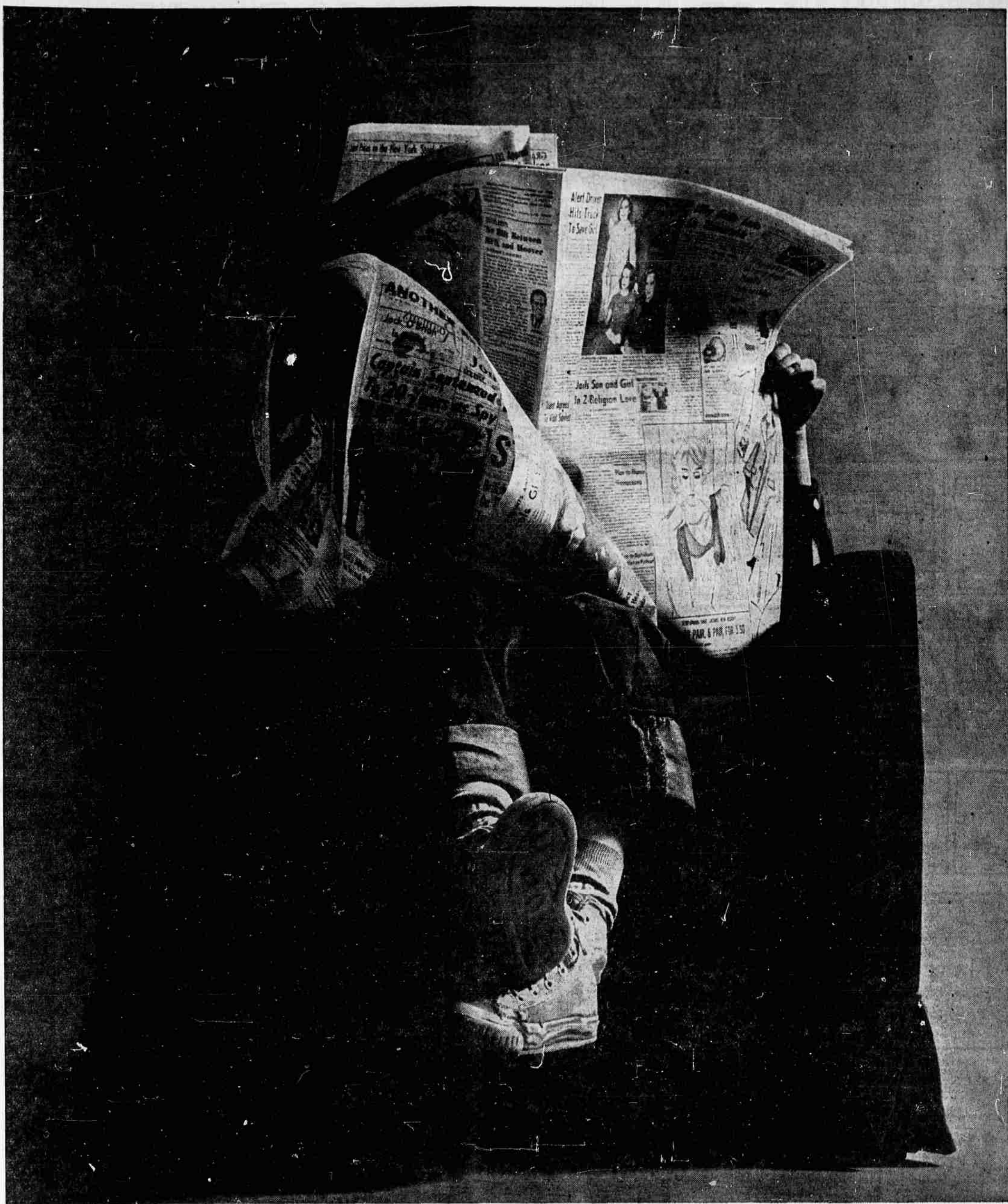




when should your child start reading a newspaper?

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