



Largest Circulation in Metropolitan Boston

The Boston Globe's net paid circulation in Metropolitan Boston (the real Boston, which is made up of 39 cities and towns within 10 miles of the State House, with a population of 1,651,497), exceeded that of any other Boston Newspaper, both Daily and Sunday, during the six months' period ending March 31, 1922.

The Boston Globe First

6 Six Reasons Why Advertisers Should Make the Globe First Choice on Their Boston List 6

(1) First in Total Lines of Advertising

During the 5 months ending May 31 the total number of lines of all kinds of advertising printed in the Boston papers having Daily and Sunday editions was

Globe . . . 5,310,784
Second Paper . . 4,907,606
Thrd Paper . . . 4,616,342

(4) First in Real Estate Advertising

During the 5 months ending May 31 the total number of Real Estate advertisements printed in the Boston papers having Daily and Sunday editions was

Globe 37,811
Second Paper . . . 7,144
Thrd Paper 3,284

(2) First in Department Store Advertising

During the 5 months ending May 31 the total number of lines of department store advertising printed in the Boston papers having Daily and Sunday editions was

Globe . . . 1,500,502
Second Paper . . 1,194,673
Thrd Paper . . . 802,253

(5) First in Total Automobile and Accessory Advertising

During the 5 months ending May 31 the total number of lines of Automobile and Accessory advertising printed in the Boston papers having Daily and Sunday editions was

Globe . . . 687,841
Second Paper . . 384,477
Thrd Paper . . . 342,599

(3) First in Want and Classified Advertising

During the 5 months ending May 31 the total number of want and classified advertisements printed in the Boston papers having Daily and Sunday editions was

Globe . . . 231,619
Second Paper . . 31,073
Thrd Paper . . . 28,697

(6) The Globe Has the Confidence of Its Readers

Globe readers believe in the Globe. They have faith in its news columns and in its advertising columns. The Globe is read by the best element in the New England territory, the people in all walks of life who comprise the real backbone of this remarkably prosperous community.

When You Place Advertising in New England, Put It Where It Will Count

Sworn Government Figures—Circulation of the Boston Daily and Sunday Globe during the 6-months periods ending April first for the years given:

| For the Six Months Ending | Daily | Sunday |
|---------------------------|---------|---------|
| April 1, 1914 | 156,711 | 276,010 |
| April 1, 1918 | 277,151 | 316,790 |
| April 1, 1922 | 284,724 | 322,907 |

In November, during 1918, the Evening Globe went to 2c per copy. In October, 1920, the Sunday Globe price was increased to 10c per copy.

IN the real business and residential center . . . where hundreds of thousands of men, women and children live and work and do business day in and day out, 365 days of the year . . . in such a compact community, for example, as the **Metropolitan District of Boston** . . . the railroad center of New England . . . the automobile center . . . the educational center . . . the financial center . . . shown by bank statistics to be the thriftiest section of the whole United States.

IN the Boston Globe, which had the largest net paid circulation in Metropolitan Boston, daily and Sunday, for the 6 months' period ending March 31, 1922.