

# Globe First in Boston 

## 11,870,888 Lines

## Globe First in Total Lines of Advertising During 1921

During the yarer 1921 the Clibe prined a toal of 11.850 .8 ses lines of  <br>\section*{WHY}<br>BECAUSE<br>Boason Globo adereriang in in<br>

## Boston Globe First in Department Store Advertising

During the year 1921 the Globe printed 3,170,368 lines of department store adver
tising-leading the second Boston newspaper (having Daily and Sunday editions) by tising-leading
441,577 lines.

## LOCAL VIEWPOINT

The Globe carries more individual advertisements (display and
e Boston papers (having Daily and Sunday editions) combined
The viewpoint of the local advertisers-the department stores-is especially interesting. They Judge newspapers by results. They are on the ground; they know

They Use More Space in the Globe Than in Any Other Boston Newspaper. On Sunday, the Boston Globe Carries More Department Store Advertising Than All o the Other Boston Sunday Newspapers Combined.

## Boston Globe First in Total Number Want and Classified Advertisements


tising than all of the other Boston paper (having Daily and Sunday editions) combined

## Boston Globe First in Automobile

 and Accessory Advertisingand Accessory advertising, 1,016,103 more than the second. Boston paper (having Daily and Sunday editions

Boston Globe First in<br>Real Estate Advertising

During the year 1921 the Globe printed 81,493 Real Estate advertisements. This
was 67,166 more than were printed in the second Boston newspaper (having Daily and
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## REMEMBER

The Globe circulation reaches not mere numbers, but reader the kind of readers every
printed in we the saper wheach-readers vitally interested in every line of news and advertisin

