



(Monday)



(Tuesday)



(Wednesday)



(Thursday)



(Friday)



(Saturday)

the point is, people read newspapers every day



(Sunday)

It's only natural. Because today is an unfinished story to be continued tomorrow and the day after. And people want to **stay with it**. Of the 9 out of 10 U. S. adults who read newspapers, 80% read a newspaper on all five weekdays, and about three quarters read a newspaper on weekends. Just pick a day. **Any day.** And you'll find people by the multi-millions reading, searching, discovering, deciding in the most needed medium imaginable, their own personal, indispensable daily newspaper.

Source: "The Daily Newspaper and Its Reading Public," Audits and Surveys Co., Inc.



More People Do More Business Through Newspapers