

TO BE QUOTED

You Must Be Great—

or

You Must Be Interesting—

or

You Must Be Both!

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July 20, 1922

New York Herald,
280 Broadway,
New York City

Gentlemen:-

An intensive survey conducted by this bureau for the month of June revealed 5,600 references made to five New York morning newspapers. Of this number, which included editorial reference attributed newsmatter, and reprints, "The Herald" was quoted 25% more times than its nearest rival as indicated below:-

New York Herald received	1, 670	or 29.83%
" " Tribune "	1, 344	or 24%
" " Times "	1, 311	" 23.4%
" " World "	1, 086	" 19.4%
" " American "	189	" 3.37%

of the total.

To maintain the degree of service required by our thousands of clients, it is necessary for us to cover the representative press of the entire country and therefore "The Herald" can take a justifiable pride in appearing at the head of this list which indicates it is the most widely quoted newspaper published.

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BY *Henry D. Romeike*
PRESIDENT

GDR/EH

Marked Distinction

Among the newspapers and periodicals clipped by Henry Romeike, Inc., The New York Herald was quoted 1,670 times during the month of June. The New York Herald was quoted 326 more times than the next New York morning newspaper—a distinction that is a measure of the great influence of The New York Herald among intelligent newspaper readers.

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