



(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

Herald and News