvenile Instructor  | Popular Mechanics   |
| Coronet              | Ladies' Home Journal | Readers' Scope      |
| Desert               | Legionnaire          | Redbook Magazine    |
| Everybody's Digest   | Liberty              | Science Digest      |
| Hoard's Dairyman     | Life                 | Science Illustrated |
| Home Journal         | Lion                 | Utah Magazine       |

The above listing it will be noted contains a majority of trade, technical, class or professional magazines, together with a number of digests.

## BOOK READING

In contrast to the two preceding sections concerning the reading picture of the women and men completing the eighth grade or less of schooling, there are more non-book readers among the men than the women. Sixty-four percent or fourteen of the twenty-two men read no books during the year in contrast to forty-five percent or eight of the women. Oddly enough among the women reading books, the modal number of books read was five as compared to a modal number of one for the men. Among the women the number of books read ranged from zero to five with one woman reading nine books. Among the men the number of books read ranged from zero to eight, except that no one indicated that they read three or four books during the past year.

Table 9. Method, evaluation, and source of books read during 1947 by two or more of ten women having eight grades or less of schooling (eight reported no books read)

| Book                  | Method <sup>1</sup> |   |   | Evaluation <sup>2</sup> |   |   |   |   | Source <sup>3</sup> |    |     |    |   |
|-----------------------|---------------------|---|---|-------------------------|---|---|---|---|---------------------|----|-----|----|---|
|                       | 1                   | 2 | 3 | a                       | b | c | d | e | I                   | II | III | IV | V |
| The Robe              | 1                   | 2 |   |                         |   |   | 2 | 1 |                     | 2  |     | 1  |   |
| Foxes of Harrow       | 2                   |   | 1 |                         |   |   | 1 |   |                     | 2  |     |    |   |
| Valley of Decision    | 2                   |   |   |                         |   |   | 1 | 1 |                     | 1  |     | 1  |   |
| Sweet Love Remembered | 2                   |   |   |                         |   |   | 1 | 1 |                     |    |     | 2  |   |
| Doctrine & Covenants  | 1                   | 1 |   |                         |   |   |   |   | 2                   |    |     | 2  |   |
| The Quest             | 1                   | 1 |   |                         |   |   | 1 | 1 |                     |    |     | 2  |   |

<sup>1</sup>Method of Reading: (1) skimmed to get the thought; (2) read completely, practically every word; (3) read very carefully, appraised critically, reread where necessary.

<sup>2</sup>Evaluation: (a) Disappointed; a waste of time. (b) Boring; read because I felt I should. (c) Indifferent; had nothing better to read. (d) Interesting, wholesome, worthwhile, contained desirable information. (e) Excellent; one of the best books I have read, I would recommend it.

<sup>3</sup>Source of Books: (I) book club (II) friend (III) store (IV) library (V) gift.

The Robe was the top book listed by the women. Among the men however, To Whom It May Concern was read as often as The Robe. Sweet Love Remembered was read by two persons in each group and received the same



evaluation in each group. In their evaluation of the books read, the men rated those they read very high and with the exception of one person stating that she felt Foxes of Harrow to be disappointing and a waste of time, all of the women also rated the books read very highly. All of the books read by the men and the majority of those read by the women, although fiction, had a religious background.

Both groups secured their books from two sources only, friends and the store, with the majority of the men purchasing their material and purchases and friends about equal as sources for the women.

Table 10. Method, evaluation, and source of books read during 1947 by two or more of eight men having eight grades or less of schooling (fourteen reported no books read)

| Book                   | Method <sup>1</sup> |   |   | Evaluation <sup>2</sup> |   |   |   |   | Source <sup>3</sup> |    |     |    |   |
|------------------------|---------------------|---|---|-------------------------|---|---|---|---|---------------------|----|-----|----|---|
|                        | 1                   | 2 | 3 | a                       | b | c | d | e | I                   | II | III | IV | V |
| The Robe               |                     | 2 |   |                         |   |   | 1 | 1 |                     | 1  |     |    |   |
| To Whom It May Concern |                     | 2 |   |                         |   |   | 1 | 1 |                     |    |     | 2  |   |
| Sweet Love Remembered  | 1                   | 1 |   |                         |   |   | 1 | 1 |                     |    |     | 2  |   |

<sup>1</sup>cf. Table 9, page 23.

<sup>2</sup>cf. Table 9, page 23.

<sup>3</sup>cf. Table 9, page 23.

The following books were mentioned once only by one of the eight men reporting books they had read during 1947:

|   |                               |
|---|-------------------------------|
| Age of Innocence                                | Mormon Pioneers               |
| Book of Mormon                                  | Mothers of Donner's Party     |
| Brigham Young, The Man and His Works            | New Stories for Men           |
| Daniel H. Wells                                 | Quest, The                    |
| Getting the Most Out of Life                    | Ramona                        |
| Gospel Through the Ages                         | Song Everlasting              |
| History of the Church, L. D. S., Vol. I         | Stairs of Sand                |
| History of the L. D. S. Saints                  | Sun is My Undoing, The        |
| Leave Her to Heaven                             | Tonto Rim                     |
| Literature and Life                             | Twin Sombreros                |
| Message in the Characters of the Book of Mormon | Unto the Hills                |
|   | Utah, The Story of Her People |
|   | Valley of Decision            |
|   | Vanishing Americans           |

Of the twenty-five books listed above, eleven are related to a particular church, being either concerned with church leaders, church doctrines or

books of fiction based on historical incidents connected with the church. Four of the books are non-fictional in character and the remaining are past and contemporary fiction.

Of the twenty-five books mentioned as being read by one person only among the ten women reading books, only six are related to a particular church as compared to eleven out of the twenty-five listed by the men. Two of the books would fall in the non-fiction grouping, with the majority or nineteen being fiction of the past and present.

Assorted Gems of Priceless Value  
Bent Twig  
Brigham Young, The Man and His Works  
Claudia and David  
Farewell to Arms  
Gay Saint, The  
Good Earth  
Green Hills of Wyoming  
Hotel Berlin  
Hungry Hill  
In a Dark Garden  
Leave Her to Heaven  
Mine with the Iron Door

Miss Bishop  
Mormon Pioneers  
Song Everlasting  
Story of the Mormon Pioneers  
This Side of Innocence  
Timberwolf  
Tonto Rim  
Twin Sombreros  
Unto the Hills  
Vanishing Americans  
Voice from the Dust  
Youth and the Church

None of the men and only three of the women reported that they had heard book reviewed during 1947. Four of the reviews heard were related to church incidents or persons.

#### SUMMARY

The typical female reader in this group might be described as a housewife between the ages of fifty and fifty nine with no children at home. She reads completely the home pages and church news, skims over the general news, and skips over the headlines in the daily and weekly newspaper read. She does very little reading in the syndicated columns. The woman reads four subscribed magazines, the two top ones listed being religious publications followed by the Reader's Digest. All of these magazines she feels are either interesting and worthwhile or among the best she has ever read. She reads completely such magazine sections as the

home pages, short and serial stories, and religious articles. Her reading about such information as science, politics, agriculture, general subjects, sports, and moving pictures is rather meager. The typical woman book reader read five books purchased from a store during 1947. The Robe was the book at the top of the list. She appears to be satisfied with the books she read, as they were all rated as worthwhile or excellent. No book reviews were heard during the year.

The typical male reader of Group I is a married farmer between the ages of fifty and fifty nine with two children at home. He reads a daily and weekly newspaper, in which he reads completely the news, skips over the headlines, skims the church news, and skips over the comics and ads. He reads very little in the syndicated columns. The man also read four subscribed magazines, of which the top one is the Reader's Digest which he thinks is among the best he has ever read. He completely reads articles dealing with science, politics, religion, and agriculture, as well as the serial and short stories. He does very little reading about drama and theater news, moving pictures, fashions, and also sports. The typical man of Group I read no books nor heard no books reviewed during 1947.

**GROUP II: AN ANALYSIS OF THE FINDINGS FOR THOSE PERSONS HAVING ATTENDED HIGH SCHOOL BUT NOT REACHING HIGH SCHOOL GRADUATION**

This group is composed of twenty-six women and twenty-five men, of whom all the men and ninety-six percent of the women are married, with one widow also included. Nineteen percent of the women and sixteen percent of the men have no children in their homes. Among the women, the mode is three children as compared to a mode of two children among the men. The number of children in the homes range from zero to three for the women with six and eight children in one home each. The range is from zero to eight children among the men with the exception of no one indicating that they had six children in the home.

The men are represented by thirteen occupations. Twenty-four percent of them are farmers, followed by sixteen percent being lumberworkers, twelve percent truckers, eight percent carpenters and eight percent common laborers. A store clerk, construction worker, county recorder, cook, mechanic, painter, garage owner, and stockraiser are each represented by four percent of the total.

The women represent two occupations, with ninety-two percent of them being housewives and eight percent of them working restaurants.

Forty-six percent (12) of the women and fifty-two percent (13) of the men are between the ages of thirty and thirty-nine. In the age group forty to forty-nine are thirty-one (8) percent of the women and sixteen percent (4) of the men. Finally, between the ages of fifty to fifty-nine there are twenty-three percent (6) of the women and thirty-two percent (8) of the men.

The following tables represent how and which newspapers and magazines were read by the group and the number of books read and reviews heard by persons having attended some high school.

## NEWSPAPER READING

All of the men and women having had some high school, but not having reached high school graduation reported that they read either a daily or weekly newspaper. Sixty-two percent (16) of the women read a daily paper and four percent (1) read two daily newspapers. Among the men, eighty-four percent (22) read one daily newspaper and eight percent (2) read two dailies.

Table 11. Newspapers read by twenty-six women having completed some high school education

| Newspaper            | Frequency of Reading |             |              |                |
|----------------------|----------------------|-------------|--------------|----------------|
|                      | Daily<br>%           | Weekly<br>% | Monthly<br>% | Sometimes<br>% |
| Salt Lake Tribune    | 31                   | 4           |              | 8              |
| Deseret News         | 31                   |             |              | 15             |
| Kane County Standard |                      | 81          |              | 8              |
| Los Angeles Examiner |                      | 4           |              |                |
| Grit                 |                      |             |              | 4              |

Of the daily newspapers read by the above twenty-six women, an equal percentage read the Deseret News and the Salt Lake Tribune, thirty-one percent read each of them, making a total of sixty-two percent of the women reading a newspaper each day. A comparison between Tables 1 and 11 will show that twenty-three percent more of the women having eight grades or less of education than those women having completed some high school read a daily newspaper. However, ten percent more of the latter group read the local weekly news in the Kane County Standard.

In analyzing Table 12 below, it is significant that ninety-two percent of the men read a daily newspaper--sixty-four percent reading the Deseret News and twenty-eight percent reading the Salt Lake Tribune. In contrast to the high percentage reading a daily paper, however, only sixty percent of the men stated that they read the local weekly news contained in the Kane County Standard.

Table 12. Newspapers read by twenty-five men having completed some high school education

| Newspaper            | Frequency of Reading |             |              |                |
|----------------------|----------------------|-------------|--------------|----------------|
|                      | Daily<br>%           | Weekly<br>% | Monthly<br>% | Sometimes<br>% |
| Deseret News         | 64                   | 12          |              | 8              |
| Salt Lake Tribune    | 28                   |             |              | 8              |
| Kane County Standard |                      | 60          |              | 8              |
| Grit                 |                      | 4           |              |                |
| Los Angeles Examiner |                      | 4           |              |                |
| Utah Jaycee          |                      |             | 4            |                |

Tables 13 and 14 give the ranking of the various sections of the newspapers as read by the women and men in Group II.

Table 13. Methods of reading various sections of the newspaper as reported by twenty-six women having completed some high school education

| Section     | Methods of Reading |             |           |           |           |             |
|-------------|--------------------|-------------|-----------|-----------|-----------|-------------|
|             | Never<br>%         | Seldom<br>% | Skip<br>% | Skim<br>% | Read<br>% | Reread<br>% |
| Home page   | 24                 | 4           | 8         | 27        | 35        | 4           |
| Stories     | 37                 | 12          | 8         | 8         | 35        | 0           |
| Headlines   | 12                 | 0           | 42        | 19        | 27        | 0           |
| Church news | 12                 | 8           | 12        | 33        | 27        | 8           |
| News        | 8                  | 8           | 15        | 38        | 23        | 8           |
| Cartoons    | 35                 | 8           | 26        | 12        | 19        | 0           |
| Comics      | 19                 | 8           | 42        | 12        | 19        | 0           |
| Editorials  | 27                 | 15          | 27        | 12        | 15        | 4           |
| Winchell    | 62                 | 15          | 0         | 8         | 15        | 0           |
| Pegler      | 69                 | 8           | 4         | 4         | 15        | 0           |
| Lawrence    | 68                 | 12          | 4         | 4         | 12        | 0           |
| Lippman     | 72                 | 4           | 8         | 4         | 12        | 0           |
| Ads         | 38                 | 15          | 35        | 4         | 8         | 0           |
| Pearson     | 80                 | 12          | 0         | 0         | 8         | 0           |
| Alsop       | 84                 | 4           | 4         | 0         | 8         | 0           |
| Society     | 26                 | 12          | 35        | 23        | 4         | 0           |
| Edson       | 81                 | 15          | 0         | 0         | 4         | 0           |
| Kent        | 81                 | 15          | 0         | 0         | 4         | 0           |
| Stokes      | 84                 | 12          | 0         | 0         | 4         | 0           |
| Sports      | 66                 | 15          | 15        | 0         | 4         | 0           |
| Financial   | 80                 | 12          | 8         | 0         | 0         | 0           |

Although only fifteen percent of the women in this group say they read every word of the editorials as compared to twenty-one percent of the women that have completed eight grades or less of schooling, it is significant that Winchell and Pegler are read by fifteen percent of the

women and Lawrence and Lippman are read by twelve percent. In fact, with the exception of two columnists being read by only four percent of the women, all the news commentators are read by a larger percentage than any one was read by the women having had eight grades or less of schooling. Even so, from sixty to eighty-four percent of the women say they never read any of the syndicated columns listed in Table 13.

While only twenty-three percent of the women say they read every word of the news, only eight percent say they never read this section and eight percent say they reread it if necessary for complete understanding.

Table 14. Methods of reading various sections of the newspapers as reported by twenty-five men having completed some high school education

| Section     | Never<br>% | Seldom<br>% | Skip<br>% | Skim<br>% | Read<br>% | Reread<br>% |
|-------------|------------|-------------|-----------|-----------|-----------|-------------|
| Headlines   | 4          | 0           | 20        | 16        | 56        | 4           |
| Cartoons    | 0          | 4           | 20        | 16        | 56        | 4           |
| Comics      | 12         | 8           | 16        | 12        | 48        | 4           |
| News        | 4          | 0           | 20        | 24        | 44        | 8           |
| Sports      | 16         | 8           | 28        | 20        | 28        | 0           |
| Church news | 36         | 20          | 8         | 12        | 20        | 4           |
| Editorials  | 32         | 16          | 20        | 8         | 20        | 4           |
| Stories     | 48         | 24          | 8         | 0         | 20        | 0           |
| Winchell    | 56         | 16          | 8         | 0         | 16        | 4           |
| Lippman     | 68         | 12          | 4         | 0         | 16        | 0           |
| Home page   | 52         | 12          | 20        | 4         | 12        | 0           |
| Pearson     | 68         | 12          | 8         | 0         | 12        | 0           |
| Lawrence    | 72         | 16          | 0         | 0         | 12        | 0           |
| Society     | 56         | 12          | 12        | 12        | 8         | 0           |
| Ads         | 28         | 32          | 28        | 4         | 8         | 0           |
| Pegler      | 68         | 8           | 12        | 0         | 8         | 4           |
| Financial   | 64         | 12          | 8         | 12        | 4         | 0           |
| Stokes      | 80         | 12          | 4         | 0         | 4         | 0           |
| Kent        | 80         | 12          | 4         | 0         | 4         | 0           |
| Edson       | 76         | 12          | 8         | 0         | 4         | 0           |
| Alsop       | 80         | 12          | 4         | 0         | 4         | 0           |

Approximately the same percent of the men read the editorials in this group as those having eight grades or less of education. A larger number of the columnists are read by a higher percent, however, and all the columnists are read by at least one reader although between fifty-

six and eighty percent of the men stated that they read only editorials other than the columnists listed. Cartoons are the only part of the paper that is read by all the men, although only four percent of the readers say they never read either the headlines or the news.

A comparison of Tables 13 and 14 shows that the greatest difference in parts of the newspapers read by the women and men in this group is in the ranking of such topics as the home page, stories, sports, and the financial news. A greater percentage of the women read the home page and stories, while more men read the sport and financial sections.

#### MAGAZINE READING

Among the persons having had some high school education only, the percent of non-magazine readers is the same for both the men and women, being four percent or one case in each group. The number of magazines read by the women ranges from zero to fourteen, except that none of the women indicated that they read one, nine, or ten magazines. Among the men the number of magazines read range from zero to eight. The mode for the men is one magazine as indicated by twenty-four percent of the cases, although twenty percent of them read three and twenty percent read four magazines. Two, five, and seven magazines are read by fifteen percent of the women in the group.

Of the twenty-six magazines read by two or more of the twenty-five women reading magazines, the top four are the same magazines that were the top four read by the women having had eight grades or less of education. The major portion of the magazines listed above are of the popular general variety, followed by an almost equal number of digests picture, religious, and women's magazines being read by the group. It is significant that none of the traditionally "cultural" magazines such as the Atlantic Monthly or Harpers are listed.



Table 15. Frequency of reading, evaluation, and source of magazines read by two or more persons among twenty-five women having completed some high school (one reported no magazines read)

| Magazine              | Frequency of Reading <sup>1</sup> |   |     | Evaluation <sup>2</sup> |   |   |   |   | Source <sup>3</sup> |    |     |
|-----------------------|-----------------------------------|---|-----|-------------------------|---|---|---|---|---------------------|----|-----|
|                       | 7/4                               | 6 | 1-3 | a                       | b | c | d | e | I                   | II | III |
| Relief Society        | 13                                | 1 | 1   |                         | 2 |   | 9 | 4 | 14                  |    | 1   |
| Improvement Era       | 13                                | 1 |     |                         |   | 1 | 7 | 6 | 14                  |    |     |
| Reader's Digest       | 10                                | 2 | 1   |                         |   |   | 8 | 5 | 11                  | 2  |     |
| Ladies' Home Journal  | 6                                 | 2 |     |                         |   |   | 5 | 3 | 6                   | 2  |     |
| Children's Friend     | 7                                 | 1 |     |                         |   |   | 5 | 3 | 8                   |    |     |
| Country Gentleman     | 5                                 | 1 |     |                         |   |   | 4 | 2 | 6                   |    |     |
| Life                  | 5                                 |   |     |                         |   | 1 | 3 | 1 | 2                   |    | 3   |
| Redbook               | 1                                 | 4 |     |                         |   |   | 2 | 1 | 2                   | 5  |     |
| Utah Farmer           | 4                                 |   | 1   |                         |   |   | 1 | 3 | 1                   | 5  |     |
| Juvenile Instructor   | 4                                 |   |     |                         |   |   | 1 | 2 | 1                   | 4  |     |
| McCall's Magazine     | 4                                 |   |     |                         |   |   | 1 | 3 | 4                   |    |     |
| Good Housekeeping     | 3                                 |   | 1   |                         |   |   | 3 | 1 | 2                   | 1  | 1   |
| Western Farm Life     | 3                                 |   | 1   |                         | 1 |   | 2 | 1 | 4                   |    |     |
| Sunshine              | 3                                 |   |     |                         |   |   | 1 | 2 | 3                   |    |     |
| American Magazine     | 2                                 | 1 |     |                         |   |   | 2 | 1 | 1                   | 1  | 1   |
| Saturday Evening Post | 2                                 | 1 |     |                         |   |   | 3 |   | 3                   |    |     |
| Coronet               | 2                                 | 1 |     |                         |   |   | 3 |   | 2                   | 1  |     |
| Cosmopolitan          | 1                                 | 1 | 1   |                         |   |   | 2 | 1 |                     | 3  |     |
| National Geographic   | 2                                 |   |     |                         |   |   | 1 | 1 | 2                   |    |     |
| Children's Activities | 2                                 |   |     |                         |   |   | 2 |   | 2                   |    |     |
| Look                  | 2                                 |   |     |                         |   | 1 | 1 |   | 2                   |    |     |
| Times                 | 1                                 |   | 1   |                         |   |   | 1 | 1 |                     | 1  | 1   |
| Household             | 1                                 | 1 |     |                         |   |   | 1 | 1 | 2                   |    |     |
| Your Life Digest      | 1                                 | 1 |     |                         |   |   | 1 | 1 | 1                   |    | 1   |
| Personal Romance      | 1                                 |   | 1   |                         |   |   | 1 |   |                     | 2  |     |
| Holiday               | 1                                 |   | 1   |                         |   |   | 1 | 1 | 1                   | 1  |     |

<sup>1</sup>cf. Table 5, page 19.

<sup>2</sup>cf. Table 5, page 19.

<sup>3</sup>cf. Table 5, page 19.

The men and women in this group, although on the whole appearing to be well satisfied with the kind of magazines they are reading as is shown in Table 15 and 16, display a keener discrimination in evaluating the magazines read than the group having a lower educational level. However, as in the preceding group's evaluation, the majority of the magazines are rated as either "d" (interesting and worthwhile) or "e" (among the best that I have ever read) with more of the men than women giving the magazines a "d" rating. Several of the women indicated that they read

certain magazines from a sense of duty or as a means to some end and one man checked that he would not recommend a particular magazine to others.

In both groups, the main source of the magazines is subscriptions, followed by direct purchases, with borrowing from friends a rather minor source.

Table 16. Frequency of reading, evaluation, and source of magazines read by two or more of twenty-four men having completed some high school education (one reported no magazines read)

| Magazine              | Frequency of Reading <sup>1</sup> |     |     | Evaluation <sup>2</sup> |   |   |   |   | Source <sup>3</sup> |    |     |
|-----------------------|-----------------------------------|-----|-----|-------------------------|---|---|---|---|---------------------|----|-----|
|                       | 7/4                               | 4-6 | 1-3 | a                       | b | c | d | e | I                   | II | III |
| Reader's Digest       | 8                                 |     |     |                         |   |   | 3 | 5 | 7                   | 1  |     |
| Improvement Era       | 4                                 |     |     |                         |   | 1 | 3 |   | 4                   |    |     |
| Country Gentleman     | 4                                 |     |     |                         |   | 1 | 3 |   | 4                   |    |     |
| Saturday Evening Post | 3                                 | 1   |     |                         |   |   | 3 | 1 | 2                   | 1  | 1   |
| Life                  | 3                                 |     |     |                         |   |   | 2 | 1 | 2                   | 1  |     |
| Collier's             | 2                                 | 1   |     |                         |   |   | 2 | 1 | 1                   | 1  | 1   |
| Redbook               |                                   | 3   |     |                         |   |   | 2 | 1 |                     | 3  |     |
| Western Farm Life     | 2                                 |     | 1   |                         |   | 1 | 2 |   | 3                   |    |     |
| Look                  | 2                                 | 1   |     |                         |   | 1 | 2 |   | 2                   | 1  |     |
| Coronet               | 2                                 |     |     |                         |   |   | 2 |   | 1                   | 1  |     |
| True                  | 2                                 |     |     |                         |   |   | 2 |   |                     | 1  | 1   |
| National Geographic   | 2                                 |     |     |                         |   |   | 2 |   | 2                   |    |     |
| Children's Friend     | 2                                 |     |     |                         |   |   | 2 |   | 2                   |    |     |
| Relief Society        | 2                                 |     |     |                         |   |   | 2 |   | 2                   |    |     |
| Utah Farmer           | 2                                 |     |     |                         |   | 1 | 1 |   | 2                   |    |     |
| Popular Mechanics     | 2                                 |     |     |                         |   |   | 2 |   | 2                   |    |     |
| Time                  | 2                                 |     |     |                         |   |   |   | 2 | 2                   |    |     |
| Outdoor Life          | 2                                 |     |     |                         |   |   | 2 |   | 2                   |    |     |
| Western Stories       |                                   | 2   |     |                         | 1 |   | 1 |   |                     | 2  |     |
| True Detective        |                                   | 2   |     |                         |   |   | 2 |   |                     |    | 2   |
| Cosmopolitan          | 1                                 |     | 1   |                         |   |   | 2 |   |                     | 1  | 1   |

<sup>1</sup>cf. Table 5, page 19.

<sup>2</sup>cf. Table 5, page 19.

<sup>3</sup>cf. Table 5, page 19.

As in Table 6 which showed the results for Group I, the top magazine is the Reader's Digest, followed by the same number reading the Country Gentleman and the Improvement Era. The majority of the magazines read above are of the popular general type. It is interesting to note that the list in Table 16 does not contain any of the so-called women's magazines.

Tables 17 and 18 show how various sections of the magazines were read by the women and men in this division.

Table 17. Methods of reading various sections of the magazines as reported by twenty-five women having completed some high school education

| Section                            | Never<br>% | Seldom<br>% | Skip<br>% | Skim<br>% | Read<br>% | Reread<br>% |
|------------------------------------|------------|-------------|-----------|-----------|-----------|-------------|
| Short stories                      | 4          | 8           | 8         | 8         | 64        | 8           |
| Serial stories                     | 16         | 20          | 4         | 8         | 48        | 4           |
| Home pages                         | 12         | 0           | 12        | 28        | 44        | 4           |
| Hobbies                            | 36         | 0           | 0         | 8         | 40        | 16          |
| Religious                          | 12         | 8           | 4         | 24        | 36        | 16          |
| Science, research<br>and invention | 36         | 16          | 12        | 16        | 16        | 4           |
| Politics, foreign<br>and national  | 36         | 24          | 16        | 8         | 16        | 0           |
| General subjects                   | 28         | 16          | 8         | 32        | 12        | 4           |
| Fashions                           | 16         | 18          | 28        | 20        | 8         | 0           |
| Drama & theater                    | 36         | 16          | 32        | 8         | 8         | 0           |
| Moving pictures                    | 52         | 16          | 20        | 4         | 8         | 0           |
| Ads                                | 44         | 4           | 32        | 16        | 4         | 0           |
| Agriculture                        | 28         | 16          | 12        | 44        | 0         | 0           |
| Sports                             | 60         | 16          | 20        | 4         | 0         | 0           |

A comparison of the ranking of the sections between the women in this group and those having less education shows that general subjects have moved up from fourteenth place to eighth, home articles have moved from first down to third place, and fashions have moved from sixth place down to ninth.

A comparison of the parts of the magazines read among the men and women having completed some high school education as is shown in Tables 17 and 18 reveals that both groups have their greatest percentage reading short stories, although the women have a higher percentage saying that they read every word of them. Again as in Group I, a higher percentage of the men than women read more about science, research, invention, and foreign and national politics—forty-eight percent of the men say they read every word in such articles, whereas only sixteen percent

of the women said they read as completely.

Between the two sexes the closest similarity of ranking is in such divisions as serial stories, politics, drama, moving pictures, and advertisements. The greatest differences between the two groups is in the ranking of sports, agriculture, home pages, and fashions.

The women apparently do the most over-all reading of magazines, more than fifty percent of them read all sections, except fifty-two percent never read about moving pictures and sixty percent never read about sports. Fifty-two percent of the men never read the drama and theater sections and sixty-nine percent never read fashion articles. Over fifty percent of the men read the other sections listed in the tables, although forty-eight percent of them never read the general subjects and features dealing with moving pictures.

Table 18. Methods of reading various sections of the magazines as reported by twenty-three men having completed some high school education

| Section                            | Never<br>% | Seldom<br>% | Skip<br>% | Skim<br>% | Read<br>% | Reread<br>% |
|------------------------------------|------------|-------------|-----------|-----------|-----------|-------------|
| Short stories                      | 22         | 13          | 0         | 9         | 56        | 0           |
| Science, research<br>and invention | 13         | 4           | 14        | 17        | 46        | 4           |
| Serial stories                     | 35         | 17          | 0         | 4         | 44        | 0           |
| Agriculture                        | 13         | 9           | 17        | 26        | 35        | 0           |
| Sports                             | 13         | 22          | 4         | 26        | 35        | 0           |
| Politics, foreign<br>and national  | 22         | 4           | 26        | 17        | 31        | 0           |
| Hobbies                            | 39         | 0           | 4         | 9         | 26        | 22          |
| Religious                          | 30         | 35          | 9         | 4         | 22        | 0           |
| Home pages                         | 45         | 17          | 4         | 17        | 17        | 0           |
| General subjects                   | 46         | 4           | 4         | 31        | 13        | 0           |
| Ads                                | 26         | 9           | 48        | 13        | 9         | 0           |
| Moving pictures                    | 46         | 13          | 22        | 13        | 4         | 0           |
| Drama & theater                    | 52         | 22          | 13        | 9         | 4         | 0           |
| Fashions                           | 69         | 9           | 9         | 9         | 4         | 0           |

A comparison of Tables 8 and 18 show that in both groups advertisements, moving pictures, drama and theater, and fashions are ranked the same, being ranked eleven, twelve, thirteen, and fourteen, respectively.

Sports have moved from tenth place in Table 8 to fifth in Table 18, politics have moved from fourth place down to sixth, and religion from fifth to eighth place. The home section and hobbies have the same place in both tables.

The following magazines were mentioned once only by one of the twenty-five woman reading magazines:

|                          |                      |                       |
|--------------------------|----------------------|-----------------------|
| American Woman, The      | Lion                 | Science Digest        |
| Arizona Highways         | Mademoiselle         | Success Today         |
| Charm                    | Magazine Digest      | True                  |
| Desert                   | Master's Art         | True Story Magazine   |
| Glamour                  | Movie Magazine       | Utah                  |
| Cleanings in Bee Culture | National Parents and | Vogue                 |
| International Digest     | Teachers Magazine    | Woman Digest          |
| Journal of Living        | Popular Mechanics    | Woman's Life Digest   |
| Liberty                  | Readers' Scope       | Young Woman's Journal |

Among the above magazines it will be noted that there are a number of digests and also a large percent of women's magazines.

The following magazines were mentioned once only by one of the twenty-four men in this group reading magazines:

|                        |                     |                        |
|------------------------|---------------------|------------------------|
| Arizona Highways       | Farm Journal        | Open Road for Boys     |
| Aviation Mechanic      | Field & Stream      | Pathfinder             |
| Baker's Helper         | Holiday             | Restaurant Magazine    |
| Better Homes & Gardens | Household           | True Confession        |
| Carpenter, The         | Juvenile Instructor | True Story             |
| Desert                 | Magazine Digest     | U. S. Business News    |
|                        |                     | Woman's Home Companion |

The above listing it will be noted contains a number of trade, technical, class and professional magazines. The interesting fact, however, is that it also contains two of the cheap popular magazines, True Confession and True Story, neither of which were mentioned by the women in this group.

#### BOOK READING

Forty percent of the women and seventy-two percent of the men in this group stated that they had read no books during 1947. The number of books read ranged from zero to ten among the women, with four being the mode and from zero to six among the men. Eight percent of the men

read one, two, and four books, respectively. Again, as in Group I, a large number of the books read by both the men and the women have religious themes or are non-fiction religious books.

Table 19. Method, evaluation, and source of books read during 1947 by two or more of sixteen women having completed some high school education (ten reported no books read)

| Book                  | Method <sup>1</sup> |   |   | Evaluation <sup>2</sup> |   |   |   |   | Source <sup>3</sup> |    |     |    |   |
|-----------------------|---------------------|---|---|-------------------------|---|---|---|---|---------------------|----|-----|----|---|
|                       | 1                   | 2 | 3 | a                       | b | c | d | e | I                   | II | III | IV | V |
| The Robe              |                     | 4 | 1 |                         |   |   |   | 5 |                     | 1  | 1   | 3  |   |
| Forever Amber         |                     | 2 | 1 | 1                       |   | 1 | 1 |   |                     | 1  |     | 2  |   |
| Sweet Love Remembered | 1                   | 1 | 1 |                         |   |   | 1 | 2 |                     | 1  | 2   |    |   |
| Leave Her to Heaven   |                     | 2 |   |                         |   |   | 1 | 1 | 1                   | 1  |     |    |   |
| Prince of Ur          |                     |   | 2 |                         |   |   | 1 | 1 | 1                   |    | 1   |    |   |
| Covered Wagon         | 2                   |   |   |                         |   | 1 | 1 |   |                     | 1  | 1   |    |   |
| Grapes of Wrath       |                     |   | 2 |                         |   | 1 | 1 |   |                     | 1  |     | 1  |   |
| Lantern in Her Hand   |                     | 1 | 1 |                         |   |   | 2 |   |                     |    | 1   | 1  |   |
| The Egg and I         |                     | 2 |   |                         |   |   | 1 | 1 |                     | 1  |     | 1  |   |
| For This My Glory     |                     |   | 2 |                         |   |   |   | 2 |                     | 1  | 1   |    |   |
| Book of Mormon        |                     | 2 |   |                         |   |   | 1 | 1 |                     |    | 2   |    |   |

<sup>1</sup>cf. Table 9, page 23.

<sup>2</sup>cf. Table 9, page 23.

<sup>3</sup>cf. Table 9, page 23.

Only seven out of the twenty-five men having completed some high school education listed books they had read during the past year. As no one book was read by more than one person, Table 20 contains an alphabetized list of all the books read by this group.

All of the books listed by the men are popular fiction, and with the exception of three books listed by the women, their books also are among the current best-sellers. As in Group I, *The Robe* is again listed as the book most often read by the women in this group reading books.

It would appear from the evaluation column in Table 20 that the men on a whole were very well satisfied with the books they read, as a great majority of them were rated "excellent; one of the best books I have read, I would recommend it to others." Two books received a "c" (sometimes I like this type of book and sometimes I don't) and two a "b" (boring; read because I felt I should) rating; while no books were

rated in the "d" (worthwhile; contained desirable information, wholesome, interesting) column.

More of the women gave the books they read an "e" (excellent; one of the best books I have read, I would recommend it to others) evaluation than any other rating, although a high percentage of the books read received a rating of "d" and several were rated "c". Forever Amber was the only book that was described as a disappointment and a waste of time.

The women secured their books from four sources as compared to three for the men. Borrowing from friends and the public library and direct purchases were almost equal sources for the women, while the men secured about the same number of books by borrowing from friends and making direct purchases.

Table 20. Method, evaluation, and source of books read during 1947 by seven men having completed some high school education (eighteen reported no books read)

| Book                     | Method <sup>1</sup> |   |   | Evaluation <sup>2</sup> |   |   |   |   | Source <sup>3</sup> |    |     |    |   |
|--------------------------|---------------------|---|---|-------------------------|---|---|---|---|---------------------|----|-----|----|---|
|                          | 1                   | 2 | 3 | a                       | b | c | d | e | I                   | II | III | IV | V |
| Added Upon               | 1                   |   |   |                         |   |   |   | 1 |                     |    | 1   |    |   |
| Ben Hur                  | 1                   |   |   |                         |   |   |   | 1 |                     |    | 1   |    |   |
| Billy the Kid            | 1                   |   |   |                         |   | 1 |   |   |                     | 1  |     |    |   |
| Book of Mormon           | 1                   |   |   |                         |   |   |   | 1 |                     |    | 1   |    |   |
| Dutchess Hotspur         | 1                   |   |   |                         | 1 |   |   |   |                     | 1  |     |    |   |
| Egg and I, The           | 1                   |   |   |                         |   |   |   | 1 |                     | 1  |     |    |   |
| Gods Little Acres        | 1                   |   |   |                         | 1 |   |   |   |                     | 1  |     |    |   |
| Leave Her to Heaven      | 1                   |   |   |                         |   |   |   | 1 |                     |    |     | 1  |   |
| No Nation's Girl         | 1                   |   |   |                         |   |   |   | 1 |                     | 1  |     |    |   |
| Prince of House of David | 1                   |   |   |                         |   |   |   | 1 |                     |    |     | 1  |   |
| Quest, The               | 1                   |   |   |                         |   |   |   | 1 |                     |    |     | 1  |   |
| Robe, The                | 1                   |   |   |                         |   |   |   | 1 |                     |    |     | 1  |   |
| Spirit of the Border     | 1                   |   |   |                         |   |   |   | 1 |                     |    |     |    | 1 |
| Strange Woman            | 1                   |   |   |                         |   | 1 |   |   |                     | 1  | 1   |    |   |

<sup>1</sup>cf. Table 9, page 23.

<sup>2</sup>cf. Table 9, page 23.

<sup>3</sup>cf. Table 9, page 23.

The following books were mentioned once only by the sixteen women reporting that they read books during 1947:

added Upon  
 Arrows Into the Sun  
 Beyond Sing the Woods  
 Billy the Kid  
 Black Rose, The  
 Crazy Weather  
 Cross Creek  
 Dragenseed  
 Emperor's Physician, The  
 Ernie Pyle  
 Food and Life  
 Giant Joshua  
 God's Little Acre  
 Golden Dawn  
 Green Grass of Wyoming  
 Heartwood  
 Honor Bound  
 Hope of Earth  
 How Green Was My Valley  
 How to Win Boys  
 Inside U. S. A.  
 Jalna  
 Jungle Heaven  
 Life of Lincoln  
 Life & Travels of Parley P. Pratt  
 Lincoln Reader  
 Man of Galilee, The  
 Medical Carrie

New Testament  
 Phantom Violin, The  
 Philosophy of Science, The  
 Political Philosopher, The  
 Prodigal Women, The  
 Quest, The  
 Richard Carvel  
 Scudda Hay Scudda Ho  
 Signs of the Time, The  
 Snake Pit  
 So Dear to My Heart  
 Social Philosopher, The  
 Song Everlasting  
 Song Immortal  
 Spirit of the Border, The  
 Speculative Philosopher, The  
 Spoonhandle  
 Star of the West  
 Story to Tell  
 Strange Woman  
 Sun Is My Undoing, The  
 Theirs is the Kingdom  
 To Whom It May Concern  
 Together  
 Wind Burns West, The  
 Word of Wisdom  
 Yearling, The  
 Young Boss

None of the men and only two of the women indicated that they had heard books reviewed during the past year. Of the six reviews listed, four were heard by one woman at a social club and one a classic was reviewed over the radio. All the reviews were rated as worthwhile, wholesome, and interesting.

#### SUMMARY

The typical woman reader of Group II is a housewife between the ages of thirty and thirty nine having three children at home. In a daily and weekly newspaper, she reads every word of the home pages and stories, skips over the headlines and comics, and skims to get the thought of the church and general news. Like the typical woman reader of Group I, she does very little reading in the editorial columns. She reads either two, five, or seven magazines for which she has subscribed. The two magazines



at the head of her list are religious publications followed by the Reader's Digest. The majority of the magazines read she rates as being interesting and worthwhile. She completely reads such magazine sections as short and serial stories, the home pages, and articles on religion and her own particular hobby. Agricultural and other general subjects are skimmed to get the thought. Her reading about science, politics, drama and theater, moving pictures and sports is limited. During 1947, she read four books of which a number had religious themes, with The Robe being at the top of her list. The books were evaluated as worthwhile or excellent and were secured almost equally from friends, the store, and the public library. She did not hear any books reviewed during the year.

The typical male reader of Group II is a married farmer with two children in his home. He reads both a daily and weekly newspaper, reading such sections as the headlines, cartoons, comics, general news, and sports completely. The other sections of the paper such as the syndicated columns, stories, ads, and society news are read very little. On the average, he reads one subscribed magazine, the Reader's Digest, which he rates as one of the best he has ever read. In the magazines, he reads completely such sections as short and serial stories, articles dealing with science, politics, agriculture, and sports. He seldom reads religious articles and skips over the ads. A limited amount of reading is done in such sections as drama and theater, fashions, moving pictures, general subjects, and the home pages. The typical male reader in Group II read no books and heard none reviewed during 1947.

**GROUP III: AN ANALYSIS OF THE FINDINGS FOR HIGH SCHOOL GRADUATES AND THOSE PERSONS HAVING HAD SOME COLLEGE WORK**

Group III, is composed of fifty-eight women and forty-four men of whom ninety-three percent of each sex are married. Two percent of the women and five percent of the men are unmarried, with the remaining five percent of the women being widows and two percent of the men being widowers. The number of children in the homes of both the men and women range from zero to nine with twenty-nine percent of the women and fifty percent of the men having three children in their homes. Sixteen percent of the women and two percent of the men have no children in their homes. The percents relating to children in the homes are based on the ninety-eight percent of the women and the ninety-five percent of the men that are married.

The four and forty men listed nineteen occupations, with the largest number of them or twenty-five percent being stockmen. Twenty percent of the men are farmers; sawmill workers and common laborers each represent eight percent; merchants, schoolteachers, cafe proprietors, butchers, contractors, masons, custodians of national parks, district clerk of the bureau of land management, gas distributor, carpenter, store manager, diesel-electric operator, mechanic, and postmaster each represent two percent of the cases; one man contacted was an invalid.

Eighty-six percent of the women are housewives, four percent schoolteachers, and two percent of the women are employed in the following professions: stenographer, dressmaker, nurse, clerk of the board of education, and school lunch supervisor.

The age group thirty to thirty nine contains sixty-seven percent of the women and sixty-six percent of the men. Thirty-one percent of the women and twenty-five percent of the men are between the ages of forty

and forty nine and two percent of the women and nine percent of the men are between fifty and fifty-nine years of age.

#### NEWSPAPER READING

Tables 21 and 22 show that the same percentage of men and women among those persons having graduated from high school together with those that may have completed some college read a daily newspaper. The number varies, however, in the percent reading each of the two dailies--fifty-two percent of the men read the Deseret News as compared to forty-one percent of the women.

Table 21. Newspapers read by fifty-eight women high school graduates and those persons having had some college education

| Newspapers             | Frequency of Reading |             |              |                |
|------------------------|----------------------|-------------|--------------|----------------|
|                        | Daily<br>%           | Weekly<br>% | Monthly<br>% | Sometimes<br>% |
| Salt Lake Tribune      | 43                   | 5           |              | 12             |
| Deseret News           | 41                   | 2           |              | 16             |
| Kane County Standard   |                      | 78          |              | 7              |
| American Legion        |                      |             | 2            |                |
| Grit                   |                      | 3           |              |                |
| Lehi Sun               |                      | 2           |              |                |
| Ephraim Enterprise     |                      | 2           |              |                |
| Mt. Pleasant Pyramid   |                      | 2           |              |                |
| Progressive Opinion    |                      | 2           |              |                |
| Washington County News |                      | 5           |              |                |
| Las Vegas News         | 2                    |             |              |                |
| Los Angeles Examiner   |                      | 2           |              |                |

Included in the eighty-four percent reading daily newspapers, are the two papers read daily by two women. Also seven of the eighty-four percent representing the daily newspapers read by the men as shown in Table 22 are the result of two men reading two papers each day.

It is interesting to note that the men appear to be much more interested in the local news published by the Kane County Standard, having ninety-one percent of their numbers reading the newspaper each week as compared to seventy-eight percent of the women.

Table 22. Newspapers read by forty-four men high school graduates and those persons having had some college education

| Newspaper            | Frequency of Reading |             |              |                |
|----------------------|----------------------|-------------|--------------|----------------|
|                      | Daily<br>%           | Weekly<br>% | Monthly<br>% | Sometimes<br>% |
| Deseret News         | 2                    | 5           |              | 16             |
| Salt Lake Tribune    | 32                   | 7           |              | 14             |
| Kane County Standard |                      | 91          | 2            |                |
| Los Angeles Examiner |                      | 5           |              |                |
| American Legion      |                      |             | 2            |                |
| Grit                 |                      | 2           |              |                |
| Salt Lake Telegram   |                      |             |              | 2              |
| Mt. Pleasant Pyramid |                      | 2           |              |                |
| Progressive Opinion  |                      | 2           |              |                |
| Bahrain Enterprise   |                      | 2           |              |                |

A comparison of Tables 2, 12, and 22 show that the men in Group II have the largest percent of daily newspaper readers, however, the men in Group III have the highest percentage reading the local weekly paper.

In contrast to the above findings, a comparison of Tables 1, 11, and 21 reveals that a larger percent of the women in Group I, those persons completing the eighth grade or less of schooling, read a newspaper each day than the women in either Group II or Group III. There is however only one point difference between the percents reading a daily newspaper in Group I and Group III. Group II has the highest percent of local weekly newspaper readers, followed by Group III. Evidently among the individuals included in this study, educational level had no bearing on the number of newspapers read.

A greater number of the persons in this group read a larger variety of newspapers than those in the two previous groups, but this may be due to the fact that this group represents a larger sampling. The additional newspapers mentioned, in general, seem to be local weeklies.

Tables 23 and 24 show a close similarity of the reading of certain sections among the men and women in this group. The headlines, cartoons,

church news, and editorials rank the same in both groups and there is only a slight difference in the ranking of the comics, stories, Winchell, Kent, and Edson. The greatest differences in the two groups is in the reading of such sections as the home pages, with forty percent of the women reading every word of this section as compared to two percent of the men; the sports section is read completely by thirty-two percent of the men as compared to two percent of the women, however, only forty percent of the women say they never read about sports, while forty-five percent of the men say they never read the home pages.

Table 23. Methods of reading various sections of the newspapers as reported by fifty-eight women high school graduates and those persons having had some college education

| Section     | Never<br>% | Seldom<br>% | Skip<br>% | Skim<br>% | Read<br>% | Reread<br>% |
|-------------|------------|-------------|-----------|-----------|-----------|-------------|
| Headlines   | 0          | 0           | 19        | 24        | 54        | 3           |
| Cartoons    | 0          | 3           | 22        | 29        | 43        | 3           |
| Comics      | 5          | 7           | 24        | 19        | 43        | 2           |
| Home page   | 3          | 7           | 12        | 36        | 40        | 2           |
| Church news | 3          | 3           | 16        | 41        | 31        | 5           |
| News        | 2          | 0           | 7         | 64        | 24        | 2           |
| Editorials  | 5          | 16          | 26        | 26        | 24        | 3           |
| Stories     | 28         | 31          | 3         | 12        | 22        | 3           |
| Society     | 7          | 8           | 38        | 33        | 14        | 0           |
| Winchell    | 47         | 19          | 10        | 14        | 7         | 3           |
| Pegler      | 57         | 14          | 12        | 10        | 7         | 0           |
| Pearson     | 67         | 16          | 5         | 5         | 5         | 2           |
| Ads         | 33         | 24          | 29        | 12        | 2         | 0           |
| Sports      | 40         | 28          | 20        | 10        | 2         | 0           |
| Kent        | 79         | 14          | 0         | 5         | 2         | 0           |
| Lawrence    | 78         | 5           | 5         | 6         | 2         | 2           |
| Lippman     | 67         | 14          | 10        | 7         | 2         | 0           |
| Stokes      | 68         | 7           | 0         | 5         | 0         | 0           |
| Alcop       | 83         | 14          | 3         | 0         | 0         | 0           |
| Edson       | 90         | 10          | 0         | 0         | 0         | 0           |
| Financial   | 74         | 21          | 5         | 0         | 0         | 0           |

A comparison of Tables 3, 13, and 23 reveals that among those women that have graduated from high school and may have completed some college, the headlines rank first as compared to the home pages being read by the greatest percentage of the women in Groups I and II. It will also be

noted that in Group III there is a larger percent of the women saying that they read every word of the editorials, twenty-four percent as compared to fifteen percent in Group II and twenty-one percent in Group I. However, no one columnist is read by as large a number of the readers in Group III as in Group II. As a matter of fact, only seven percent of the women stated that they read completely Winchell and Pegler, the two most read news reporters. This is the same percent that stated they read Pegler and Lawrence in Group I. The women in Group III have, in general, a higher percent saying they read every word of the various sections than either of the two groups composed of persons having a lower educational level.

Table 2h. Methods of reading various sections of the newspapers as reported by forty-four men high school graduates and those persons having had some college

| Section     | Never<br>% | Seldom<br>% | Skip<br>% | Skim<br>% | Read<br>% | Reread<br>% |
|-------------|------------|-------------|-----------|-----------|-----------|-------------|
| Headlines   | 5          | 0           | 16        | 25        | 52        | 2           |
| Cartoons    | 7          | 7           | 16        | 20        | 50        | 0           |
| News        | 0          | 2           | 11        | 41        | 39        | 7           |
| Comics      | 11         | 11          | 15        | 27        | 36        | 0           |
| Church news | 14         | 14          | 14        | 21        | 32        | 5           |
| Sports      | 11         | 11          | 7         | 34        | 32        | 5           |
| Editorials  | 11         | 16          | 11        | 32        | 28        | 2           |
| Pegler      | 37         | 16          | 9         | 18        | 18        | 2           |
| Winchell    | 43         | 16          | 9         | 14        | 16        | 2           |
| Stories     | 47         | 27          | 5         | 7         | 14        | 0           |
| Ads         | 25         | 30          | 27        | 7         | 9         | 0           |
| Lippman     | 75         | 9           | 5         | 2         | 7         | 2           |
| Lawrence    | 66         | 9           | 9         | 7         | 7         | 2           |
| Pearson     | 70         | 9           | 9         | 5         | 7         | 0           |
| Alsop       | 81         | 7           | 7         | 0         | 5         | 0           |
| Financial   | 45         | 25          | 16        | 9         | 5         | 0           |
| Kent        | 79         | 9           | 5         | 5         | 2         | 0           |
| Edson       | 80         | 11          | 5         | 2         | 2         | 0           |
| Society     | 39         | 32          | 25        | 2         | 2         | 0           |
| Home pages  | 45         | 21          | 25        | 2         | 2         | 5           |
| Stokes      | 84         | 7           | 2         | 7         | 0         | 0           |

In comparing the ranking of various sections of the newspapers between Groups I, II, and III in Table 4, 1h, and 2h, it will be noted

that there is quite a close similarity in the ranking of Groups II and III, with a slightly higher percentage of the men in the latter groups reading completely the editorials. It is interesting to note, however, that Group I has the largest percent of men reading any one particular columnist. Group II has, in general, a higher percent of men reading every word of the various sections of the newspapers than either of the other two groups, with the smallest percent of men reading every word in Group I.

In the reading of the editorials, twenty-eight percent of the men in Group III say they read every word of them as compared to twenty-four percent of the women in the group. Pegler is read by eighteen percent of the men followed by Winchell being read by sixteen percent. Both columnists are read by only seven percent of the women. From forty-seven to ninety-one percent of the women never read the analysts with a range of from thirty-seven to eighty-four percent of the men indicating that they do not read the syndicated columns.

#### MAGAZINE READING

The number of magazines read by the women in this group ranges from one to fourteen with one person reading eighteen. The mode is four magazines read by seventeen percent of the women, although sixteen percent read seven magazines and twelve percent read two and six publications, respectively. Among the men the number of magazines read ranges from zero to ten, with the mode being five magazines read by twenty-three percent of the cases. Fourteen percent of the men read seven and four magazines, respectively and six percent of the men read no magazines.

Of the forty magazines mentioned by two or more women having completed high school and some of whom have attended college, four are religious publications, five are women's magazines, three are picture maga-

zines, seven are popular general, three are educational, and three are fashion magazines. Except for the inclusion of such magazines as Vogue, Charm, Seventeen, several educational magazines, and two magazines dealing with home planning, the magazines listed by Group III, in general, are similar to those read by Groups I and II. Although the listing is larger in this group than in the two preceding ones, it is probably due to the larger sampling contained in the group.

In their evaluation of the magazines read, both the men and the women in this group rated the great majority of them as being interesting and worthwhile, followed by a high percentage being rated as among the best the readers had ever read. Subscriptions were over twice as large a source for both groups as the second means of supply—direct purchases. More of the women than the men borrowed magazines, as was true in Group II. In Group I, however, more men than women borrowed their magazines.

Of the twenty-nine magazines read by the men in Group III, two or more times, four are popular general, three are pictorial, four are religious, and three are farm magazines. With the exception of such magazines as Better Homes and Gardens and Fortune, the majority of the magazines listed are the same as those read by the men in Groups I and II, with the Reader's Digest again being the magazine most often mentioned. Although the so-called women's magazines are seldom mentioned by the men in Group III, perhaps due to the larger sampling, they are more often read by men in this group than in either of the two preceding ones. As a matter of fact, no one of the women's magazines were listed by any of the men in Group II, however, it is interesting to note that the magazines listed in this group contained two periodicals generally classified as "pulp" magazines.



Table 25. Frequency of reading, evaluation, and source of magazines read by two or more of the fifty-eight women high school graduates and those women having had some college education

| Magazine               | Frequency of Reading <sup>1</sup> |   |     | Evaluation <sup>2</sup> |   |   |    |    | Source <sup>3</sup> |    |     |
|------------------------|-----------------------------------|---|-----|-------------------------|---|---|----|----|---------------------|----|-----|
|                        | 7/                                | 6 | 1-3 | a                       | b | c | d  | e  | I                   | II | III |
| Relief Society         | 26                                | 1 | 3   |                         | 1 |   | 15 | 14 | 27                  |    | 3   |
| Reader's Digest        | 25                                | 7 | 1   | 1                       |   |   | 11 | 21 | 26                  | 4  | 3   |
| Improvement Era        | 21                                | 4 | 2   |                         | 1 | 2 | 11 | 13 | 25                  |    | 2   |
| McCall's Magazine      | 13                                | 3 | 2   |                         |   | 1 | 14 | 3  | 7                   | 8  | 3   |
| Ladies' Home Journal   | 13                                | 3 | 1   |                         |   | 2 | 12 | 3  | 9                   | 8  |     |
| Children's Friend      | 12                                | 1 |     |                         |   |   | 6  | 7  | 13                  |    |     |
| Life                   | 11                                | 5 |     |                         |   | 1 | 14 | 1  | 8                   | 6  | 2   |
| Juvenile Instructor    | 11                                |   |     |                         | 2 |   | 6  | 3  | 11                  |    |     |
| Household Magazine     | 8                                 |   | 1   |                         |   | 1 | 7  | 1  | 9                   |    |     |
| Woman's Home Companion | 6                                 | 5 | 1   |                         |   | 2 | 9  | 1  | 5                   | 5  | 2   |
| American Magazine      | 6                                 | 4 | 2   |                         |   | 1 | 9  | 2  | 4                   | 3  | 3   |
| Saturday Evening Post  | 6                                 |   | 2   | 1                       |   | 1 | 6  |    | 5                   | 3  |     |
| Good Housekeeping      | 5                                 | 1 | 2   |                         |   | 1 | 5  | 2  | 3                   | 3  | 2   |
| Collier's              | 5                                 | 1 | 2   |                         |   | 2 | 5  | 1  | 3                   | 3  | 2   |
| Time                   | 5                                 | 2 |     |                         |   | 1 | 4  | 3  | 1                   | 2  | 1   |
| Better Homes & Gardens | 5                                 | 2 |     |                         |   | 1 | 4  | 2  | 4                   | 3  |     |
| Country Gentleman      | 5                                 | 2 |     |                         |   | 2 | 5  |    | 6                   |    | 1   |
| Coronet                | 4                                 | 2 |     |                         |   |   | 6  |    | 2                   | 3  | 1   |
| N. E. A. Journal       | 3                                 | 1 | 1   |                         |   | 1 | 2  | 2  | 4                   |    | 1   |
| Parents' Magazine      | 3                                 |   | 1   |                         |   |   | 3  | 1  | 4                   |    |     |
| Look                   | 3                                 | 1 |     |                         |   | 2 | 2  |    | 2                   |    | 2   |
| Western Farm Life      | 3                                 | 1 |     |                         |   |   | 4  |    | 4                   |    |     |
| U. E. A. Journal       | 2                                 | 2 | 1   |                         |   |   | 3  | 2  | 3                   |    | 2   |
| Redbook Magazine       | 2                                 | 1 | 1   |                         |   |   | 4  |    | 1                   | 1  | 2   |
| Farm Journal           | 2                                 |   | 1   |                         |   |   | 3  |    | 2                   |    | 1   |
| American Home          | 2                                 |   | 1   |                         |   | 1 | 2  |    | 1                   | 2  |     |
| Pathfinder             | 2                                 |   |     |                         |   | 1 |    | 1  | 2                   |    |     |
| Children's Activities  | 2                                 |   |     |                         |   | 1 |    | 1  | 2                   |    |     |
| Gregg Writer           | 2                                 |   |     |                         |   |   | 1  | 1  | 2                   |    |     |
| Sunshine               | 2                                 |   |     |                         |   |   | 2  |    | 2                   |    |     |
| National Geographic    | 2                                 |   |     |                         |   |   | 1  | 1  | 2                   |    |     |
| Today's Woman          | 1                                 | 2 | 1   |                         |   | 1 | 2  | 1  | 1                   | 3  |     |
| Cosmopolitan           | 1                                 | 1 |     |                         |   |   | 2  |    | 1                   | 1  |     |
| Grade Teacher          | 1                                 |   | 1   |                         |   |   | 1  | 1  | 1                   |    | 1   |
| Utah Farmer            | 1                                 |   | 1   |                         |   |   | 1  | 1  | 2                   |    |     |
| Vogue                  | 1                                 |   | 1   |                         |   | 2 |    |    |                     | 1  | 1   |
| Liberty                | 1                                 |   | 1   |                         |   | 1 | 1  |    | 1                   | 1  |     |
| Charm                  |                                   | 2 | 1   |                         |   | 2 | 1  |    |                     | 1  | 2   |
| Seventeen              |                                   | 1 | 1   |                         |   | 2 |    |    |                     | 1  | 1   |

<sup>1</sup>cf. Table 5, page 19.

<sup>2</sup>cf. Table 5, page 19.

<sup>3</sup>cf. Table 5, page 19.

Table 26. Frequency of reading, evaluation, and source of magazines read by two or more of the forty-one men high school graduates and those having had some college education (three reported no magazines read)

| Magazines              | Frequency of Reading <sup>1</sup> |     |   | Evaluation <sup>2</sup> |   |   |    |    | Source <sup>3</sup> |    |     |
|------------------------|-----------------------------------|-----|---|-------------------------|---|---|----|----|---------------------|----|-----|
|                        | 7/4-6                             | 1-3 |   | a                       | b | c | d  | e  | I                   | II | III |
| Reader's Digest        | 28                                | 3   | 3 |                         |   |   | 20 | 14 | 24                  | 8  | 2   |
| Improvement Era        | 13                                | 2   | 1 |                         |   | 1 | 9  | 11 | 21                  |    |     |
| Life                   | 9                                 | 3   | 1 | 1                       | 2 |   | 10 |    | 8                   | 3  | 2   |
| Saturday Evening Post  | 8                                 | 1   |   |                         | 1 |   | 6  | 2  | 6                   | 2  | 1   |
| Collier's              | 6                                 |     |   |                         |   | 2 | 4  |    | 2                   | 4  |     |
| Western Farm Life      | 6                                 | 3   |   |                         |   | 3 | 6  |    | 9                   |    |     |
| American Magazine      | 5                                 | 3   |   |                         |   | 4 | 4  |    | 3                   | 3  | 2   |
| Country Gentleman      | 5                                 | 2   |   |                         |   | 1 | 6  |    | 5                   |    | 2   |
| Coronet                | 5                                 | 2   | 2 |                         |   | 2 | 6  | 1  | 2                   | 5  | 2   |
| Relief Society         | 5                                 |     |   |                         |   |   | 2  | 3  | 5                   |    |     |
| Utah Farmer            | 4                                 | 2   | 1 |                         |   | 4 | 3  |    | 5                   |    | 2   |
| Time                   | 3                                 |     |   |                         |   |   |    | 3  | 1                   | 2  |     |
| Everybody's Digest     | 2                                 | 1   |   |                         |   |   | 3  |    | 2                   | 1  |     |
| True                   | 2                                 | 1   |   |                         |   | 2 |    | 1  |                     | 3  |     |
| Look                   | 2                                 | 1   |   |                         |   | 1 | 2  |    | 2                   |    | 1   |
| Ladies' Home Journal   | 2                                 | 1   |   |                         |   |   | 2  | 1  | 3                   |    |     |
| Arizona Highways       | 2                                 |     |   |                         |   |   | 1  | 1  |                     |    | 2   |
| Fortune                | 2                                 |     |   |                         |   |   | 1  | 1  | 2                   |    |     |
| Farm Journal           | 2                                 |     |   |                         |   |   | 2  |    | 2                   |    |     |
| Parents' Magazine      | 2                                 |     |   |                         |   |   | 2  |    | 1                   | 1  |     |
| Popular Science        | 2                                 |     |   |                         |   | 1 |    | 1  | 1                   | 1  |     |
| Juvenile Instructor    | 2                                 |     |   |                         | 1 |   | 1  |    | 2                   |    |     |
| Sunshine               | 2                                 |     |   |                         |   |   | 2  |    | 2                   |    |     |
| Children's Friend      | 1                                 | 1   |   |                         |   |   |    | 2  | 2                   |    |     |
| Household Magazine     | 1                                 | 1   |   |                         |   |   | 2  |    | 2                   |    |     |
| Pathfinder             | 1                                 |     | 1 | 1                       |   |   | 1  |    | 1                   | 1  |     |
| True Detective         | 1                                 | 1   |   | 1                       |   | 1 |    | 2  |                     | 2  |     |
| Newsweek               | 1                                 | 1   |   |                         |   |   |    |    |                     | 2  |     |
| Better Homes & Gardens | 1                                 |     | 1 |                         |   | 1 | 1  |    |                     | 2  |     |

<sup>1</sup>cf. Table 5, page 19.

<sup>2</sup>cf. Table 5, page 19.

<sup>3</sup>cf. Table 5, page 19.

The following listing of magazines, mentioned once only among the forty-one men high school graduates and those that have completed some college, in the main appear to be related to specialized subjects or trades. The number of general popular magazines and the number of so-called women's magazines are very limited.

|                                 |                       |                    |
|---------------------------------|-----------------------|--------------------|
| American Legion                 | Liberty               | Poultry Magazine   |
| American Restaurant             | Lion                  | School Shop        |
| American Rifleman               | McCall's Magazine     | Stepping Stones    |
| Cosmopolitan                    | Mechanics Illustrated | Successful Farming |
| Diesel Progress                 | N. E. A. Journal      | Thoroughbred       |
| Ellery Queen's Mystery Magazine | National Geographic   | Trade Journal      |
| Farming                         | National Rifle Assn.  | Utah Magazine      |
| Field & Stream                  | Pageant               | Western Horseman   |
| '47 Magazine                    | Popular Mechanics     | Western Livestock  |
| Highway Magazine                | Postal News           | Journal            |
| Hunting & Fishing               | Postmaster's Gazettee | Western Stories    |

The magazines mentioned by one woman only in the listing below reflect what would appear to be the special interests of the persons listing them.

|                     |                   |                       |
|---------------------|-------------------|-----------------------|
| American Childhood  | Health            | Physical Culture      |
| American Restaurant | House Beautiful   | Restaurant Management |
| Arizona Highways    | Ideals            | Poultry Magazine      |
| Baker's Helper      | Legion Auxilliary | School Executive      |
| Balance Sheet       | Mademoiselle      | Survey                |
| Child Life          | Magazine Digest   | Think                 |
| Child Training      | Miss America      | Tomorrow              |
| Family Circle       | Movie Magazine    | U. S. Business News   |
| Farming             | Nation's Schools  | Your Life             |
| Flower Grower       | Photoplay         |                       |

There is a good deal of similarity between the women readers of magazines in Groups II and III, especially in the percents reading such sections as short stories, serial stories, home pages, hobbies, religious articles, and articles dealing with scientific and general interest subjects. The greatest difference between the two groups is that sixteen percent of the women in Group II read about foreign and national politics, as compared to only seven percent in Group III. In Group I, persons having completed eight grades or less of schooling, thirteen percent of the women say they read every word of the political articles. Further analysis, however, shows that by totaling the two columns headed skim and read, Group III has a total of thirty-eight percent of the cases reading about politics by one of the two methods indicated as opposed to twenty-four percent in Group II and twenty-six percent in Group I. A

compilation of the percents in the skim and read columns for the three groups of women shows, in general, that the women in Group III do the greatest amount of reading.

Table 27. Methods of reading various sections of the magazines as reported by fifty-eight women high school graduates and those persons having had some college education

| Section                            | Never<br>% | Seldom<br>% | Skip<br>% | Skim<br>% | Read<br>% | Reread<br>% |
|------------------------------------|------------|-------------|-----------|-----------|-----------|-------------|
| Short stories                      | 2          | 7           | 0         | 24        | 64        | 3           |
| Serial stories                     | 17         | 22          | 0         | 12        | 44        | 5           |
| Home pages                         | 3          | 2           | 12        | 36        | 42        | 5           |
| Hobbies                            | 24         | 0           | 2         | 12        | 40        | 22          |
| Religious                          | 7          | 0           | 12        | 38        | 38        | 5           |
| Fashions                           | 2          | 5           | 29        | 40        | 21        | 3           |
| Science, research<br>and invention | 21         | 17          | 17        | 27        | 16        | 2           |
| Moving Pictures                    | 31         | 16          | 24        | 14        | 12        | 2           |
| General subjects                   | 22         | 10          | 10        | 44        | 12        | 2           |
| Drama & theater                    | 24         | 19          | 14        | 31        | 9         | 3           |
| Politics, foreign<br>and national  | 19         | 29          | 14        | 31        | 7         | 0           |
| Sports                             | 31         | 40          | 14        | 7         | 7         | 2           |
| Agriculture                        | 24         | 42          | 12        | 17        | 3         | 2           |
| Ads                                | 19         | 22          | 43        | 14        | 2         | 0           |

General subjects and drama and theater are the only two sections of a magazine that have the same percentage of both the men and women in this group reading them. It is interesting to note that reading about their hobbies ranks first with the men, fifty-three percent of them state that they read every word of the articles concerned with their particular hobby and twelve percent state that they reread the articles if necessary for complete understanding. While only forty percent of the women say they read every word of articles concerning their hobbies, twenty-two percent of them say they reread such material.

As in Groups I and II, the differences in reading among the men and women in this group occur in such sections as the home pages and fashions, with forty-two and twenty-one percent of the readers reading the two sections, respectively, compared to only seven percent of the men read-

ing the home page and none of them reading completely any of the fashion news. Thirty-five percent of the men read scientific articles and twenty-one percent read every word of the political reports compared to sixteen and seven percent of the women reading the two types of articles.

Table 20. Methods of reading various sections of the magazines as reported by forty-one men high school graduates and those persons having had some college education

| Section                           | Never<br>% | Seldom<br>% | Skip<br>% | Skim<br>% | Read<br>% | Reread<br>% |
|-----------------------------------|------------|-------------|-----------|-----------|-----------|-------------|
| Hobbies                           | 26         | 7           | 2         | 0         | 53        | 12          |
| Short stories                     | 7          | 26          | 7         | 12        | 44        | 4           |
| Serial stories                    | 37         | 21          | 3         | 5         | 35        | 2           |
| Science-research<br>and invention | 7          | 9           | 16        | 28        | 35        | 5           |
| Agriculture                       | 12         | 12          | 13        | 16        | 35        | 12          |
| Religious                         | 13         | 12          | 12        | 26        | 30        | 7           |
| Sports                            | 21         | 9           | 19        | 12        | 30        | 9           |
| Politics, foreign<br>and national | 13         | 12          | 14        | 33        | 21        | 7           |
| General subjects                  | 26         | 13          | 14        | 33        | 12        | 2           |
| Drama and theater                 | 41         | 26          | 12        | 12        | 9         | 0           |
| Home pages                        | 37         | 9           | 22        | 23        | 7         | 2           |
| Ads                               | 21         | 16          | 47        | 9         | 2         | 5           |
| Moving pictures                   | 49         | 24          | 16        | 7         | 2         | 2           |
| Fashions                          | 67         | 19          | 12        | 2         | 0         | 0           |

A study of Tables 8, 18, and 20 reveals the fact that among those men having the highest educational level, a greater percentage read every word of articles concerned with their own particular hobby. However, a larger percentage of the men in Group I reread articles about their hobbies. Further analysis of the three tables shows that by adding the two columns skim and read, sixty-five percent of the men in Group I, reading by the two methods indicated, read articles dealing with science, research, and invention. Sixty-three percent of the men in Group III read the same type of material and fifty percent in Group II. Fifty-four percent of the cases in Group III skim or read completely political articles, followed by forty-eight percent of the men in Group I

and forty-five percent of Group II.

#### BOOK READING

The number of books read by the women range from zero to twelve, with the exception of no one indicating that they read either six or eleven books. One woman listed seventeen books and one listed twenty-four. Twenty-seven percent of the women read no books. The modal number of books read was three by thirteen percent, followed by twelve percent reading two.

Among the men the number of books read range from zero to five, with one man listing twenty-one books. Thirty-eight percent of the men read no books during 1947. Sixteen percent read one and three books, respectively, followed by fourteen percent reading four.

The great majority of both the men and women say that they read completely, or practically every word of the books. On the whole they seem to have been well satisfied with the books read, as each group rated about the same number of books as worthwhile or excellent. Thirty one of the women rated a book as being one of the best they had ever read, while thirty-five of them gave a rating of "d" (worthwhile; contained desirable information) to a particular book. Twelve men indicated an "e" (excellent; one of the best books I have read) rating for certain books, with fourteen men giving a "d" evaluation to other books. Forever Amber was the only book listed among the men to receive an "a" (disappointed; a waste of time) rating, whereas eight "a" ratings were given to five books read by the women, among which Forever Amber received three of the low ratings.

Borrowing from friends and purchasing from a store or book club are all three equal sources of supply for the women readers. Among the men, direct purchases are the first source followed by borrowing from

friends as second source, with the third source being a book club.

Table 29. Method, evaluation, and source of books read during 1947 by forty-two women high school graduates and those persons having had some college education (sixteen reported no books read)

| Book                   | Method <sup>1</sup> |   |   | Evaluation <sup>2</sup> |   |   |   |   | Source <sup>3</sup> |    |     |    |   |
|------------------------|---------------------|---|---|-------------------------|---|---|---|---|---------------------|----|-----|----|---|
|                        | 1                   | 2 | 3 | a                       | b | c | d | e | I                   | II | III | IV | V |
| The Robe               |                     | 7 | 1 |                         |   |   | 1 | 7 | 1                   | 3  | 1   |    | 3 |
| Mrs. Mike              |                     | 4 | 1 |                         |   |   | 4 | 1 | 1                   | 3  | 1   |    |   |
| Forever Amber          | 2                   | 3 |   | 3                       | 1 | 1 |   |   | 3                   |    | 2   |    |   |
| The Egg and I          |                     | 4 |   |                         |   | 1 | 2 | 1 |                     | 2  | 2   |    |   |
| The Quest              |                     | 4 |   |                         |   |   | 2 | 2 |                     | 2  |     |    | 2 |
| Gentlemen's Agreement  |                     | 4 |   |                         |   |   | 4 |   |                     | 2  |     |    | 2 |
| Sweet Love Remembered  |                     | 4 |   |                         |   |   | 2 | 2 |                     | 2  |     |    | 2 |
| Leave Her to Heaven    |                     | 4 |   |                         |   |   | 2 | 2 | 3                   |    |     |    | 1 |
| Immortal Wife          |                     | 3 | 1 |                         |   |   | 2 | 2 | 1                   | 1  |     |    | 2 |
| The Black Rose         |                     | 3 |   |                         |   |   | 1 | 1 | 1                   | 1  | 2   |    | 1 |
| Praise at Morning      |                     | 3 |   |                         |   |   | 1 | 2 | 2                   |    | 1   |    |   |
| Green Dolphin Street   |                     | 3 |   |                         |   |   | 2 | 1 |                     |    |     |    | 3 |
| Bible (parts)          |                     | 3 |   |                         |   |   |   | 3 |                     |    |     |    | 3 |
| B. F.'s Daughter       | 1                   | 2 |   | 1                       |   | 2 |   |   | 1                   | 1  |     |    | 1 |
| Together               |                     | 2 | 1 |                         |   |   | 1 | 2 | 1                   | 2  |     |    |   |
| Kings General          |                     | 2 | 1 |                         |   |   | 1 | 1 | 1                   | 3  |     |    |   |
| Home Country           |                     | 2 | 1 |                         |   |   | 1 | 2 | 1                   | 1  |     |    | 1 |
| Arch of Triumph        |                     | 2 |   | 1                       |   | 1 |   |   | 1                   |    |     |    | 2 |
| Nearby                 |                     | 2 |   |                         |   |   |   | 2 | 1                   | 1  |     |    |   |
| Sound of Chariots      |                     | 2 |   |                         |   |   |   | 2 | 1                   | 1  |     |    |   |
| A Star Danced          |                     | 2 |   |                         |   |   | 1 | 1 |                     | 1  |     |    | 1 |
| The Citadel            |                     | 2 |   |                         |   |   |   | 2 |                     | 1  |     |    | 1 |
| Giant Joshua           |                     | 2 |   | 1                       |   |   |   | 1 |                     | 1  | 1   |    |   |
| Hope of Earth          |                     | 2 |   |                         |   |   |   | 2 |                     | 1  | 1   |    |   |
| Party Line             |                     | 2 |   |                         |   |   | 1 | 1 |                     | 2  |     |    |   |
| Give Us Our Dreams     |                     | 2 |   | 2                       |   |   |   |   | 1                   | 1  |     |    |   |
| Lydia Baily            |                     | 1 | 1 |                         |   |   | 2 |   | 2                   |    |     |    |   |
| Lady in the Lake       | 1                   | 1 |   |                         |   |   | 2 |   |                     | 1  | 1   |    |   |
| To Whom It May Concern |                     | 1 | 1 |                         |   |   |   | 2 |                     | 2  |     |    |   |
| Tomorrow is Forever    |                     | 2 |   |                         |   |   |   | 1 | 1                   | 2  |     |    |   |
| Prince of Ur           |                     | 2 |   |                         |   |   |   | 1 | 1                   |    |     |    | 2 |

<sup>1</sup>cf. Table 9, page 23.

<sup>2</sup>cf. Table 9, page 23.

<sup>3</sup>cf. Table 9, page 23.

Seven out of the thirty-one books read in 1947 by the forty-two women book readers in Group III are based on some religious incident or person, or the books are religious non-fiction. The remaining twenty-four books are contemporary fiction, many of them having been on the best-seller lists during 1947.

Out of the twelve books listed in Table 30, five are concerned with some religious theme or principle. The remaining seven books are current popular fiction.

Table 30. Method, evaluation, and source of books read during 1947 by twenty-seven men high school graduates and those persons having had some college education (seventeen reported no books read)

| Book                   | Method <sup>1</sup> |   |   | Evaluation <sup>2</sup> |   |   |   |   | Source <sup>3</sup> |    |     |    |   |
|------------------------|---------------------|---|---|-------------------------|---|---|---|---|---------------------|----|-----|----|---|
|                        | 1                   | 2 | 3 | a                       | b | c | d | e | I                   | II | III | IV | V |
| The Robe               |                     | 4 | 2 |                         |   |   |   | 1 | 5                   |    | 2   | 2  | 2 |
| Green Grass of Wyoming |                     | 3 |   |                         |   |   |   | 2 | 1                   | 2  | 1   |    |   |
| The Quest              |                     | 3 |   |                         |   |   |   | 1 | 2                   |    | 1   | 2  |   |
| Immortal Wife          | 1                   | 1 | 1 |                         |   |   |   | 2 | 1                   |    | 1   | 2  |   |
| Razors Edge            |                     | 2 |   |                         | 1 | 1 |   |   |                     | 1  |     | 1  |   |
| Forever Amber          |                     | 2 |   | 1                       |   |   | 1 |   |                     |    | 1   |    | 1 |
| Goodnight Sweet Prince |                     | 2 |   |                         |   |   |   | 2 |                     | 1  | 1   |    |   |
| The Egg and I          |                     | 2 |   |                         |   | 1 | 1 |   |                     |    |     | 2  |   |
| Caes Timberlane        |                     | 2 |   |                         |   | 1 | 1 |   | 1                   | 1  |     |    |   |
| To Whom It May Concern | 1                   | 1 |   |                         |   |   |   |   | 2                   |    |     | 2  |   |
| Emperor's Physician    | 1                   | 1 |   |                         |   |   |   | 2 |                     | 1  | 1   |    |   |
| Book of Mormon         |                     | 1 | 1 |                         |   |   | 1 | 1 |                     |    |     | 2  |   |

<sup>1</sup>cf. Table 9, page 23.

<sup>2</sup>cf. Table 9, page 23.

<sup>3</sup>cf. Table 9, page 23.

The following books were mentioned once only among the forty-two women reading books in this section:

A Genius in the Family  
 A Little Lower Than Angels  
 A Story to Tell  
 A Tree Grows in Brooklyn  
 Alphabet Hicks  
 Assassins, The  
 Banner by the Wayside  
 Barbary Coast  
 Before the Sun Goes Down  
 Bishop's Mantle, The  
 Book of Mormon  
 Book Nobody Knows  
 Borderland  
 Bright Promise, The  
 Building of Jalna  
 Captain from Castile  
 Cass Timberlane  
 Chequer Board, The  
 Chicken Every Sunday

Children of God  
 Congo Song  
 Corpse Steps Out  
 Daisy Kenyon  
 David the King  
 Dawn's Early Light  
 Doctrine and Covenants  
 Driftwood Valley  
 Duel in the Sun  
 Earth and High Heaven  
 Education for American People  
 Emperor's Physician  
 Evidences and Reconciliations  
 Experiment Perilous  
 Family Eternal  
 February Hill  
 Fielding's Folley  
 For This My Glory  
 Forgive Us Our Trespases



|                                  |                        |
|----------------------------------|------------------------|
| Foxes of Harrow                  | Personality Unlimited  |
| General Ike                      | Pride's Way            |
| Getting the Most Out of Life     | Prince of Foxes        |
| Giants in the Earth              | Quarry, The            |
| Gone With the Wind               | Razors Edge            |
| History of the L. D. S. Saints   | Rickshaw Boy           |
| Home Port                        | Ride With Me           |
| House That Jacob Built           | River Road             |
| Hucksters, The                   | Salem Frigate, The     |
| I Choose Freedom                 | Santa Fe Trail         |
| In a Dark Garden                 | Signs of the Times     |
| Jesus the Christ                 | Singing Waters         |
| Keys of the Kingdom              | So Well Remembered     |
| Kingsblood Royal                 | Song Everlasting       |
| Kitty                            | Spellbound             |
| Lebanon                          | Spoonhandle            |
| Les Miserables                   | Strange Woman          |
| Library Guidance for Teachers    | Syrian Yankee, The     |
| Light in the Window              | Then and Now           |
| Literature and Life              | This is the Place—Utah |
| Lonely Carrot, The               | This Side of Innocence |
| Lusty Wind for Carolina          | Three Mormon Classics  |
| Message in the Characters of the | Tin Flute, The         |
| Book of Mormon                   | Toil of the Brave      |
| Mormonism in the Light of World  | Touchstone             |
| Religions                        | Tree of Liberty        |
| New Stories for Men              | Turning Wheels         |
| Nicodemus                        | Unforeseen             |
| Nicolines Choice                 | Valley of Decision     |
| Not So Wild a Dream              | Wake of a Red Witch    |
| Not Without Peril                | Walls of Jericho       |
| Now Voyager                      | Washington Tapestries  |
| One Basket                       | Way to Perfection, The |
| Oregon Trail                     | Wild Calender          |
| Out on a Limb                    | Years of the Locust    |
| Pavilion of Women                | Youth of the Church    |

Seventeen of the books in the above list contain a religious theme or are concerned with religious principles. Seven of the books are non-fictional. One woman said that she had read Katherine Mansfield's book of short stories. Another said that she had read two books of poems by Crowell and Strong. A third person said that she had read a book of Indian stories, while a fourth said that she had done some reading in the encyclopedias.

Of the following books read by one of the twenty-seven men reading books, twelve are related to religion and seven are non-fictional.

|  |                             |
|--|-----------------------------|
| A Book About a Thousand Things             | Immortal Pioneers           |
| A Treasury of Grand Opera                  | Lincoln Reader, The         |
| Arch of Triumph                            | Lion in the Street          |
| Arrows Into the Sun                        | Marks of an Educated Man    |
| Assignment in Brittany                     | Modern Miracles             |
| Balzac                                     | Man and the Dragon          |
| Bible (parts)                              | Pearl of Great Price        |
| Black Boy                                  | Perilous Island, The        |
| Borderland                                 | Prince of Ur                |
| Brides Head Revisited                      | Range Management            |
| Brigham Young, The Man and His Works       | Rickshaw Boy                |
| Brittannia News                            | Saints and Strangers        |
| Captain from Castile                       | Sea of Grass, The           |
| Cimarron                                   | Sequoia                     |
| Citadel, The                               | Smoky                       |
| Days and Nights                            | Song Everlasting            |
| Doctrine and Covenants                     | Starling of the White House |
| Ernie Pyle                                 | Sweet Love Remembered       |
| Exterior of a Horse                        | Three Came Home             |
| Forgive Us Our Trespasses                  | Touchstone                  |
| Foxes of Harrow                            | Townman, The                |
| Ginghis Khan                               | Treasury of Laughter        |
| Handbook on Electricity                    | Utah in Her Western Setting |
| His Many Mansions                          | Valley of Decision          |
| History of the Church (L. D. S.)           | Way to Perfection, The      |
| Hiroshima                                  | White Tower, The            |
| How to Win Friends and Influence<br>People | Wind Blows West, The        |
| I Never Left Home, Bob Hope                | Yankee Stranger             |
|  | Youth of the Church         |

Table 3L. Evaluation and source of book reviews heard by nine women high school graduates and these persons having had some college education (forty-nine reported no reviews heard)

| Book Reviewed              | Evaluation <sup>2</sup> |   |   |   |   | Club | Source |        |
|----------------------------|-------------------------|---|---|---|---|------|--------|--------|
|                            | a                       | b | c | d | e |      | Radio  | Church |
| The Syrian Yankee          |                         |   |   | 2 | 1 | 3    |        |        |
| Doctrine and Covenants     |                         |   |   |   | 3 |      |        | 3      |
| Mrs. Mike                  |                         |   |   | 2 |   | 2    |        |        |
| Bible (New Testament)      |                         |   |   |   | 2 |      |        | 2      |
| Book of Mormon             |                         |   |   |   | 2 |      |        | 2      |
| How to be Well             |                         |   |   | 1 | 1 | 2    |        |        |
| Experiment Perilous        |                         |   |   | 1 |   |      | 1      |        |
| Enchanted Cottage          |                         |   |   | 1 |   |      | 1      |        |
| The Best Years of Our Life |                         |   |   |   | 1 |      | 1      |        |
| The Robe                   |                         |   |   |   | 1 | 1    |        |        |
| Prince of Ur               |                         |   |   | 1 |   | 1    |        |        |
| Pavilion of Women          |                         |   |   | 1 |   | 1    |        |        |
| Green Grass of Wyoming     |                         |   | 1 |   |   | 1    |        |        |
| The Miracle of the Bells   |                         |   | 1 |   |   | 1    |        |        |
| Out on a Limb              |                         |   |   | 1 |   | 1    |        |        |

Ref. Table 9, page 23.

## SUMMARY

The typical female reader of Group III is a housewife between the ages of thirty and thirty nine having three children in her home. In the daily and weekly newspapers, she reads completely the headlines, cartoons, comics, and home pages. She skims over the church and general news, but skims or skips over the editorials. The syndicated columns, financial section, and sports are seldom read. Between four and six magazines for which she subscribes are read. The top three, as with the typical woman of Groups I and II, are two religious publications and the Reader's Digest. The majority of the magazines she reads she considers to be worthwhile, although many are rated as excellent. She reads each word of the serial and short stories, home pages, and articles about her hobby. Religious material is skimmed over or read completely as are articles about fashions, science, politics, drama and theater, and general subjects. She seldom reads about sports or agriculture. During 1947, between two and three books were read with *The Robe* at the top of her list and rated as one of the best books she has ever read. Borrowing from her friends and purchasing through a book club or from a store are the three main sources for her books. She heard no books reviewed during the year.

The typical male reader of Group III is a stockman between the ages of thirty and thirty nine with three children in his home. He reads a daily and weekly newspaper, reading every word of such sections as the headlines, cartoons, news, comics, church news, sports, and skimming over the editorials. His reading of the columnists and such sections as the home pages and finance is limited. He reads five subscribed magazines, ranking the Reader's Digest first followed by a religious publication. The majority of the magazines are rated as being interesting and

worthwhile. Such sections of the magazines as short and serial stories, scientific, agricultural, religious, and sport articles are read completely. Political and general subjects are skimmed over. In general, he reads or looks over the majority of the magazine sections, with the exception of fashion articles. He read between one and three books during 1947, which he purchased, in the main, from a store. The Robe was the book at the top of his list, followed by current popular fiction. He evaluated his book reading as being worthwhile and excellent. He heard no books reviewed during the year.

**GROUP IV: AN ANALYSIS OF THE FINDINGS FOR THOSE PERSONS GRADUATING FROM COLLEGE SOME OF WHOM HAVE DONE POST-GRADUATE WORK**

This group, although representing a sampling of twenty-seven percent of the persons in the county having completed college and those that have done post-graduate work, is limited due to the fact that less than two percent of the population in Kane County have had the type of education indicated above.

Of the seven men and five women in the group, all are married with the exception of one woman. Among the men the number of children in the home range from one to four, with forty-three (3) percent of the men having three children in their homes. Two of the four married women have one child at home, one has three, and one has no children at home.

Three of the women are housewives and two are schoolteachers as are four of the seven men. Of the other three men, one is a stockman and two are county agents.

Three of the men and three of the women are between the ages of thirty and thirty nine; three of the men and one woman are between forty and forty-nine years of age; one man and one woman are in the age group of fifty to fifty nine.

**NEWSPAPER READING**

An interpretation of Tables 32 and 33 shows that eighty percent of the women read a daily and weekly newspaper, while one hundred percent of the men read weekly and daily newspapers. The percent of women reading each of the two daily newspapers is the same, whereas fifty-seven percent of the men read the Deseret News and forty-three percent of them read the Salt Lake Tribune.

There appears to be no obvious correlation between the percent of persons reading a daily or weekly newspaper and the amount of education

attained. A comparison of Groups I, II, III, and IV reveals that among the women, the groups having the largest percent of daily newspaper readers are I and II, followed by Group IV. Among the men, the largest percent of daily newspaper readers are found in Groups IV and II. In the percents reading a weekly paper among the women, Groups II and IV have the highest percentage of readers closely followed by Group III. The highest percents of weekly newspaper readers among the men are found in Group IV, followed by Group III, with the lowest percent in Group II.

Table 32. Newspapers read by five women college graduates some of whom have done post-graduate work

| Newspaper            | Frequency of Reading |             |              |                |
|----------------------|----------------------|-------------|--------------|----------------|
|                      | Daily<br>%           | Weekly<br>% | Monthly<br>% | Sometimes<br>% |
| Salt Lake Tribune    | 40                   |             |              | 40             |
| Deseret News         | 40                   |             |              | 20             |
| Kane County Standard |                      | 80          |              |                |
| Davis County Clipper |                      |             |              | 20             |

Table 33. Newspapers read by seven men college graduates some of whom have done post-graduate work

| Newspaper            | Frequency of Reading |             |              |                |
|----------------------|----------------------|-------------|--------------|----------------|
|                      | Daily<br>%           | Weekly<br>% | Monthly<br>% | Sometimes<br>% |
| Deseret News         | 57                   | 14          |              |                |
| Salt Lake Tribune    | 43                   | 14          |              | 14             |
| Kane County Standard |                      | 100         |              |                |
| Los Angeles Examiner |                      | 14          |              |                |

A comparison of Tables 3, 13, and 23 with Table 34 from Groups I, II, III, and IV, respectively, reveals that, with the exception of those women having graduated from high school and some of whom may have attended college, the home pages rank high in the reading among all the women. The percent of church news read completely tends to decrease with an increase in education, however, there is a larger percentage of women skimming through church articles in Group IV. A comparison of the per-

cents in each group reading the columnists shows that in Group I from seventy-two to one hundred percent of the women never read any of the syndicated columns; in Group II, the percent of never readers range from sixty-two to eight-four; in Group III, the percents range from forty-seven to ninety-one; in Group IV, the percents range from forty to one hundred.

Table 34. Methods of reading various sections of the newspaper as reported by five women college graduates some of whom have done post-graduate work

| Section     | Never<br>% | Seldom<br>% | Skip<br>% | Skim<br>% | Read<br>% | Reread<br>% |
|-------------|------------|-------------|-----------|-----------|-----------|-------------|
| Headlines   | 0          | 0           | 40        | 40        | 20        | 0           |
| Home page   | 0          | 0           | 40        | 40        | 20        | 0           |
| Stokes      | 60         | 0           | 0         | 20        | 20        | 0           |
| Pegler      | 40         | 0           | 20        | 20        | 20        | 0           |
| Alsop       | 60         | 0           | 0         | 20        | 20        | 0           |
| Lippman     | 60         | 0           | 0         | 20        | 20        | 0           |
| Pearson     | 40         | 40          | 0         | 0         | 20        | 0           |
| Kent        | 30         | 0           | 0         | 0         | 20        | 0           |
| Lawrence    | 40         | 20          | 20        | 0         | 20        | 0           |
| News        | 0          | 0           | 0         | 100       | 0         | 0           |
| Society     | 0          | 0           | 20        | 60        | 0         | 0           |
| Editorials  | 20         | 0           | 20        | 60        | 0         | 0           |
| Cartoons    | 0          | 0           | 40        | 60        | 0         | 0           |
| Comics      | 0          | 20          | 20        | 60        | 0         | 0           |
| Church news | 20         | 20          | 0         | 60        | 0         | 0           |
| Ads         | 40         | 20          | 0         | 40        | 0         | 0           |
| Winchell    | 60         | 0           | 0         | 40        | 0         | 0           |
| Sports      | 60         | 20          | 20        | 0         | 0         | 0           |
| Stories     | 60         | 20          | 20        | 0         | 0         | 0           |
| Edson       | 100        | 0           | 0         | 0         | 0         | 0           |
| Financial   | 100        | 0           | 0         | 0         | 0         | 0           |

Table 34 is unique in that it is the only table showing how the various parts of the newspapers are read in which no one indicated that they reread any section of the paper. Also it is interesting to note that one hundred percent of the women skim over the news instead of using any of the other methods of reading listed. Although only twenty percent of the cases say they never read the editorials, it is noticeable that, with the exception of Lawrence, Pegler, and Pearson, over sixty percent of the

women never read the syndicated columns, with Edison never being read by any one of them.

Table 35. Methods of reading various sections of the newspaper as reported by seven men college graduates some of whom have done post-graduate work

| Section     | Never<br>% | Seldom<br>% | Skip<br>% | Skim<br>% | Read<br>% | Reread<br>% |
|-------------|------------|-------------|-----------|-----------|-----------|-------------|
| Headlines   | 14         | 0           | 14        | 14        | 58        | 0           |
| News        | 0          | 0           | 14        | 57        | 29        | 0           |
| Comics      | 14         | 14          | 14        | 29        | 29        | 0           |
| Cartoons    | 0          | 0           | 29        | 43        | 14        | 14          |
| Editorials  | 0          | 14          | 29        | 29        | 14        | 14          |
| Home page   | 29         | 43          | 0         | 0         | 14        | 14          |
| Sports      | 0          | 0           | 43        | 43        | 14        | 0           |
| Lawrence    | 14         | 0           | 29        | 57        | 0         | 0           |
| Pegler      | 14         | 14          | 14        | 44        | 0         | 14          |
| Lipman      | 43         | 0           | 0         | 57        | 0         | 0           |
| Kent        | 43         | 0           | 14        | 43        | 0         | 0           |
| Pearson     | 57         | 0           | 14        | 29        | 0         | 0           |
| Church news | 0          | 29          | 43        | 14        | 0         | 14          |
| Stories     | 43         | 43          | 0         | 14        | 0         | 0           |
| Winchell    | 44         | 14          | 14        | 14        | 0         | 14          |
| Alsop       | 43         | 43          | 0         | 14        | 0         | 0           |
| Edson       | 43         | 43          | 0         | 14        | 0         | 0           |
| Society     | 29         | 43          | 14        | 14        | 0         | 0           |
| Financial   | 14         | 43          | 43        | 0         | 0         | 0           |
| Ads         | 29         | 29          | 42        | 0         | 0         | 0           |
| Stokes      | 58         | 14          | 14        | 0         | 0         | 14          |

A study of Tables 34 and 35 shows that, with the exception of fifty-eight percent of the men reading every word of the headlines, a larger percent of both the men and women in this educational group read by skimming rather than any other method. This is the only group in which there are no sections ranked the same by the two sexes. While there is a lower percentage of persons reading every word of the different sections of the newspapers in this than the preceding groups, there is also a smaller percent of "never" readers.

No one columnist's column is read completely by any one of the men, however, several of them indicated that they reread a particular news



analyst. With the exceptions of Winchell and Edson, each of the columnists are read completely by one woman. Eighty-six percent of the men read in some manner Lawrence and Kent. Between fourteen and fifty-eight percent of the men never read any of the syndicated columns.

A comparison of the parts of the newspapers read and how among the men in Groups I, II, III, and IV reveals, that in general, a greater percent of the cases in Group IV do more skimming than those in the three lower educational groups, also there is a lower percent of persons saying that they never read some particular section. The portion of the paper concerned with sports is ranked about the same in each group, however, the ranking of the church news tends to decrease with an increase in education.

#### MAGAZINE READING

The number of magazines read by women graduating from college are four, six, nine, and twelve, with six being the mode. Among the men, the number of magazines read are two, six, seven, and nine, with nine being the modal number.

Table 36. Frequency of reading, evaluation, and source of magazines read by two or more persons among five women college graduates some of whom have done post-graduate work

| Magazine          | Frequency of Reading <sup>1</sup> |     |      | Evaluation <sup>2</sup> |   |   |   |   | Source <sup>3</sup> |    |     |
|-------------------|-----------------------------------|-----|------|-------------------------|---|---|---|---|---------------------|----|-----|
|                   | 4-6                               | 6-8 | 8-12 | a                       | b | c | d | e | I                   | II | III |
| Reader's Digest   | 4                                 |     |      |                         |   |   | 2 | 2 | 3                   | 1  |     |
| Improvement Era   | 4                                 |     |      |                         |   |   | 1 | 3 | 4                   |    |     |
| Relief Society    | 3                                 |     |      |                         |   |   | 2 | 1 | 2                   |    | 1   |
| American Magazine | 2                                 |     |      |                         |   | 2 |   |   | 2                   |    |     |
| Children's Friend | 2                                 |     |      |                         | 1 |   |   | 1 | 2                   |    |     |
| Coronet           |                                   |     | 2    |                         |   |   | 2 |   | 1                   |    | 1   |
| Arizona Highways  | 1                                 | 1   |      |                         |   |   |   |   | 2                   | 1  | 1   |

<sup>1</sup>cf. Table 5, page 19.

<sup>2</sup>cf. Table 5, page 19.

<sup>3</sup>cf. Table 5, page 19.

Of the seven magazines read by at least two of the women in this group, three are concerned with religious matters and two are digests. It is interesting to note that the table does not contain any of the women's magazines.

Table 37. Frequency of reading, evaluation, and source of magazines read by two or more persons among seven men college graduates some of whom have done post-graduate work

| Magazine              | Frequency of Reading <sup>1</sup> |     |     | Evaluation <sup>2</sup> |   |   |   |   | Source <sup>3</sup> |    |     |
|-----------------------|-----------------------------------|-----|-----|-------------------------|---|---|---|---|---------------------|----|-----|
|                       | 7/                                | 4-6 | 1-3 | a                       | b | c | d | e | I                   | II | III |
| Reader's Digest       | 6                                 |     |     |                         |   |   |   | 6 | 5                   | 1  |     |
| N. B. A. Journal      | 3                                 | 1   |     |                         |   |   | 3 | 1 | 4                   |    |     |
| Farm Journal          | 3                                 |     |     |                         |   |   | 1 | 2 | 3                   |    |     |
| U. S. A. Review       | 3                                 |     |     |                         |   |   | 3 |   | 3                   |    |     |
| Collier's             |                                   | 2   | 1   |                         |   | 1 | 2 |   |                     |    | 3   |
| Life                  | 2                                 |     |     |                         |   |   | 1 | 1 | 2                   |    |     |
| Time                  | 2                                 |     |     |                         |   |   | 1 | 1 | 2                   |    |     |
| Look                  | 2                                 |     | 1   |                         |   | 1 | 2 |   | 1                   | 2  |     |
| National Geographic   | 2                                 |     |     |                         |   |   |   | 2 | 2                   |    |     |
| American Magazine     |                                   | 2   |     |                         |   | 1 | 1 |   |                     |    | 2   |
| Saturday Evening Post |                                   |     | 2   |                         |   | 1 | 1 |   | 2                   |    |     |

<sup>1</sup>cf. Table 5, page 19.

<sup>2</sup>cf. Table 5, page 19.

<sup>3</sup>cf. Table 5, page 19.

Among the eleven magazines read by at least two persons reporting in Table 37, it is noted that two are educational journals, three belong in the popular general class, and three are pictorial magazines. The above table differs from all the other tables containing magazines in that it is the only one that does not contain any magazines dealing with religious material.

As in Groups I, II, and III, apparently the readers in Group IV are satisfied with the magazines they are reading, as the majority of them are considered either worthwhile or excellent. The major portion of both the men and women secure their magazines by subscribing for them. While borrowing from friends is a limited source among the women, none of the men indicated that they borrow any magazines.

Although sixty percent of the women say they read the serial and short stories, by adding the percents in the skim and read columns a total of one hundred percent of the women are found to be reading articles on general subjects and science. By the same method it is found that eighty percent of the women read religious material and sixty percent of them read about foreign and national politics, drama and theater, and moving picture features. A similar adding of the percents in the never and seldom read columns results in one hundred percent of the women doing very little if any reading about agriculture and sports.

Table 38. Methods of reading various sections of the magazines as reported by five women college graduates some of whom have done post-graduate work

| Section                         | Never<br>% | Seldom<br>% | Skip<br>% | Skim<br>% | Read<br>% | Overread<br>% |
|---------------------------------|------------|-------------|-----------|-----------|-----------|---------------|
| Short stories                   | 20         | 20          | 0         | 0         | 60        | 0             |
| Serial stories                  | 40         | 0           | 0         | 0         | 60        | 0             |
| Home page                       | 0          | 0           | 20        | 40        | 40        | 0             |
| Hobbies                         | 40         | 0           | 0         | 0         | 40        | 20            |
| Science, research and invention | 0          | 0           | 0         | 80        | 20        | 0             |
| General subjects                | 0          | 0           | 0         | 80        | 20        | 0             |
| Religious                       | 0          | 0           | 0         | 80        | 20        | 0             |
| Politics, foreign and national  | 0          | 40          | 0         | 40        | 20        | 0             |
| Drama and theater               | 20         | 20          | 0         | 40        | 20        | 0             |
| Moving pictures                 | 40         | 0           | 0         | 40        | 20        | 0             |
| Ads                             | 40         | 20          | 0         | 20        | 20        | 0             |
| Fashions                        | 20         | 20          | 0         | 60        | 0         | 0             |
| Agriculture                     | 40         | 60          | 0         | 0         | 0         | 0             |
| Sports                          | 60         | 40          | 0         | 0         | 0         | 0             |

A comparison of how parts of the magazines are read among the women in Groups I, II, III, and IV taken from Tables 7, 17, 27, and 38, reveals that the same sections are ranked first, second, third, and fourth by Groups II, III, and IV. By combining the percents in the skim and read columns, in general, there tends to be an increase in the percent of the women reading scientific and political articles with an increase

in education.

A comparison of Tables 38 and 39 reveals that the men as in the previous groups have a higher percentage reading every word of political and scientific articles. Combining the percents reading every word with those reading by skimming, however, gives an interesting picture. For the first time among any of the groups the women have a higher percentage than the men of scientifically interested readers. One hundred percent of the women read science articles either by reading completely or skimming, as compared to eighty-six percent of the men. The women also one hundred percent read about general subjects by using the two methods as compared to seventy-one percent of the men. In the reading of political events, the men still have the highest percentage of readers.

Table 39. Methods of reading various sections of the magazines as reported by seven college graduates some of whom have done post-graduate work

| Section                            | Never<br>% | Seldom<br>% | Skip<br>% | Skim<br>% | Read<br>% | Reread<br>% |
|------------------------------------|------------|-------------|-----------|-----------|-----------|-------------|
| Hobbies                            | 0          | 0           | 0         | 0         | 86        | 14          |
| Short stories                      | 14         | 0           | 0         | 14        | 72        | 0           |
| Science, research and<br>invention | 0          | 0           | 14        | 29        | 57        | 0           |
| Agriculture                        | 0          | 0           | 14        | 43        | 43        | 0           |
| Politics, foreign and<br>national  | 0          | 0           | 14        | 57        | 29        | 0           |
| Religious                          | 0          | 29          | 43        | 14        | 14        | 0           |
| Sports                             | 0          | 0           | 72        | 14        | 14        | 0           |
| Moving pictures                    | 29         | 29          | 14        | 14        | 14        | 0           |
| Ads                                | 29         | 29          | 14        | 14        | 14        | 0           |
| Home pages                         | 14         | 58          | 14        | 0         | 14        | 0           |
| Serial stories                     | 14         | 58          | 14        | 0         | 14        | 0           |
| Drama and theater                  | 28         | 29          | 29        | 0         | 14        | 0           |
| General subjects                   | 0          | 0           | 29        | 71        | 0         | 0           |
| Fashions                           | 57         | 29          | 14        | 0         | 0         | 0           |

A comparison of Tables 8, 18, 28, and 39 showing how the various parts of the magazines are read by the men reveals that, in general, by adding the skim and read columns, an increase in education is followed

by an increase in the percents reading scientific material, foreign and national politics, articles of special interest connected with individual hobbies, and articles dealing with general interest subjects. In the reading of religious articles there seems to be less relation to educational attainment. Groups II and III have the smallest percent of persons reading religious material.

The following list of magazines mentioned once only among the women college graduates appear to reflect the specific interests of the readers. It will be noted that only two women's magazines are included in the list, however, this is the only list among all the groups containing such magazines as Harpers and the Atlantic Monthly.

|                             |                      |                      |
|-----------------------------|----------------------|----------------------|
| American Journal of Nursing | Household            | Pageant              |
| Atlantic Monthly            | Ladies' Home Journal | Parents' Magazine    |
| Better Homes & Gardens      | Life                 | Secondary Education  |
| Cappser's Farmer            | McCall's Magazine    | Principal's Bulletin |
| Charm                       | N. E. A. Journal     | True                 |
| Harpers                     | Omnibook             |                      |

The following magazines were mentioned once only among the seven men college graduates:

|                   |                        |                            |
|-------------------|------------------------|----------------------------|
| Coronet           | National Agricultural  | Secondary School Principal |
| Cosmopolitan      | Omnibook               | True                       |
| Country Gentleman | Parents' and Teachers' | True Detective             |
| Holiday           | Magazine               | Utah Magazine              |
| Improvement Era   | Secondary Education    |                            |

#### BOOK READING

The number of books read by women having graduated from college or having done some post-graduate work range from three to eight, excluding the numbers five and seven. An equal percent of the women read three and six books. Among the men the number of books read range from zero to six, excluding the numbers three and four, with zero and six books each being represented by twenty-nine percent of them.

Table 40. Method, evaluation, and source of books read during 1947 by two or more of five women college graduates some of whom have done post-graduate work

| Book                   | Method <sup>1</sup> |   |   | Evaluation <sup>2</sup> |   |   |   |   | Source <sup>3</sup> |    |     |    |   |
|------------------------|---------------------|---|---|-------------------------|---|---|---|---|---------------------|----|-----|----|---|
|                        | 1                   | 2 | 3 | a                       | b | c | d | e | I                   | II | III | IV | V |
| Sweet Love Remembered  |                     | 2 |   |                         |   |   | 2 |   |                     | 1  |     | 1  |   |
| To Whom It May Concern | 2                   |   |   |                         |   |   | 1 | 1 |                     |    |     | 2  |   |
| This Side of Innocence |                     | 2 |   |                         |   | 1 | 1 |   |                     | 2  |     |    |   |

<sup>1</sup>cf. Table 9, page 23.

<sup>2</sup>cf. Table 9, page 23.

<sup>3</sup>cf. Table 9, page 23.

This group of women is the only one in the study among which no person indicated that they had read *The Rebe* during 1947.

Table 41. Method, evaluation, and source of books read during 1947 by two or more of five men college graduates some of whom have done post-graduate work (two reported no books read)

| Book          | Method <sup>1</sup> |   |   | Evaluation <sup>2</sup> |   |   |   |   | Source <sup>3</sup> |    |     |    |   |
|---------------|---------------------|---|---|-------------------------|---|---|---|---|---------------------|----|-----|----|---|
|               | 1                   | 2 | 3 | a                       | b | c | d | e | I                   | II | III | IV | V |
| The Egg and I |                     | 2 |   |                         |   |   | 2 |   |                     |    |     | 2  |   |
| The Rebe      |                     | 2 |   |                         |   |   |   | 2 |                     | 1  |     | 1  |   |

<sup>1</sup>cf. Table 9, page 23.

<sup>2</sup>cf. Table 9, page 23.

<sup>3</sup>cf. Table 9, page 23.

The books read by Group IV seem comparable to those read by the other three groups. The lists contain a number of religious fiction and non-fiction as in the preceding groups, also a majority of current fiction, with a very limited number of non-fiction and biographical volumes included.

Again, as in the other groups, the majority of the people indicated that they read completely, or practically every word of the books. None of the books read by either the men or women in this group were rated as less than indifferent, with the largest number receiving either a "d" or an "e" rating. Friends and the stores were almost equal sources for the people to secure their reading matter.

The following books were mentioned once only by the five women readers:

A Bell for Idaho  
Book of Mormon  
Dr. George W. Carver  
Dragonwyk  
Egg and I, The  
For This My Glory  
Gay Saint, The  
Immortal Wife  
Mrs. Mike  
Pahute Indian Legends

Pavilion of Women  
Pearl of Great Price  
Prince of Ur  
Rickshaw Boy  
Speaking Frankly  
Spin a Silver Dollar  
Song Everlasting  
Utah—The Story of Her People  
We Stood Alone  
Yankee from Olympus

The following books were mentioned once only by the seven men in this group:

Book of Mormon  
Comodore Hornblower  
Essentials of Church History  
Giant Joshua  
Kings Row  
Life With Father  
Markemore Mystery  
Mistress Marchan's Repose

Prince of Ur  
Rise and Fall of Nauvoo  
Sheep Husbandry  
Spin a Silver Dollar  
Sun is My Undoing, The  
Syrian Yankee  
Yankee from Olympus

Table 42. Evaluation and source of book reviews heard by three women college graduates, some of whom have done post-graduate work (two reported no reviews heard)

| Book Reviewed               | Evaluations <sup>c</sup> |   |   |   |   | Source |       |        |
|-----------------------------|--------------------------|---|---|---|---|--------|-------|--------|
|                             | a                        | b | c | d | e | Club   | Radio | Church |
| Bird Woman, The             |                          |   |   | 1 |   |        |       | 1      |
| Dr. Jockel and Mr. Hyde     |                          |   |   |   | 1 |        | 1     |        |
| Francis Villon, Poet        |                          |   |   |   | 1 |        | 1     |        |
| Giants in the Earth         |                          |   |   |   | 1 | 1      |       |        |
| Hiawatha                    |                          |   |   | 1 |   |        |       | 1      |
| Importance of Being Earnest |                          |   |   |   | 1 |        | 1     |        |
| Samson                      |                          |   |   | 2 |   |        |       | 2      |
| Star of the West            |                          |   |   | 1 |   |        |       | 1      |
| Tale of Two Cities          |                          |   |   |   | 1 |        | 1     |        |

<sup>c</sup>cf. Table 9, page 23.

One hundred percent of the men and forty percent of the women heard no books reviewed during 1947. Two, three, and five reviews were each heard by some one of the women in the group. In their evaluation of the reviews, the women rated them equally in the "d" and "e" rating columns.

Half of the reviews were heard at a religious meeting, four over the radio and one at a social club.

#### SUMMARY

The typical woman reader of Group IV is a housewife between the ages of thirty and thirty nine having one child at home. She reads a daily and weekly newspaper, not reading any part completely word by word. She skims over the news, society, editorials, cartoons, comics, and church news, and skims or skips over the headlines and home pages. She does not often read the syndicated columns, about sports nor the stories. The woman reads six subscribed magazines of which the top three are the Reader's Digest and two religious publications. Her magazines are rated as interesting and worthwhile or among the best that she has ever read. She reads every word of the short and serial stories, skims and reads the home pages, skims over the scientific, religious and general interest articles. She reads either three or six books of which the majority are current fiction. They are rated as containing desirable information and are secured from friends and by direct purchases. She heard several books reviewed during 1947, and rated them also as being worthwhile or excellent. The majority of the reviews were heard at a meeting sponsored by a religious organization.

The typical male reader of Group IV is a schoolteacher between the ages of thirty and thirty nine with three children in his home. In the daily and weekly newspapers read, only the headlines are read word by word. He skims over the news, cartoons, sports, and several of the columnists. He skips over the church news and skips or seldom reads the financial section. In general, he reads the newspaper rather completely by several of the methods indicated. Nine subscribed magazines are read, several of them being related to his profession, however, the Reader's



Digest is again listed at the top. He appears to be satisfied with his magazine reading, as he rates them as being either interesting and worthwhile or among the best that he has ever read. He reads completely the articles that pertain to his own particular hobby, also the stories and scientific articles. He reads and skims over agricultural articles, skims over political material, skips over the religious and sport sections, and seldom reads the home pages or serial stories. With the exception of not reading about fashions, he rather completely reads the magazines. The typical male reader read six books, among which was The Robe. The books were secured in the main by direct purchases and were generally rated as worthwhile or excellent. He heard no books reviewed during 1947.

## SUMMARY AND CONCLUSIONS

Reading is often thought of as being one of the chief avenues through which adults become informed about current events, significant social issues, and community and national problems. Consequently, facts concerning the reading habits of adults and the factors which influence these habits and tastes should be of importance to all persons attempting to serve and guide the reading interests and needs of the public.

Since 1900, more than one thousand studies have been made concerning the various aspects of reading. It has been only during the last twenty years, however, that many studies have been made concerning adult reading and the majority of these surveys have been based on urban responses.

A sampling of these studies seemed to indicate the following: Maryon L. Butterfield and others stated that the reading habits of the farmers need attention as they are not sufficiently readers of books dealing with the great problems of the time.

Parsons found in 1923 that the average farmer had less than eight grades of education and that accessible sources of reading material were limited. He further stated that there was only approximately one good standard magazine being read among every sixteen adults, and that thirty-six percent of the country dwellers read no magazines. He also concluded that twelve percent of the country people read no newspapers, with forty-one percent reading a weekly newspaper only. A breakdown of the papers showed that the general news items, comics, cartoons, editorials, and sport sections were read according to the order named.

A survey of the reading interests of a local community conducted by the Queens Borough Public Library of Jamaica, New York, revealed that

the library, friends, and purchases are the main sources of books for both men and women.

Bryant concluded that men prefer general subjects and short stories in magazines, whereas women favor short stories and general subjects in the order named.

Johnson in investigating reading interests and habits at various age, educational, and occupational levels concluded that newspapers are the most widely read form of publication being read by ninety-seven percent of the cases, followed by magazines read by eighty-one percent and finally, only twenty-six percent of the cases were found to read books.

Review of these and other studies seemed to confirm the fact that additional studies were needed, especially in the field of adult reading in rural areas. Therefore, because of this felt need and because of the possible subsequent use of such a study in relation to a comparison study being made in an urban college community of the state, it was decided to make a survey of adult reading habits and tastes in Kane County, Utah. The county is located in southwestern Utah and has a population of 2,561 persons. Primarily the people are farmers and stockraisers.

In order to obtain the necessary data, a questionnaire was prepared containing the following sections: (1) newspaper reading--the respondents checked how they read various sections of the paper and indicated which papers they read daily, weekly, monthly, or sometimes; (2) magazine reading--the respondents checked how they read sections of a magazine, the frequency, source, and evaluation of the magazines read; (3) book reading--the respondents indicated the method of reading each book, the source, and their evaluation of it; (4) book reviews--respondents evaluated the material reviewed and stated where they heard it. Questionnaires

were distributed through the schools to persons over twenty-five years of age in the county.

Analysis of the returns revealed a limited sampling of persons between the ages of twenty-five and thirty and those over sixty, therefore, it was decided to discard those returns that fell in these two groups. The returned questionnaires were classified into four groups according to the level of schooling completed by those responding. Group I, persons having completed the eighth grade or less of schooling; Group II, persons having attended high school, but not reaching high school graduation; Group III, high school graduates and those persons who had completed some college work; Group IV, college graduates and those persons that had done some post-graduate work.

GROUP I: The following are some of the more important findings regarding the reading interests of those persons completing the eighth grade or less of schooling. It will be recalled that all of the men and seventy-two percent of the women responding in this group were married. Sixty-eight percent of the men and seventy-two percent of the women were between the ages of fifty and fifty nine. Eighty-eight percent of the women were housewives and sixty-eight percent of the men were farmers and stockmen.

1. Eighty-five percent of the women read a daily, and seventy-one percent read a weekly newspaper, as compared to only fifty-three percent of the men reading a daily, and eighty-one percent reading a weekly paper.

2. The majority of the women read every word of the home page; skim to get the thought of the general news, church news; skip over the headlines; and, never read the editorials, stories, society page, cartoons, comics, and especially never read the columnists. A majority of the men in this group read every word of the news; skim over the church news;

skip over the headlines, comics and ads; and, never read the editorials, sports, home page, society news, stories, and the columnists.

3. Among the men and women the modal number of magazines read was four. The Reader's Digest and two religious publications head the largest number of lists submitted by the individuals in this group. Both the men and the women appear to be well satisfied with the magazines they are reading, rating most of them as interesting and worthwhile or "among the best that I have ever read." The chief source of magazines for both groups is by the use of subscriptions, followed by direct purchases for the women and borrowing from friends among the men.

4. The women say that they read every word of the home articles, short stories, and religious material. Their reading about science, politics, and general subjects is rather limited. The men state that they read every word of the short and serial stories, scientific, political, religious, and agricultural articles. They skip over the ads, and the other sections of the magazines are read but very little.

5. Sixty-four percent of the men and forty-five percent of the women read no books during 1947. Among the women reading books, the modal number read was five as compared to a modal number of one among the men book readers. Fiction made up the majority of the books read, a large number of which were based on some religious incident or person. The books were largely evaluated as containing desirable information, wholesome and interesting or excellent. Both groups secured their books from two sources, with a majority of the men making direct purchases and purchases and friends being about equal sources for the women.

6. None of the men and only three of the women stated that they had heard books reviewed during the year. The majority of the reviews were heard at church sponsored meetings.

GROUP II: The following items are some of the more important findings in regard to the reading interests of those persons having attended high school, but not having reached high school graduation. As previously stated, all of the men and ninety-six percent of the women are married. Forty-six percent of the women and fifty-two percent of the men are between the ages of thirty and thirty nine. Obviously, the difference in ages between the persons in this group and those in Group I may account for a slight difference in the amount of reading done. Ninety-two percent of the women are housewives. Twenty-four percent of the men are farmers, followed by sixteen percent being lumberworkers, and twelve percent truckers.

1. Sixty-two percent of the women read a daily newspaper, four percent read two papers daily, and eighty-one percent read the local weekly newspaper. Eighty-four percent of the men read a daily newspaper, eight percent read two dailies, and sixty percent read the local weekly paper.

2. The largest percent of the women read every word of the home pages and stories; skim over the church and general news; and, skip over the headlines and comics. The syndicated columns are seldom if ever read. Among the men the sections having the largest percent of complete readers are the headlines, cartoons, comics, general news, and sports in the order named. They seldom read the ads and their reading of the church news is limited as also is the reading of the editorials. A large percentage of them seldom if ever read the syndicated columns.

3. Among the men the modal number of magazines read is one, whereas the women have an equal percent reading two, five, and seven magazines. The Reader's Digest and religious publications head the lists of both groups, followed by the so-called popular general variety. The majority of the magazines are rated as either worthwhile or excellent. In both

groups, the main source of their magazines is by subscription, followed by direct purchases.

4. The women, in general, say they read every word of the short and serial stories, also the home pages and articles related to their hobbies. They skim over the general subjects and many skip over the ads, fashions, and drama and theater. Reading about science, politics, and sports is less evident. The men of this group have their largest percentage of complete readers reading the short stories, about science, serial stories, agriculture, sports, and politics, in the order named. They tend to skim over the general subjects and to skip over the ads. Fashions and drama and theater are the sections most often never read.

5. Forty percent of the women and seventy-two percent of the men in this group stated that they had read no books during the past year. Among the book readers, the modal number for the women was four, with one, two, and four books being equally read by the men. The majority of the books read were fiction, many of them being based on some religious incident or person. More of the books were rated as being among the best the people had ever read than any other evaluation. Borrowing from friends and the public library together with direct purchases were almost equal sources of books for the women, while the men secured about the same number of books by borrowing from friends and making direct purchases.

6. None of the men and only two of the women heard books reviewed in 1947. The majority of the reviews were heard at a social club.

GROUP III: The following are among the more important findings regarding the reading interests of those persons graduating from high school and those that had completed some college work. As indicated before, ninety-three percent of both the men and women in this group are married and

sixty-seven percent of the women and sixty-six percent of the men are between the ages of thirty and thirty nine. Eighty-six percent of the women are housewives. Twenty-five percent of the men are stockmen, followed by twenty percent being farmers, and eight percent each, sawmill workers and common laborers.

1. Eighty-four percent of the women read a daily, and seventy-eight percent read the local weekly newspaper, while eighty-four percent of the men read a daily, and ninety-one percent read a weekly newspaper.

2. The headlines, cartoons, comics, and home pages are read completely by a majority of the women. The church and general news are skimmed over by the highest percent of the readers. The editorials are skipped or skimmed over as is the society section. The stories are seldom if ever read as are the news commentators. Among the non readers, only the headlines and cartoons are read completely by the majority of the readers. The men tend to skim over the news, sports, and editorials and they skip over or seldom read the ads. The news analysts are never read by over fifty percent of the readers.

3. The modal number of magazines read by the women is four read by seventeen percent, followed by sixteen percent reading seven. Twenty-three percent of the men read five magazines, followed by fourteen percent reading each of four and seven magazines. The Reader's Digest and religious publications are among the top listed magazines in both groups, followed by a number of women's magazines for the women and popular general ones among the men. The majority of the magazines are rated as interesting and worthwhile, with many being rated as excellent. Subscriptions are over twice as large a source of supply for both groups as direct purchases, the second means.



4. The majority of the women read every word of the short and serial stories, home pages, and hobby articles; skim over the fashions, science, and general subjects. Religious material is either read completely or skimmed over. No more than thirty-one percent of the women say they never read a particular section of the magazine. The men read completely articles about their hobbies, short stories, and articles about science, agriculture, religion, and sports. They read completely the serial stories, if they read them, and skip over the political and general subjects. Fashion articles are the only sections never read by over fifty-four percent of the men, although a high percentage never read about the theater.

5. Twenty-seven percent of the women and thirty-eight percent of the men read no books during 1947. Among the women that read books, the modal number read was three by thirteen percent, followed by twelve percent reading two. Sixteen percent of the men read one and three books, respectively, and fourteen percent read four. The majority of the books were fiction, as in the two preceding groups, there were many based on religious events or persons. Each group rated about the same number of books as worthwhile or excellent. Borrowing from friends and purchasing from a book club or store are equal sources of supply for the women. Among the men direct purchases are the first source, followed by borrowing from friends.

6. None of the men and eighty-five percent of the women said that they heard no books reviewed during the year. The majority of the reviews were radio broadcasts, followed by reviews at church meetings. All of the reviews were rated as either worthwhile or excellent.

GROUP IV: The following are some of the more important findings in regard to the reading interests of those persons having graduated from college

and those persons that had done some post-graduate work. It will be recalled that all of the men and the majority of the women were married and between the ages of thirty and thirty nine. The majority of the women were housewives and the majority of the men were schoolteachers.

1. Eighty percent of the women read a weekly and daily newspaper both, as compared to one hundred percent of the men reading both kinds of newspapers.

2. Only a small percent of the women completely read any section of the newspapers. One hundred percent of them skim over the news, followed by eighty percent skimming the society section and sixty percent skimming to get the thought of the editorials, cartoons, comics, and the church news. The majority of the women skip or skim over the headlines and the home pages. The syndicated columns, sports, and stories are never read by a high percentage of the readers. The largest percent of the men read completely the headlines, but skim over the news, cartoons, Lawrence, Pegler, and Lippman. They skip and skim over the sports. All of the paper with the exception of several of the news commentators is read by over fifty percent of the men. The fact that four of the seven men in this group are schoolteachers may explain their apparently higher level of reading.

3. The modal number of magazines read by the women is six, whereas the modal number read by the men is nine, many of which are related to their profession. As in the preceding groups, the Reader's Digest is at the top of the lists in both groups. In general, the same magazines are read by the readers in this groups as were read by those in Groups I, II, and III, however, the women in this group are the only ones mentioning such magazines as Harpers and Atlantic Monthly. As in the preceding groups, such magazines as Time and Newsweek are seldom read. The maga-

azines read by Group IV appear to be satisfactory to them, as the majority of them are considered to be worthwhile or excellent. Subscriptions are the main source for both the men and women.

4. The majority of the women read every word of the serial and short stories; skim or read completely the home pages; skim to get the thought of articles dealing with science, religion, drama and theater, fashions, and general subjects; and, skim or seldom read about politics. All of the men stated that they read completely or reread articles concerned with their own particular hobby. They read every word of the short stories and scientific articles; skim or read completely agricultural information; and, skim over the political articles. Sport articles are skipped over, and with the exception of not reading about fashions, all of the magazines are read rather thoroughly.

5. This is the only group in which all of the women stated that they had read books during 1947. An equal percent of them read three and six books. Among the men, twenty-nine percent read no books, and twenty-nine percent read six. Fiction made up the majority of both lists and as in the previous groups much of it had a religious background. None of the recognized classics were mentioned by any of the readers in this or the other three groups. The books, in general, were rated as worthwhile or excellent and were secured about equally by both sexes from friends or by direct purchases. Lack of borrowing from the public library is noticeable in this group as in Groups I, II, and III.

6. One hundred percent of the men and forty percent of the women heard no books reviewed during the year. All of the reviews were rated highly and half of them were heard at a religious sponsored meeting.

SOME CONCLUSIONS AND IMPLICATIONS: On the basis of the data obtained, several inferences might be drawn in regard to the reading interests and

habits of the persons reporting from Kane County, Utah.

An increase in education does not, in general, result in a corresponding increase in newspaper reading, except among men college graduates. However, there is a slight increase in the percent reading the various sections of a paper. In general, the persons having the highest educational attainment tend to read more of the syndicated columns; however, the news commentators are seldom read.

In general, the number of and parts of magazines read increases slightly with an increase in education. Also with an increase in education, there is a decrease in the percent of non-magazine readers. The type of magazine read, in general, does not change with increased education. Only among the women having completed college were such magazines as Harpers and Atlantic Monthly mentioned and there was very little reading of magazines that report and analyze current events and problems, such as Time and Newsweek. Although as indicated in the study, reading is assumed to be a source by which people are able to inform themselves about significant issues and problems, it is obvious that the majority of the people reporting are being informed--if at all--through sources other than newspapers, magazines, and books.

Parsons found in his study of rural people in 1923 that twelve percent of them read no newspapers and thirty-six percent read no magazines. In contrast, on the basis of responses in the present study, only eight percent of the cases read no papers and twelve percent read no magazines.

There is a slight tendency for the number of books read to increase with an increase in education, although the type of book read does not seem to change. There is, however, a definite decrease in the percent of non-book readers as education increases. The recognized classics

are conspicuous by their absence from book lists in all the educational groups, as are books dealing with the great problems of the time. This bears out the findings of Butterfield, who found that rural people in 1932 were not reading about the major problems of their time.

Johnson stated in 1930 that newspapers are the most widely read form of publication, being read by ninety-seven percent of the persons reporting in his study, followed by eighty-eight percent reading magazines and only twenty-six percent reading books. A comparison with the present study shows that ninety-two percent of the persons responding read newspapers, eighty-eight percent read magazines and sixty-three percent read books.

Lack of the use of the public library as a source of books by the respondents from Kane County is noticeable. This may be due to the fact that it is open only three half days a week and is maintained by a one mill tax on the Kanab City property, which yields approximately \$600 per year.

Differences of opinion are expressed about the value of book reviewing as a means of stimulating reading interest among individuals. Perhaps, the schools or the college extension office in the county could by the use of study groups increase the people's interest in significant current events and problems.

It will be recalled that one of the purposes of this and the companion study was the possible opportunity of comparing the general findings in the urban area with those in the rural area. Preliminary efforts to make a detailed comparison of all the findings were attempted, but from this analysis it seemed evident that only a few major generalizations could be drawn.

1. With the exception of the group of college graduates and post-graduates, the urban readers used the "skim to get the thought" method of reading more than the rural readers who tended to "read every word."

2. The newspapers read seemed to be determined by their availability. The people in the urban area tended to be more interested in the happenings of their own locality than in the news and editorials carried by the state newspapers, while the majority of the rural newspaper readers read the state papers.

3. The urban readers read a higher percentage of non-fictional books, but the adults in the rural area read more books, perhaps this may be due to a fewer number of leisure-time activities competing for attention among rural readers.

4. The Utah Centennial influenced the reading in the rural and urban areas both as *Sweet Love Remembered* ranked high on the book lists in each study. Books written about the state or by Utah authors were also noticeable, especially in the country study.

5. In both studies, religious reading predominated with the groups having limited schooling and it tended to decrease as education increased. This decline was especially marked in the reading of the adults in the college community. This may be due to the restricted sampling of the fourth group in the rural area, on the other hand, it is more likely due to what might be called "a reading climate" in the urban area where a fairly large number of persons living in close proximity to higher cultural influences tend to build interests in other subjects.

APPENDIX





C- Check in the blanks below how you read a magazine, according to one of the following numbers:

- 1 Never read                      4 Skim to get the thought  
 2 Seldom read                    5 Read every word  
 3 Skip, glance over              6 Reread if necessary for complete understanding

Short stories \_\_\_\_\_ Home pages \_\_\_\_\_ Science, research & invention \_\_\_\_\_  
 Serial stories \_\_\_\_\_ Religious \_\_\_\_\_ Politics, foreign & domestic \_\_\_\_\_  
 Ads \_\_\_\_\_ Drama & theater \_\_\_\_\_ Agricultural articles \_\_\_\_\_  
 Moving Pictures \_\_\_\_\_ Fashions \_\_\_\_\_ Sports \_\_\_\_\_  
 Articles of special interest to your work or hobby \_\_\_\_\_ Articles or essays on general subjects \_\_\_\_\_ Others (name) \_\_\_\_\_

### BOOK READING

IV- List the books you have read during the past year. Place in the column "Method of Reading," one of the following numbers:

- 1 Skimmed to get the thought.                      3 Read very carefully, appraised critically, reread where necessary.  
 2 Read completely, practically every word.

Place in the "Rating" column one of the following letters:

- a Disappointed; a waste of time.  
 b Boring; read because I felt I should.  
 c Indifferent; had nothing better to read.  
 d Worthwhile; contained desirable information, wholesome, interesting.  
 e Excellent; one of the best books I have read, I would recommend it.

| Name of Book | Method of Reading | Rating | Place from which I obtained book |           |              |              |
|--------------|-------------------|--------|----------------------------------|-----------|--------------|--------------|
|              |                   |        | Book Club                        | Lib- rary | Friend Store | Other (list) |
|              |                   |        |                                  |           |              |              |
|              |                   |        |                                  |           |              |              |
|              |                   |        |                                  |           |              |              |
|              |                   |        |                                  |           |              |              |
|              |                   |        |                                  |           |              |              |
|              |                   |        |                                  |           |              |              |
|              |                   |        |                                  |           |              |              |
|              |                   |        |                                  |           |              |              |
|              |                   |        |                                  |           |              |              |
|              |                   |        |                                  |           |              |              |

### BOOK REVIEWING

V- Perhaps you belong to a club where books are reviewed, or you may otherwise have heard books reviewed during the past year. For example, over the radio, at Relief Society, or at a meeting. If so, list the names of the books below, using the same letters as listed in the "Rating" above to show your evaluation of the book (not the evaluation of the way it was reviewed.)

| Name of Book | Rating | Where I heard the book |
|--------------|--------|------------------------|
|              |        |                        |
|              |        |                        |
|              |        |                        |
|              |        |                        |
|              |        |                        |
|              |        |                        |
|              |        |                        |
|              |        |                        |
|              |        |                        |
|              |        |                        |

Write the names of any additional books read or books you have heard reviewed on the back of this sheet. Place the figure IV above the books read and the figure V above the books you heard reviewed.

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