

WHAT'S DOING IN THE MONEY AND STOCK MARKETS TODAY

THEY MOB STORE TO BE FIRST FOR FREE SILK UNDIES

Proprietor Can't Reach the Front Door—Has to Jimmy Back Entrance

Sells Out Stock on Opening Day—One Hundred Women in Line an Hour Before Doors are Opened.

It is not often that a merchant-matter what his line finds the front of his store so blocked with prospective customers that he cannot get within 300 feet of his store door. Nevertheless, this is just what happened to Ward White when he went to open his store, from the front, at 14 William street, in Newburg, N. Y., one morning recently. Mr. White was opening a ladies' wear store in a location where ladies' wear stores, up to November 4, had never been opened.

Mr. White had been warned time and time again against trying to do a woman's wear business in the location he had selected. The warnings went unheeded. But he had his own ideas, and he intended to use them. He did, with most gratifying results. On the Friday preceding he advertised that he was going to open the Primrose Ladies Shop on the following morning at 9 o'clock.

As an inducement to buyers to visit his new place he advertised that there would be given, free, to the first woman or girl buying a coat, a silk dress. To the next five customers buying a coat or dress, sweaters would be given. The next five customers were to be given sets of silk underwear.

That was enough. When Mr. White, with his clerks, tried to get to the store door on Saturday morning at 9 o'clock, he found about 500 prospective customers between him and it. He tried to tell the crowd that he was the proprietor, and that he wanted to get to the door to open it. It was no use. The girls knew better, probably some man trying to get the knob for his wife or for a date. He was somewhere in the crowd. Having had some football experience in his younger days, Mr. White tried to edge his way to the door. He knew something about the method of "blocking passes."

He didn't get through. It was 8.30. He had advertised that the store would be opened at 9 o'clock. After thinking a moment, Mr. White decided to hire some one to break into his store from the rear. He managed to get hold of a man with a hammer and a chisel. The man with the jimmy jammed a rear window, and Mr. White and his clerks entered through it, and the front door was opened from the inside.

Business! By noon there was not a coat, dress or suit left. The Primrose Shop, Business was that brisk that Mr. White was pleased that he did not confine his favors to five silk sweaters and a set of silk underwear. He gave another with every purchase as long as they lasted. Mr. White had reasoned that his advertisement would attract at least ten female buyers, and he had arranged to have them perched for, if they were there before him. He had arranged with a boy to be at the door at 8 o'clock, and to enter numbered checks to the first women arriving. At 9.45 the boy entered the store in the center of the jam.

The boy told Mr. White that when he had arrived, promptly at 8 o'clock, he had found about 100 women at the door. They wouldn't let him get near the knob. He had been told to "Let your sister come and get her own place in line."

Mr. White attributes his success of his opening day to the fact that there were no technical strings to the garments he was offering. Free, such by guessing a correct number or the weight of anything.

KENTUCKY JOCKEY CLUB CALLS \$1,000,000 PREFERRED STOCK

Louisville, Ky., Jan. 19.—Reduction of the capital stock of the Kentucky Jockey Club, which promotes the \$500,000 Kentucky Derby every year at Churchill Downs and operates the Latonia horse racing course, was announced at a meeting of Jockey Club shareholders here. The original \$1,000,000 preferred stock represented by the reduction has been called, it was said. The track at Lexington, Ky., formerly controlled by the Jockey Club and founded by the old Lexington Association in 1928, was sold to a Lexington syndicate headed by T. C. Bradley, which will conduct races there this year. Dates for Latonia and Churchill Downs will be sold to the Jockey Club officers of the State Racing Commission tomorrow. The date of the 1928 Kentucky Derby has not been decided. The second Saturday in May, which will be May 12, this year, has been the traditional day for the classic. However, this will conflict with the Preskness Stakes, the annual Pimlico three-year-old event at Baltimore, it is said.

SCOTTISH WOOLLEN ARE IN BETTER DEMAND

Boston, Jan. 18.—While higher prices are considerable of a deterrent factor, the demand here for Scottish woollens is described as "healthy" by Robert Christie of Simpson and Fairbairn, Ltd. He is representative of the Scottish Woollen Trade Mark Association and arrived in New York a few days ago from abroad. Scottish manufacturers are now working on the lighter colored woollens as the result of the American demand for that type of overcoating fabric. Manufacturers look for an increasing demand for fine tweed, but the largest business at present is being done on plaid back overcoatings.

There is an Eskimo population of 3,296 in Canada.

FINANCIAL

NEW YORK MARKET.

(By direct private wire to McDougall & Cowan, 28 King street, city.)

New York, Jan. 19.

Stocks to twelve noon.

	Open	High	Low
Allis-Chalmers	46 1/2	46 3/4	46 1/2
Am Int Corp	28 1/2	28 3/4	28 1/2
Am Locomotive	124	124 1/2	124
Am Smelters	54 1/2	54 3/4	54 1/2
Asphalt	46 1/2	46 3/4	46 1/2
Am Tobacco	182 1/2	182 3/4	182 1/2
Am Telephone	122 1/2	122 3/4	122 1/2
Anacosta	47 1/2	47 3/4	47 1/2
Balt & Ohio	40 1/2	40 3/4	40 1/2
Bald Loco	184 1/2	184 3/4	184 1/2
Beth Steel	62 1/2	62 3/4	62 1/2
Butte & Sup	30	30 1/2	30
Bosch	40 1/2	40 3/4	40 1/2
Brooklyn	112 1/2	112 3/4	112 1/2
Chandler	142 1/2	142 3/4	142 1/2
Cen Leather	38 1/2	38 3/4	38 1/2
Calif Pte	78 1/2	78 3/4	78 1/2
Chile	28 1/2	28 3/4	28 1/2
Con Products	126 1/2	126 3/4	126 1/2
Cosden Oil	56 1/2	56 3/4	56 1/2
C & E Oil	57 1/2	57 3/4	57 1/2
Chic & E Oil	57 1/2	57 3/4	57 1/2
Columbia Gas	106 1/2	106 3/4	106 1/2
Cont Can	124 1/2	124 3/4	124 1/2
Coco Cola	71 1/2	71 3/4	71 1/2
Crude	72 1/2	72 3/4	72 1/2
Chino	25 1/2	25 3/4	25 1/2
Davidson Chem	82 1/2	82 3/4	82 1/2
Dupont	110 1/2	110 3/4	110 1/2
Endicott John	91 1/2	91 3/4	91 1/2
Famous Players	84 1/2	84 3/4	84 1/2
Gen Electric	181 1/2	181 3/4	181 1/2
Gen Motors	144 1/2	144 3/4	144 1/2
Gulf S Steel	84 1/2	84 3/4	84 1/2
Guantanamo Sugar	10	10 1/2	10
Mudon Motors	28 1/2	28 3/4	28 1/2
Inter Paper	62 1/2	62 3/4	62 1/2
Indus Alcohol	52 1/2	52 3/4	52 1/2
Imperial Oil	111 1/2	111 3/4	111 1/2
Kennecott	38 1/2	38 3/4	38 1/2
Kelly Spring	110 1/2	110 3/4	110 1/2
Midvale	110 1/2	110 3/4	110 1/2
Keystone Tire	9 1/2	9 3/4	9 1/2
Kansas City South	19 1/2	19 3/4	19 1/2
Lehigh Valley	68 1/2	68 3/4	68 1/2
Marine Corp	107 1/2	107 3/4	107 1/2
Marine Pfd	41	41 1/2	41
Mack Truck	67 1/2	67 3/4	67 1/2
Max Seaboard	28 1/2	28 3/4	28 1/2
Midvale	110 1/2	110 3/4	110 1/2
Mid States Oil	11 1/2	11 3/4	11 1/2
New Haven	17 1/2	17 3/4	17 1/2
Norfolk	94 1/2	94 3/4	94 1/2
N Y Central	94	94 1/2	94
Nor & West	110 1/2	110 3/4	110 1/2
North American	103 1/2	103 3/4	103 1/2
Panama	89 1/2	89 3/4	89 1/2
Pan Am A	81 1/2	81 3/4	81 1/2
Pan Am B	81 1/2	81 3/4	81 1/2
Pearce Arrow	134 1/2	134 3/4	134 1/2
Pennsylvania	116 1/2	116 3/4	116 1/2
Pullman	129 1/2	129 3/4	129 1/2
Pere Marquette	38 1/2	38 3/4	38 1/2
Pacific Oil	46 1/2	46 3/4	46 1/2
Pine Oil	28 1/2	28 3/4	28 1/2
Rock Island	32 1/2	32 3/4	32 1/2
Rubber	60 1/2	60 3/4	60 1/2
Sinclair Oil X D	33 1/2	33 3/4	33 1/2
Southern Ry	29 1/2	29 3/4	29 1/2
St Paul	21 1/2	21 3/4	21 1/2
St Paul Pfd	33 1/2	33 3/4	33 1/2
St Paul & N	116 1/2	116 3/4	116 1/2
St Paul Foundry	33 1/2	33 3/4	33 1/2
Stan Oil N J	42 1/2	42 3/4	42 1/2
San Francisco	21 1/2	21 3/4	21 1/2
Transcontinental	11 1/2	11 3/4	11 1/2
Transcontinental	11 1/2	11 3/4	11 1/2
Timken	37 1/2	37 3/4	37 1/2
U S Steel	107 1/2	107 3/4	107 1/2
U S Realty	91 1/2	91 3/4	91 1/2
Utah Copper	64 1/2	64 3/4	64 1/2
United Drug	79 1/2	79 3/4	79 1/2
United Fruit	155 1/2	155 3/4	155 1/2
Venadium Steel	36 1/2	36 3/4	36 1/2
Westinghouse	59	59 1/2	59
Woolworth	95	95 1/2	95
Sterling	4.66		

MONTREAL MARKET.

Montreal, Jan. 19.

Stocks to twelve noon.

	Open	High	Low
Abith Pfd	46	46 1/2	46
Albion Pfd	46	46 1/2	46
Asbestos Corp	64 1/2	64 3/4	64 1/2
Asbestos Pfd	100 1/2	100 3/4	100 1/2
Atlantic Sugar	116 1/2	116 3/4	116 1/2
Bell Telephone	116 1/2	116 3/4	116 1/2
Brazilian	43 1/2	43 3/4	43 1/2
B Empire 2nd Pfd	26 1/2	26 3/4	26 1/2
B Empire 1st Pfd	26 1/2	26 3/4	26 1/2
Brompton	38 1/2	38 3/4	38 1/2
Can Car Com	69 1/2	69 3/4	69 1/2
Can Converters	93	93 1/2	93
Can S Pfd	81 1/2	81 3/4	81 1/2
Can Cot Pfd	86	86 1/2	86
Can Gen Electric	82	82 1/2	82
Can Steamships	17 1/2	17 3/4	17 1/2
Can S Pfd	81 1/2	81 3/4	81 1/2
Cons S & Min	25 1/2	25 3/4	25 1/2
Dom Bridge	70 1/2	70 3/4	70 1/2
Dom Canners	28 1/2	28 3/4	28 1/2
Dom Glass	90 1/2	90 3/4	90 1/2
Dom Glass Pfd	100	100 1/2	100
Dom S Pfd	79 1/2	79 3/4	79 1/2
Dom Textile	187 1/2	187 3/4	187 1/2
H Smith Pfd	75 1/2	75 3/4	75 1/2
H Smith Pfd	101	101 1/2	101
Illinois Pfd	80	80 1/2	80
Lafayette	182 1/2	182 3/4	182 1/2
Lafayette Pfd	98 1/2	98 3/4	98 1/2
Lyall Con	45 1/2	45 3/4	45 1/2
McDonalds	136	136 1/2	136
Maple Leaf Mill	116 1/2	116 3/4	116 1/2
Mon L H & P	104 1/2	104 3/4	104 1/2
Mon Tor Debt	79 1/2	79 3/4	79 1/2
Nat Breweries	47 1/2	47 3/4	47 1/2
Natle Milling	800 1/2	800 3/4	800 1/2
Ont Steel	40 1/2	40 3/4	40 1/2
Pennams Ltd	129	129 1/2	129
Spencer Pfd	75	75 1/2	75
Quebec Railway	24 1/2	24 3/4	24 1/2
Ridport Paper	5 1/2	5 3/4	5 1/2
Shawinigan	114 1/2	114 3/4	114 1/2
Spencer Pfd	75	75 1/2	75
Spanish River	95	95 1/2	95
Span Riv Pfd	104	104 1/2	104
Steel Pfd	62	62 1/2	62
Tackett Tobacco	54 1/2	54 3/4	54 1/2
Wabaco Cotton	73 1/2	73 3/4	73 1/2
Wabacoam	58	58 1/2	58

CHICAGO GRAIN MARKET.

	Open	High	Low
May wheat	118 1/2	118 3/4	118 1/2
July wheat	113 1/2	113 3/4	113 1/2
September corn	109 1/2	109 3/4	109 1/2
May corn	73 1/2	73 3/4	73 1/2

PRICES MAKE RECOVERY AT THE OPENING

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