



when should your child start reading a newspaper?

The sooner the better. It supplements his education, stimulates curiosity, enlarges his view of the real world. Once he picks up the newspaper habit he'll never put it down. It becomes an enduring relationship. And the need for a newspaper keeps growing...

% Reading a Daily Newspaper "Yesterday"	
Age	15-20 years of age 72%
	21-29 74
	30-39 82
	40-54 83
	55 and over 78
Education	Grade School 77%
	High School 87
	College 89
Income	Under \$3,000 61%
	3,000-4,999 Income Bracket . . . 78
	5,000-7,499 87
	7,500-9,999 89
	10,000 and over 91

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

In fact, newspaper readership is a pretty good yardstick of the changing American. The more people grow, learn and prosper, the more they depend on newspapers.



More People Do More Business Through Newspapers

Herald and News