

国际传媒巨擘 品牌成长实录

MEDIA MONOLITHS

[英] 马克·唐盖特 (Mark Tungate) 著 许怡勤 等译



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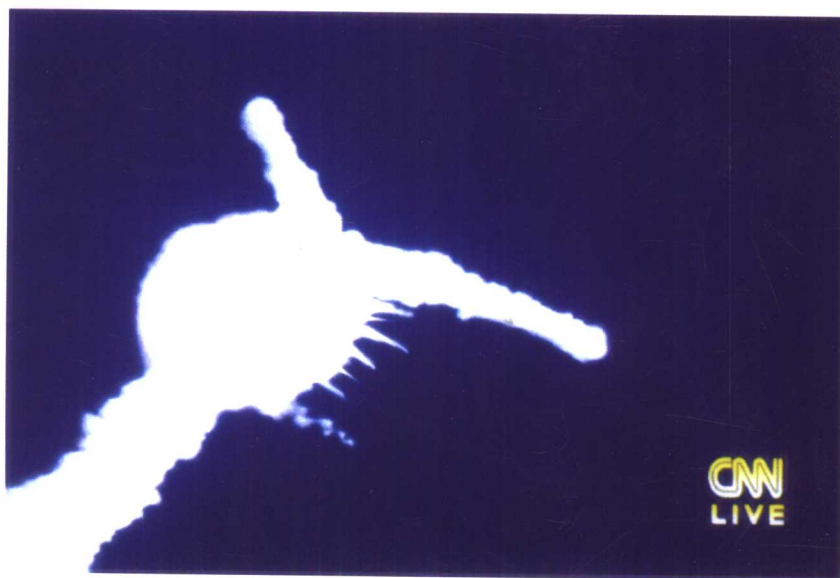
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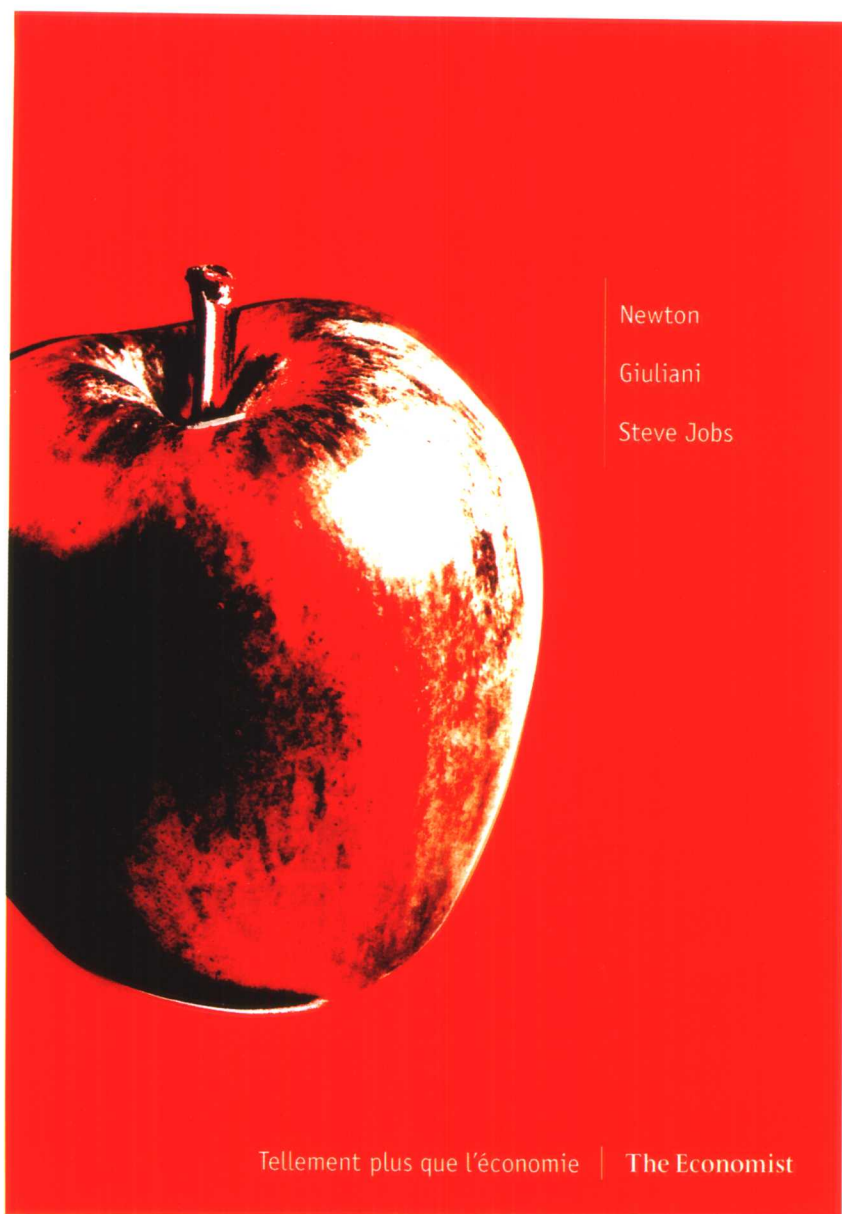
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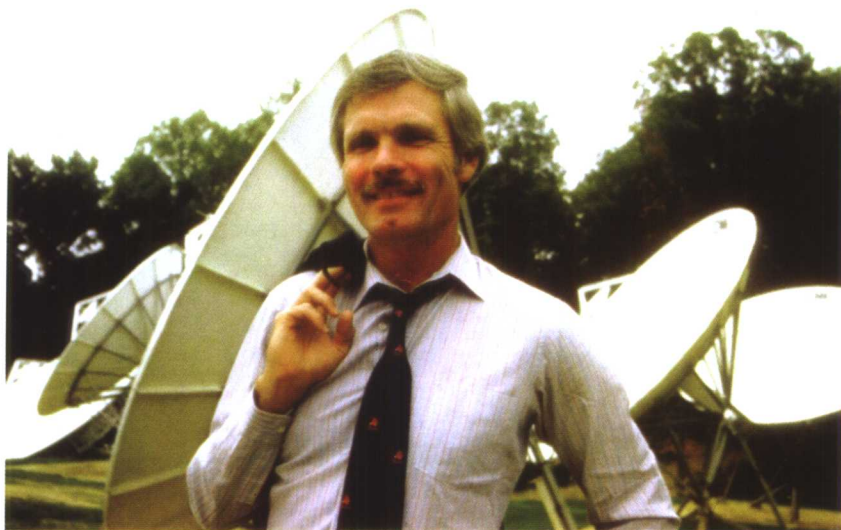
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NEW YORK, Thursday, May 15, 1884.

MORNING GOSSIP.

Windsor thronged last night. It was known that the investigating committee was at work for the Metropolitan Bank, and everybody agreed that the market to day would depend a good deal upon whether the bank would be able to resume or not.

If it was in a condition to be carried through by the Clearing House banks, other failures would be obviated and relief would be felt.

The announcement that the bank will resume is therefore assurance of a better feeling to day.

Everybody agreed that the action of the Clearing House saved the street and would prevent a money panic to-day.

The point was made that the loan certificates would act as an inflation measure. It would enable parties holding securities to borrow money on them, as the bank making the loans would be secured. Under these circumstances it was thought that the large operators could secure certificates to almost any extent.

Some of the large houses made arrangements last night for the certification of all their checks before 10 o'clock this morning.

9 A. M.—The Metropolitan Bank is open. None of the officers are down, but the clerks say they are told that the bank will open between 10 o'clock and noon.

President Rolston of the Farmers' Loan & Trust Company, laid particular stress on the action of the Clearing House. He said that each bank left to itself and forced to stand a run could be broken; but united by this action, none of them could be hurt. This action by the Clearing House had heretofore brought everything out all right.

Bank Presidents at the Windsor admitted calling loans and refusing to certify, private bankers did the same with the result of looking up money. This caused some of the failures. Customers would be helped to-day by certification and loans. Parties who could not respond to calls yesterday, would be allowed to renew loans to-day. Money would be eased by this action.

Large shorts covered yesterday, and in a good many instances went long in order to steady the market. Conspicuous among the buyers were H. N. Smith, Mr. Johnes, Mr. Van Zimburgh, Mr. Chapin, Soutter & Company, and H. L. Horton & Company. Mr. Smith was a large buyer of Western Union.

Mr. Gould bought and sold, apparently keeping his account about even.

The withdrawal of support in Western Union Monday, was on the discovery by Mr. Gould of inside selling.

The Tribune interview with Dr. Green is worth reading.

One result of the disturbance is expected to be conservatism in railroad management. The disposition of the companies will be to make themselves as strong as possible financially, and no risks will be run in paying unearned dividends or interest.

It was stated positively that the Metropolitan elevated difficulties were settled. Mr. Kneeland stated that a settlement had been nearly reached, the first time he has said anything of the kind. The terms of settlement were not obtainable. Rumour said that the Manhattan Company would issue some sort of bond for the purpose of retiring the Metropolitan stock. Another statement was that the arrangement would be similar to that made with New York Elevated.

9 A. M.—Cashier McGourkey, of the Metropolitan Bank, says: "We shall resume at 12 o'clock. Atchison, Topeka and Santa Fe dividend 18 per cent, payable to-day. Pullman dividend 2 per cent, payable to-day. Canadian Pacific books open to-day.

Mr. O. M. Poynter says he can give no statement as yet. If the Metropolitan Bank resumes it will help him.

Notice has been posted on the doors of the Metropolitan Bank, signed by Mr. Scriba, Bank Examiner, that the bank will resume business at 12 o'clock to-day.

London quotations at 12:30 were equivalent to following here with exchange 490: Reading, 3 1/4; Central, 125 1/2; St. Paul, 66 1/2; Illinois Central, 11 1/4; Erie 2nd, 10 1/2.

平实朴素的首刊：当初不起眼的新闻通讯如今已发展成为一份举足轻重的商业大报——《华尔街日报》。

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