

## POOR RICHARD'S ALMANAC

### Yearly Report 1758

“Many a man’s own tongue gives evidence  
against his understanding.”<sup>1</sup>

Our sales have increased over **300%**. This year has been our best year ever.

This increase is due, no doubt, to our new look with varied type, graphics, easy-to-understand charts and easy-to-follow tide tables. We have received many compliments on our new look. Our newsstand and bookstore sales have increased over 400%.

Our publication stands out from our three competitors. Their newsstand sales have decreased. We hope to convert their subscribers to our Almanac when their subscriptions expire.

To increase awareness of our almanac, we are sponsoring a contest. Please give me your suggestions.

Furthermore, we plan to add some new publications to our collection of books and magazines. These include *Everywoman Companion*, *Everyman Companion*, *The 18th Century book of Events* and *Together-England and The Colonies*.

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<sup>1</sup>Year of 1754