

The Boston Globe First in The Boston Field During Three Months Ending March 31, 1922

In Total Lines of Advertising In Department Store Advertising In Want and Classified Advertising In Real Estate Advertising In Automobile and Accessory Advertising

During the year 1921 the Globe led all of its contemporaries in the above classifications, and the first three months of this year tell the same story.

The total lines of advertising in the Boston newspapers (having Daily and Sunday editions) during the three months ending March 31, 1922, was as follows:

| | |
|--------------|------------------------|
| GLOBE | 2,929,950 lines |
| Second Paper | 2,706,032 lines |
| Third Paper | 2,546,266 lines |
| Fourth Paper | 1,792,420 lines |

*The total number of Want and Classified advts printed during the three months was

| | |
|--------------|----------------------|
| GLOBE | 119,080 advts |
| Second Paper | 17,617 advts |
| Third Paper | 15,269 advts |
| Fourth Paper | 14,060 advts |

The total lines of department store advertising printed during the three months ending March 31, 1922, in the Boston newspapers (having Daily and Sunday editions) was:

| | |
|--------------|----------------------|
| GLOBE | 861,187 lines |
| Second Paper | 692,054 lines |
| Third Paper | 462,063 lines |
| Fourth Paper | 433,122 lines |

*The total number of Real Estate advts printed during the three months was

| | |
|--------------|---------------------|
| GLOBE | 17,536 advts |
| Second Paper | 3,572 advts |
| Third Paper | 1,348 advts |
| Fourth Paper | 1,141 advts |

*The total number of lines of Automobile and Accessory advertising printed during the same three months was

| | |
|--------------|----------------------|
| GLOBE | 353,316 lines |
| Second Paper | 209,761 lines |
| Third Paper | 178,959 lines |
| Fourth Paper | 90,708 lines |

*In newspapers having Daily and Sunday editions.

The Leading Newspaper Men of the United States Are in New York This Week

ADVERTISERS, Ask Them What It Means

when a newspaper in a given territory is first in total lines of advertising, first in total lines of department store advertising, first in total number of want and classified advts, first in the number of real estate advts and first in total lines of automobile and accessory advertising.

For over 30 years the Boston Globe has been the leader in the total lines of advertising, printed in any given year, in the Boston field.

Boston Globe Circulation Story

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 6 months ending | Daily | Sunday |
|-------------------------|---------|---------|
| April 1, 1914 | 156,711 | 276,010 |
| April 1, 1915 | 226,823 | 289,437 |
| April 1, 1916 | 243,459 | 298,993 |
| April 1, 1917 | 256,829 | 302,592 |
| April 1, 1918 | 277,151 | 316,790 |
| April 1, 1919 | 293,781 | 329,446 |

In November, during 1918, the Evening Globe went to 2c per copy.

| | | |
|---------------|---------|---------|
| April 1, 1920 | 286,886 | 347,149 |
| April 1, 1921 | 295,618 | 310,015 |

In October, 1920, the Sunday Globe price was increased to 10c per copy.

| | | |
|---------------|---------|---------|
| April 1, 1922 | 284,724 | 322,907 |
|---------------|---------|---------|

Net Paid Circulation For the Month of March:

| | |
|--------------------|---------------------|
| Daily Globe | Sunday Globe |
| 285,213 | 932,536 |

Where do most Massachusetts people live?
Where do most Massachusetts people work?
Where do most Massachusetts people own property?
In the thriving, compact, prosperous

"30-Mile Trading District"

Which Clusters About the City
PROOF: This district has \$3,600,000,000 real and personal assessed valuation (or 70 percent of the total resources of the State). 2,531,000 inhabitants by the last census (or 66 percent of the total population of the State). 566,500 families (or 63 percent of all the families in the State).

That is the District for Advertisers to Cover and it is covered by the Boston Globe, the paper that goes on the basis of one to every 2.3 families in the district daily, and one to every 2.4 families on Sunday. The newspaper that covers this all-important business district of New England is the

BOSTON GLOBE

During the year 1921 the Globe printed a total of 11,870,888 lines of advertising, the greatest volume of any newspaper in Boston, and this in spite of the fact its advertising columns are so strictly edited that thousands of dollars' worth of advertising is rejected.

KANE'S WIFE DISCREDIT'S ALIENATION CHARGE

Testifies Broker Said Steins Were Trying to Frame Him.

Mrs. Madeleine Kane testified before Judge W. W. Cutler in Hackensack yesterday in favor of her husband, Edgar H. Kane, a broker of 20 Broad street and president of the Lyndhurst, N. J., Board of Education. He is being sued by John N. Stein for \$50,000 damages on charges that he alienated the affections of Mrs. Stein, who has been on the witness stand and testified concerning her alleged intimacies with Kane.

Mrs. Kane declared that she did not believe her husband guilty of the charge made by the Steins. She said that she and her husband had helped Mrs. Stein, had lent her money and bought her clothes, and now she has betrayed them. "If she thinks she can put anything over on my husband she is mistaken," said Mrs. Kane. "I knew of the efforts Mrs. Stein was making to borrow \$100, and I know my husband was going to meet her at the City House in Lyndhurst on the night Mr. Stein found them there. My husband remarked to me afterward that he believed the Steins were trying to frame him up."

Kane was also on the stand yesterday. He denied having had improper relations with Mrs. Stein. He said he had once given Mrs. Stein \$20 when she pleaded poverty because she was a friend of Mrs. Kane's. The trial will continue to-day.

COERCION RESTRAINED, BUT PICKETING UPHeld

Leather Workers' Employers Win Partial Court Victory.

The A. L. Reed Company of Richmond Hill gained a partial victory before Justice Callaghan in the Supreme Court in Long Island City yesterday in its effort to prevent members of the Fancy Leather Workers' Union from picketing its plant.

"The right of picketing by members of a union has been established by the courts," said Justice Callaghan. "I find here there were indications of an unlawful conspiracy to interfere with the operation of the company's plant. I will continue the injunction to restrain picketing within the immediate neighborhood of the factory, and I will further order that the pickets are not to approach workmen either in their homes or on the street or elsewhere if the workmen are unwilling to be so approached. There is to be no acting against the will of the employer."

Justice Callaghan stated that individual contracts obligating the employees to refrain from belonging to a union did not alter the situation.

MASS MEETING OPPOSES GAS STANDARD CHANGE

Epithets Aimed at Prendergast at Town Hall Rally.

A resolution setting forth unanimous opposition to any action on the part of the Public Service Commission in authorizing any altering of the standard of gas used in the city without corresponding decrease in price was adopted at a meeting held last night at Town Hall under the auspices of the community council.

Corporation Counsel O'Brien severely arraigned the Public Service Commission for alleged failure to take action on the appeal for lower gas rates, and Capt. Harry A. Ely, chairman of Audubon Council, attacked Chairman Prendergast of the Public Service Commission, characterizing him as a "tribunal clerk and counter jumper and unfit to decide in the trials for a change in the gas standard whether a man was an expert or a monkey."

SALES BY AUCTION.

SALE TODAY 2 P. M. Also To-morrow, Friday and Saturday

FIFTH AVENUE 333-241
Cor. AUCTION ROOMS INC. 25th St.

Choice Home Appointments
Antique and Modern
Baby Grand Piano,
Solid Silver, Andirons,
Oil Paintings, &c.
On View Until Hour of Sale.
Wallace H. Day, Auctioneer

SMITH'S
KNICKERBOCKER
SALESROOMS, INC.,
825 SEVENTH AV., AT 53D ST.
C. E. SMITH, Auctioneer.

ESTATE SALE.
This Wednesday, 2 o'Clock
And Afternoon Following Same Hour

SECOND FLOOR SALESROOMS
An Immense Quantity of Fine and Medium Furniture, Furnishings, Imported and Domestic Rugs, Tapestries, Bedrooms and Dining Room Suits, Mirrors, Trunks, Victor Victrola, Odd Chairs, Paintings, Bookcases, To Close the Estate of the Late Major Clausen and other interests.
By order of Messrs. Hahn & Keller, Attorneys for Executor, 234 Broadway.
Dealers Attend, Immediate Delivery.

LAST DAY OF THE GREAT "BIRNS SALE"

BENJ. S. WISE, Auct'r.
By Order of WILLIAM BIRNS, Inc.

His Collection of Art Treasures and Magnificent Furnishings

Together With Furnishings Removed from the Country Home of AUGUSTUS THOMAS, Esq.

at the LEAVITT BUILDING 126-132 West 46th St.

TO-DAY (Wed.), 2 P.M.
No Limit! No Reserve! Cash Deposits Required. Goods to be removed at once!

SAMUEL KREISER, Auct'r
will sell Tomorrow (Thursday) AT 10.30 A. M.

The Contents of the Palatial Residence of MRS. IDA RHEINBERG

35 West 72nd Street

Elegant Modern Furniture, China and Glass from Davis Collamer & Co., Tapestries, Screens, Oriental Rugs, Marble Statues, Brics-a-brac, Oil Paintings, Books, Fine Linens, Bedding, Hair and Nail Carets, Vacuum Cleaner, Jewels and Home Sewing Machine, Large Bath Siphon, Refrigerator, Aquarium, Electric Fans, Kitchen and Laundry Utensils, &c., Cadillac 7 Passenger Limousine Car, 1920 Model.

NOTE—Mrs. Rheinberg has sold her permanent residence in Europe, which accounts for this absolute unrestricted sale.

RECORD BID ON CITY'S \$45,000,000 ISSUE

Speyer Syndicate Gets All of 4-1-4 Per Cent. 50 Year Stock at 102.766.

PREMIUM IS \$1,244,700

Subscribed Seven Times Over, Showing New York's High Credit.

WALL STREET SURPRISED

Craig, Jubilant, Says Price Is Three Points Above That of Government 4-1-4s.

Thirty-nine sealed bids were submitted yesterday at the public sale of \$45,000,000 of 4 1/4 per cent. fifty year gold corporate stock of the city of New York in the office of Comptroller Craig, the total of the bids being \$57,840,500, oversubscribing the issue about seven times.

A syndicate headed by Speyer & Co. put in the highest bid and received the entire issue. The bid was 102.766, which gave the city the highest premium it had ever received for stock bearing a 4 1/4 per cent. interest rate. The premium is \$1,244,700. The net rate payable by the city will be below 4 1/4 per cent.

The Speyer bid was on a 4.11 per cent. basis. The bankers will offer the bonds for public subscription to-day at 104 and interest, to yield the investor better than 4.06 per cent. The last previous sale of New York city corporate stock, in December, 1921, was of \$55,000,000, with an interest rate of 4 1/2 per cent., and was awarded to J. P. Morgan & Co. at 103.407, or on a 4.33 per cent. basis. That stock was put on the market at 104.75.

Makeup of Winning Syndicate.

The syndicate headed by Speyer & Co. was composed of the Bank of the Manhattan Company, Ladenburg, Thalmann & Co., Bank of America, Dominick & Dominick, Title Guarantee and Trust Company, J. S. Backe & Co. and others. The second highest bid was 101.252, made by a syndicate composed of Blair & Co., Hallgarten & Co., New York Trust Company, William R. Compton & Co. and Central Union Trust Company. "The third 'all or none' bid was made at 101.287 by a syndicate headed by J. P. Morgan & Co. The only other bid of this character was at 100.127, made by Dillon, Read & Co., Kuhn, Loeb & Co. and Kidder, Peabody & Co. Comptroller Craig said the result showed that the credit of the city was as good as it could possibly be in spite of the Meyer committee." He declared the price secured was about three points above that at which United States 4 1/4s are selling.

The high price caused some astonishment.

Speyer Sees Price Go Up.

James Speyer was confident that the price of the stock a few months hence would be much higher than his syndicate paid for it.

Bank experts pointed out that if an investor buys this stock at a price to yield 4 per cent., or 105.39, which price is, of course, higher than it is being actually sold at, in view of the fact that the stock is free from all Federal Income Taxes (including surtaxes), the net yield to the investor is equivalent to the following returns on taxable securities:

| Income | Yearly Return |
|---------------------|---------------|
| \$6,000 to \$10,000 | 4.40% |
| 12,000 to 20,000 | 4.65% |
| 28,000 to 30,000 | 5.00% |
| 40,000 to 42,000 | 5.40% |
| 50,000 to 52,000 | 5.80% |
| 60,000 to 62,000 | 6.25% |
| 70,000 to 72,000 | 6.75% |
| 80,000 to 82,000 | 7.40% |
| 90,000 to 92,000 | 8.10% |
| 100,000 to 120,000 | 9.10% |
| More than \$200,000 | 9.25% |

List of Smaller Bids.

In addition, residents of New York State make a further yearly saving on account of the State income tax.

Additional bids received by the city for its stock were:

Parson, Son & Co.—\$1,000,000 average maturity 102.08 to 100.77.
Robinson & Co.—All or any part of \$2,000,000, as follows: \$400,000 at 101.01; \$400,000, 100.78; \$400,000, 100.51; \$400,000, 100.20; \$400,000, 100.01.
Kountze Bros.—\$5,000,000 in the following amounts: \$750,000 at 100.51; \$750,000, 100.25; \$750,000, 100.45; \$750,000, 100.07; \$500,000, 100.88; \$500,000, 101.00; \$500,000, 101.30; \$500,000, 101.51.

Henry Clews & Co.—\$1,000,000 at 101.70.
Syndicate Corn Exchange Bank and Lehman Bros.—\$10,000,000 at 102.85.
Charles E. Quincey & Co.—\$1,000,000 as follows: \$250,000 at 102.07; \$250,000, 102.14; \$250,000, 102.20; \$250,000, 102.27.
Bourneville Trust Co.—\$250,000 at 102.51.
Manufacturers Trust Co., Estate of—\$1,000,000, 101.247; \$1,000,000, 101.277; \$1,000,000, 101.247.

Bank of Montreal—\$10,000,000 as follows: \$2,000,000 at 102.50; \$2,000,000, 102.50; \$2,000,000, 102.50; \$2,000,000, 102.50.
Clark, Williams & Co.—\$1,000,000 as follows: \$250,000 at 101.25; \$250,000, 101.25; \$250,000, 101.25; \$250,000, 101.25.
Sherwood & Merrifield—\$1,000,000 as follows: \$250,000 at 100.85; \$250,000, 100.80; \$250,000, 101.01; \$250,000, 101.25.
Estate Settlement Company—\$10,000 at 102.125.

bid for \$10,000,000.
Corn Exchange Bank and Lehman Bros.—\$10,000,000 at 100.62.
Fidelity International Trust Company—\$250,000 at 102.
First National Bank of Brooklyn—\$250,000 at 102.125.
John J. Watson, Jr.—\$100,000 at 101.
Standard Trust—\$100,000 as follows: \$50,000, 101.25; \$50,000, 101.25; \$50,000, 101.25; \$50,000, 101.25.
R. H. Maco—\$200,000 at 102.007.
J. M. Lavery—\$50,000 at 100.
Trades Publishing Company—\$10,000 at 100.
Kings County Trust Company of Brooklyn—\$500,000 at 101.971.
First National Bank of Jamaica—\$300,000 at 100.75.
W. W. Sutton & Co.—\$100,000 at 102.18.
Louchheim, Minton & Co.—\$100,000 at 101.50.
Orvis Bros. & Co.—\$25,000 at 100.
H. H. Post—\$50,000 as follows: \$20,000, 100.21; \$10,000, 100.26; \$10,000, 100.26.

The proceeds of yesterday's sale will be used to take up short term notes issued during the war and, with the bonds sold in December, will retire all the corporate stock notes issued by the city since 1917. This last issue of bonds will not decrease the city's borrowing capacity, as \$25,000,000 is for dock improvements and \$20,000,000 for the city water supply, self-sustaining improvements.