

STOCK MARKET NEWS

May 20th, 1924.
PARADY'S NEW YORK OPENING.
 Parady's New York Opening, reported by Johnston & Ward, Board of Trade Building, Water Street.
 Steel 23%
 Black Truck 77%
 Sugar 53%
 Sugar 19%
 Sugar 20%
 Sugar 132%
 Steel 95%
 Sugar 55%
 Sugar 63%
 Sugar 14%
 Sugar 45%
 Montreal Opening.
 Steel 50%
 Steel 39%
 Steel 11%
 Steel 164%
 Steel 50%
 Steel 57%
 Steel 100%
 Steel 33%
 (From Boston News Bureau).

STUDEBAKER CORPORATION.

May 13th, 1924.
 N.Y.—Passing of the old Studebaker value common from the Exchange, to be succeeded by the new no-par value shares on basis of 27 1/2 new share for one old share is a matter of historical interest. Since the first 100 shares of Studebaker common sold on the Exchange, June 27, 1912, at 36 1/2, it has furnished the speculative community fluctuations wide enough to attract the most daring and has been a speculative favorite and leader.

Regarding its erratic market movement, the stock, reflecting growth of the corporation, its increasing assets, earning power and dividends, has been without appeal to even the comparatively small investor. This situation of a tempting speculative item combined with investment attributes, accounts for the popularity of Studebaker which resulted in a number of years more than 10 times the number of shares outstanding, and an increase in number of shareholders in the last five years alone from under 500 to nearly 5000.

On basis of the original quotation, the 273,316 shares of common in 1912 had a market value of \$10,264,868. On basis of Saturday's close of \$1 1/4, the 273,316 shares outstanding had a market value of \$60,844,750. The record high was 195 Oct. 22, 1913, and record low 15 1/2 Dec. 1, 1913. Total transactions in Studebaker during the above period exceeded 50,000,000 shares, although the average number of shares outstanding was less than 425,000, so that Studebaker's capital has been turned over on the Exchange more than 117 times in 12 years. It is safe to say the aggregate volume of trading represents a money value of more than \$5,000,000, although average par value of the stock was only \$42,000,000.

It is interesting to figure present market value of the original 100 shares of Studebaker traded in. This investment of \$36 1/2 in 1912 would have been increased to \$10,065 by subscription stock offered in 1914 and in 1920, while the original holding of 100 shares would have increased to 270 by these additional subscriptions, as well as stock dividends of 23 1/2% in 1920, and 19% in 1922. The 270 shares at Saturday's close had a market value more than double the total original investment. At the same time the owner of these shares would have received continuous dividends, beginning with the aggregating \$69.50 a share, and representing a cash value considerably in excess of \$10,000 on his holding. In other words, during 12 years his original investment, excluding interest, has more than trebled in value.

McMurdo's Store News

OUR PRESCRIPTION DEPT.
 Your Doctor may use the greatest thing possible in writing your prescription, but unless it is compounded by a Pharmacist who has experience and skill and with drugs that are fresh and pure, the results, in many cases, may not be produced. Our reputation for honesty and skill is well known, and none but qualified dispensers fill prescriptions, and we use only the purest ingredients imported from high class English and American firms.

WOMAN
 Give it to herself and her family to be beautiful, and it is in her power to preserve this beauty with the following:

THREE FLOWERS TOILET PRODUCTS.

"Three Flowers" Cleansing Cream.
 "Three Flowers" Face Cream.
 "Three Flowers" Vanishing Cream.
 "Three Flowers" Face Powder.
 Always in stock at our store.

BATTLE RIVER REPORT.—The captain of the Sagona in a message to the railway management reports very little held up in the vicinity of Battle River, except between Greenly Island and Peace River. Many icebergs, however, were passed all along the river.

WINTER POSTPONED.—The T. A. sailing, which was postponed, has been postponed until a later date.

The
Broadway House
 of Fashion

See Pages 9 and 10 for More Details

BROADCASTING

THE GREATEST SALE

EVER HELD IN THIS CITY

The
Broadway House
 of Fashion

The entire city will be stirred to a high pitch of excitement when the news of this GREAT BROADCASTING SALE is spread over the City and vicinity. Don't miss it! Everything is in readiness for your coming. Every article in our Store will be placed on sale at reduced prices. Everything will be marked in plain figures at SALE PRICES you cannot resist. You'll scarcely believe your eyes when you read the Sale tickets. Won't the bargain-seekers have a treat! Won't there be a scramble! Push your way through the crowds. Arouse yourself to the superativeness of immediate action! For, perhaps, never again will you have a like opportunity of saving money on wearing apparel of this character and quality!

Doors Open Promptly 9.30 Wednesday Morning

One real Bargain is better than a hundred Promises. Come—See—Be Convinced.

OUR MEN'S DEPT. Is now located in the Premises formerly occupied by R. Templeton. A Separate Store catering exclusively to Men and Boys.

The BROADWAY Prices are Lower. Their Values are Better.

Men's Suits

"FOR EVERY GRADE OF LIFE!"

It matters not whether you want a high grade tailored suit, representing the last word in American style, workmanship and material, or whether your immediate needs call for a low-priced suit for every day work purposes; we can supply your requirements at prices considerably lower than can be obtained anywhere else in the city. A personal inspection will convince you of the truth of this statement.

COME! CONSIDER! COMPARE!

Values to 14.00 Materials: Values to 17.00

7.98 Tweeds **9.98** Worsteds

Values to 19.50 Values to 22.00

12.98 Herringbone Stripes **14.98** Cross-Barr'd Serges

Values to 25.00 Values to 28.50

16.98 Botany Serges **18.98**

HIGH GRADE TAILORED SUITS

\$21.98 to \$38.98

Coats & Raglans

MEN! Here is your great opportunity Every Coat in stock offered for less than Wholesale Prices.

\$9.98, 16.98, 19.98
 up to 32.98

Men's and Ladies' Slippers

Hundreds of pairs of Men's and Ladies' Slippers, worth up to \$1.50, go on Sale for

29c.

Men's Silk Knitted Ties

Now is your chance if you ever wished for one. TIES! TIES! TIES! Values up to \$1.25; some slightly damaged

12c.

Boys's Pants

In fine strong Tweeds, all colors. Ages 6 to 17 years. A good value for \$2.50. On Sale for . .

59c.

MEN'S PANTS

Just the thing for hard work during the Summer months. All sizes. Only

\$1.48.

BATH ROBES

An ideal lounge garment for men; made from good grade Eiderdown. Easily worth \$12.00 to \$15.00. Our Price

\$6.98.

SHIRTS

Another shipment of Men's fine Dress Shirts with and without collars. Sizes 14 to 17. A wonderful bargain

98c.

MEN'S SOCKS

Summer weight Black Socks. Two pairs to each customer. Regular price 45c. On Sale for

14c. pair.

BABY BOY PLAY SUITS

To fit 1 to 3 years.

Made from durable Khaki and Blue Drill, with red piping; worth double our price. On Sale for

69c.

MEN'S COMBINATIONS.

The famous "Chalmers Brand" Silk and Wool Combinations for men. Sizes 34 to 44. Regular Price \$6.00. Now only

\$3.98 Suit.

NOTICE! READ!

We do not blame you if you wonder whether the printer has made a mistake in setting these prices, but he has not—You'll find everything on sale just exactly as advertised. Come early!

Famous "Triangle" Collars

Men's White Soft Collars, very newest styles—Piques, Silks, Cords, etc. Regular Price 35c. On Sale for

25c.

Wide End Ties

A splendid selection of Men's Wide End Silk Ties, in a large variety of patterns. Values up to \$1.50. All One Price

39c.

Fibre Silk Half Hose

These Socks for men come in shades of Brown and Light Grey. Every pair in perfect condition. Reg. Price \$1.25. On Sale for

39c. Pair.

Men's Work Shirts

Just what is needed for Summer wear; Khaki Drill and Blue Chambrays. Values up to \$2.75 for only

98c.

Leatherette Coats

Men! Prepare for a rainy day by buying one of these splendid Coats for only

\$5.98.

Boys' Blouse Shirts

Mostly Blue Chambray, Khaki Drill and Striped Flannelette. Sizes 6 to 12 years. On Sale for

39c.

Boys' & Men's Caps

Another big range just opened and marked specially for this Sale.

49c. 69c. & 79c.

Boys' Wash Suits

Just received another shipment of Boys' Wash Suits. Sizes 3 to 6 years. Values up to \$3.00. Only

98c.

Boy Scout Shirts

Just opened another shipment of Khaki Flannel Scout Shirts for boys; all sizes. Only

69c.

Bow Ties

"To make up yourself." A nice selection of Silk Bow Ties in assorted shades and patterns

49c. & 69c.

MEN'S HATS

Famous "President Brand" Felt Hats, in Summer weights. Worth up to \$7.50.

2.98, 3.48 & 3.98

Men's Hats

Serviceable Felt Hats for Summer wear. A \$3.00 value for only

98c.

MEN'S UMBRELLAS

Common Sense Umbrellas that will give good service. On Sale for

\$1.19.

Phenomenal Values in Juvenile Suits

To fit from 2 to 8 years.

Never before—and that means something—have we offered such remarkable values in Little Gents' Suits; and even if your boys' wardrobe is amply stocked it will pay you to buy a couple of extra Suits to meet future requirements. Styles such as Peter Pan, Oliver Twist, Tunic, Middy and Sailor effects are here in abundance at prices that defy competition.

Values to \$3.50 Materials: Values to \$4.90

1.98 Plain Pin Stripe and Harris Tweeds. **2.98**

Values to \$5.90 Silk Finish Corduroys Values to \$7.90

3.98 Silk Poplin **4.98**

Values to \$9.50 All Wool Botany Serges. Values to 13.50

5.98 **6.58**

Youths' Suits

To fit from 8 to 17 years.

\$8.00 Values. BUY \$11.00 Value One Pants Suit HERE Two Pants Suit

5.78 AND **7.28**

\$13.00 Values. M O N E Y \$15.00 Value Two Pants Suit

9.48 **10.48**

See Our Special Sample Suits just opened. Sizes 12 to 17 years. Values to \$25.00. Now \$14.90 and \$16.90.

"IT PAYS TO SHOP" AT

The Broadway House of Fashion