



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