



BOSTON GLOBE FIRST

Total - - - - - 7,323,806 Lines
2d Boston Paper - - - 6,618,930 Lines
Globe's Lead - - - - - 704,876 Lines

The total number of lines of advertising printed in the Boston papers having Daily and Sunday editions during the seven months ending July 31 was: **Globe, 7,323,806; Second Paper, 6,618,930; Globe's Lead, 704,876 lines**, a gain for the Globe of 452,652 lines of advertising over the same seven months in 1921.

1. First in Department Store Advertising

During the 7 months ending July 31 the total number of lines of department store advertising printed in the Boston papers having Daily and Sunday editions was:

GLOBE - - - 1,971,977 Lines
2d Paper - - 1,619,528 Lines
3d Paper - - 1,089,556 Lines

2. First in Want and Classified Advertising

During the 7 months ending July 31 the total number of want and classified advertisements printed in the Boston papers having Daily and Sunday editions was:

GLOBE - - - -332,712 Advts
2d Paper - - - 42,234 Advts
3d Paper - - - 41,939 Advts

3. First in Real Estate Advertising

During the 7 months ending July 31, the total number of Real Estate advts printed in the Boston papers having Daily and Sunday editions was:

GLOBE - - - - 53,865 Advts
2d Paper - - - 10,693 Advts
3d Paper - - - 4,572 Advts

4. First in Automobile and Accessory Advertising

During the 7 months ending July 31, the total number of lines of Automobile and Accessory advertising printed in the Boston papers having Daily and Sunday editions was:

GLOBE - - - - 962,025 Lines
2d Paper - - - 501,330 Lines
3d Paper - - - 472,306 Lines

The Globe leads all other Boston papers in the volume of business carried as well as in the number of individual advertisers. An enormous percentage of all the business done in Boston through advertising is done through the columns of the Boston Daily and Sunday Globe.

First in Total Advertising, first in Department Store advertising, first in Want and Classified advertising, first in Automobile and Accessory advertising, first in Real Estate advertising—the Boston Globe should be first on any Boston list.

The bulk of the Boston Globe's circulation is in Metropolitan and Suburban Boston—Metropolitan Boston, the real Boston, which is made up of 39 cities and towns all within ten miles of the State House, having a population of 1,651,497—and Suburban Boston, all the territory, including Metropolitan Boston, within 30 miles of Boston, having a population of 2,531,267. In the Boston Trading District the Daily Globe circulates one to every 2.3 families, and the Sunday Globe one to every 2.4 families.

When you place advertising in New England, put it where it will count, in the columns of the Boston Daily and Sunday Globe—the newspaper that is used by the discriminating purchasers of advertising space, who are on the ground and who know the conditions.