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# A Look at Today's Stock Market

Beth Gladden Ouachita Baptist University

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A Look at Today's Stock Market

Honors Project Beth Gladden Being interested in the stock market, certain stocks specifically, I decided to follow ten different companies for a period of 91 days. These stocks include some of my own, some I am interested in, and some of the most active stocks during the week I began my project, September 1, 1973. They are listed in the New York Stock Exchange, the American Stock Exchange, and Unlisted Stocks.

To begin my investigation I recorded the closing price every day of each company, in order to show increases, decreases, and fluctuations. By doing this I was constantly aware of what stock I was making money on and what I needed to sell. Second, I decided on the number of shares I had purchased, some real, some imaginary, and a purchase date for each. The last day of my project was the selling day, November 30, 1973, and each profit or loss was recorded.

During the days I recorded closing prices, I did research on each company - its purpose, its goals, and its profits. The descriptions were taken from <u>Standard and Poor's</u>, August, 1973, and the general information from the annual report of each company for 1973.

I encountered several problems during my project. 1) Trying to record my over-the-counter stock, Overseas Inn, was sometimes a problem. Over-the-counter stocks were only listed about once a week due to lack of space.

2) One of my stocks listed as "Lucky Str." I had picked to compare with Liggett & Myers. I was planning to compare "Lucky Strike" cigarettes with Liggett & Myers brand. After gathering my information "Lucky Str." turned out to be "Lucky Stores", a food chain in California. 3) Because of the political unrest my stock was never consistent. Noticeable drops occurred during the Watergate hearings, when Vice-President Agnew resigned,

and when Nixon made his talks on the energy crisis.

Overall I think the project was very successful, both money-wise and educationally. Although the information I gathered could be applied to any stock, the ten that I recorded were of special interest to me. I realize that the United States had many problems during the ninety days I chose. Any other time the market might have been better off. Instead of continuing the project, however, I chose to end it at the stated time. In a month, it may be prospering or still declining. The purpose was not to make a profit, but to illustrate how the stock market works.

Bith Bladden

Beth Gladden

## ARKLA GAS

Description: American Stock Exchange: natural gas utility

## General Information:

This natural gas utility has manufacturing interests which account for 30% of revenues, but add little to earnings. To bolster the gas supply position, the first phase of a 300-mile pipeline to the Anadarko Basin is set for late 1973 completion. Earnings from this project and an intensified oil and gas drilling program is allowing for an earnings recovery and augurs well for long-term prospects.

Purchase Date: September 7, 1973

Purchase Price: 22

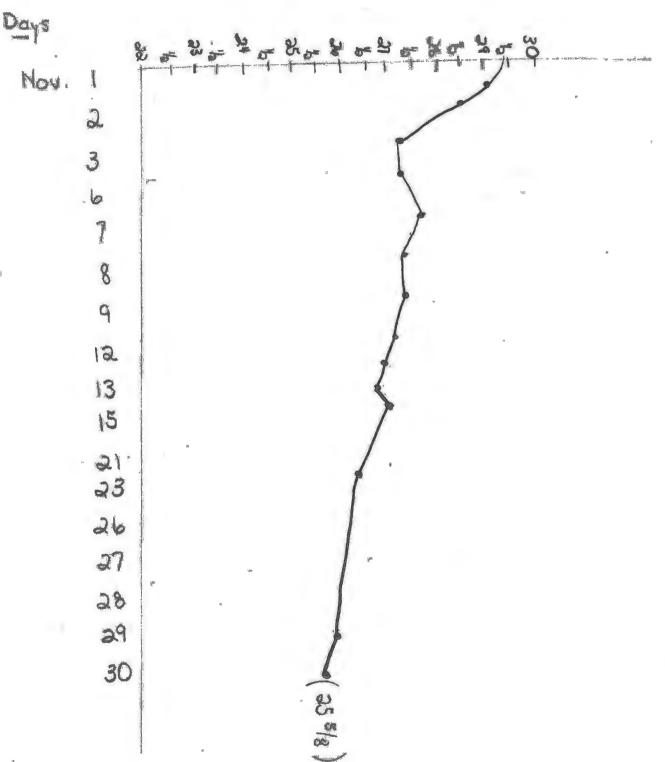
Number of Shares Purchased: 100

Sale Date: November 30, 1973

Sale Price: 25 5/8

Number of Days Held: 84

Result: This is one of the few stocks that did make a profit. The stock had no great climbs or falls, but held its own. At no point did it fall below the purchase price.



Arkla Gas, contd.

#### FAIRCHILD CAMERA

Description: Electronic computers; space instruments

General Information:

This major factor in semiconductor products and technology has undergone a substantial reorganization and management realignment, aimed primarily at streamlining its operations to bring operating costs in line with volume. Aided by substantially higher demand for semiconductor devices, profitability was restored in 1972. Sharp gains in sales and earnings are expected for 1973, but the volatile shares remain a high-risk speculation. Dividends have been resumed.

Purchase Date: September 1, 1973

Purchase Price: 59 3/4

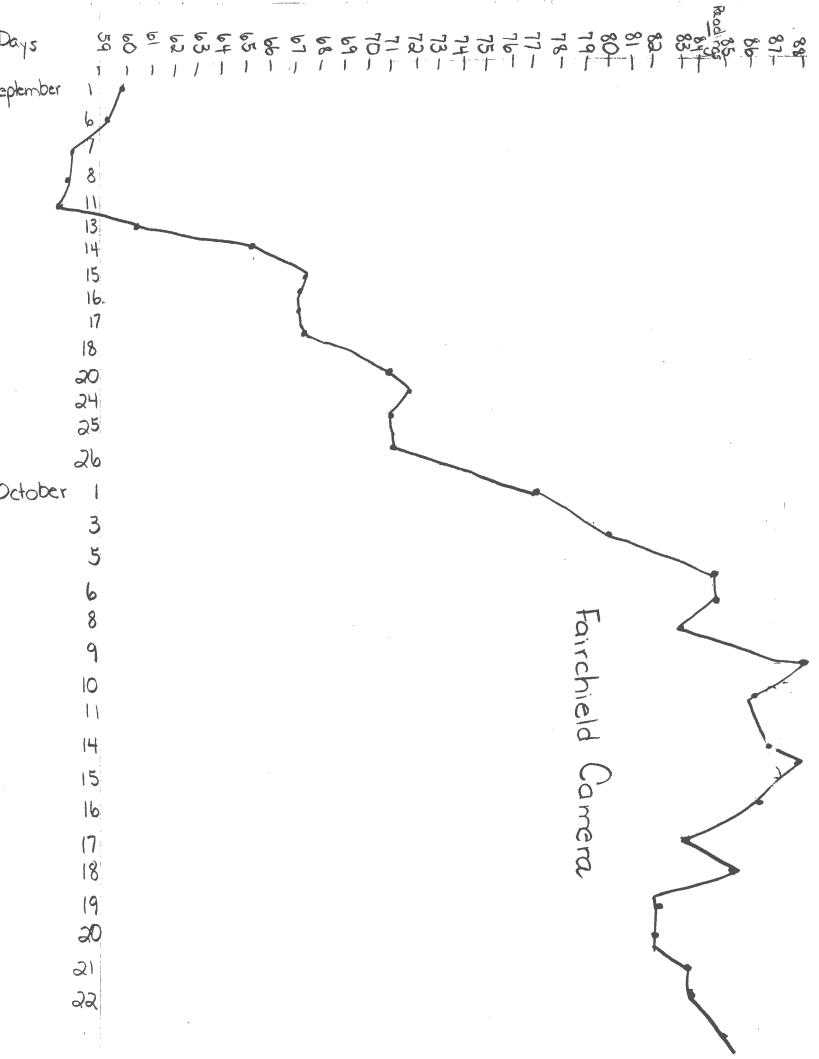
Number of Shares Purchased: 100

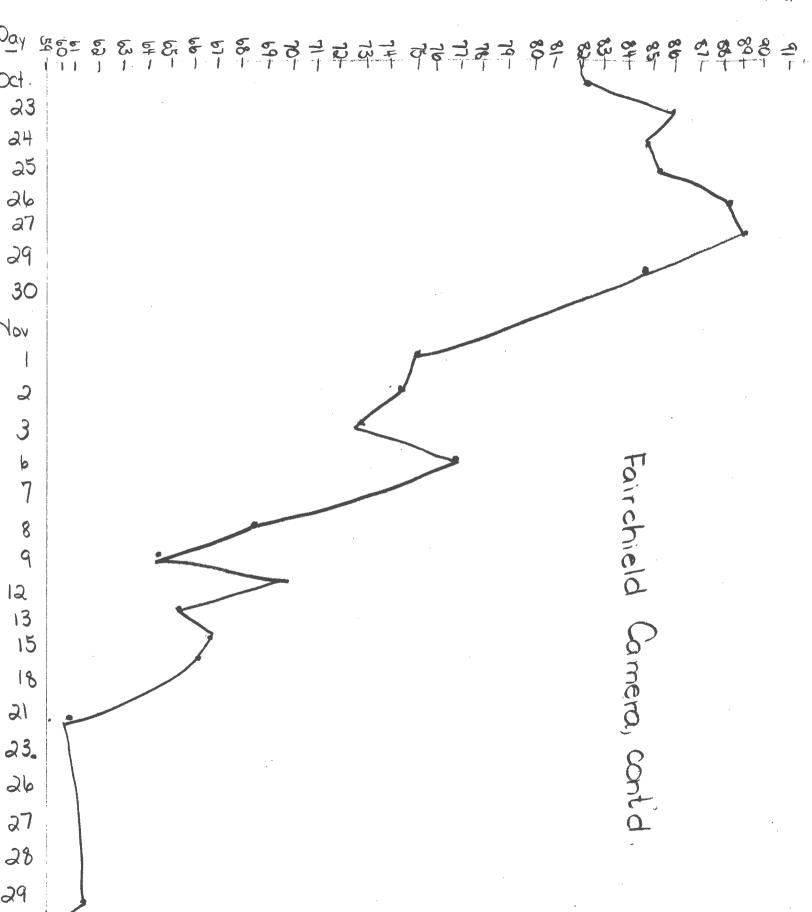
Sale Date: November 30, 1973

Sale Price: 59

Number of Days Held: 91

Result: This stock was the most interesting. In the first weeks it jumped as much as 10 points a week. It was very disappointing to watch it fall from 88 to below purchase price. Selling at 88 would have been a nice profit.





30

#### HOWARD JOHNSON

Description: Restaurants: licensed motels

General Information:

The performance of Howard Johnson Company during 1971 was most gratifying, particularly in view of the nation's sluggish economy. At year end the company had achieved eight consecutive quarters of increased sales and earnings compared with the previous periods, fulfilling a goal that was set two years ago. Since 1961, when the company became a public corporation, sales have nearly tripled and earnings have increased almost fourfold. Over the last ten years the company's growth rates, compounded annually, have been 10.2 percent for sales and 12.7 percent for net income.

Many beneficial changes have taken place within the company over the years. They have expanded their chain of restaurants and motor lodges from coast-to-coast and entered the international field. In the last two years, they have streamlined their organization, improved productivity, strengthened their controls, and have geared up for accelerated expansion.

Purchase Date: May 11, 1970

Purchase Price: 13

Number of Shares Purchased: 200

Sale Date: July 6, 1972

Sale Price: 55 3/4

Number of Days Held: 57

Result: This stock was purchased before the project began, but was included because of the drastic rise in such a short period. The stock was sold because a decrease was predicted. This decrease proved true during my project.

## LIGGETT AND MYERS

Description: Tobacco products, liquor, pet food, cereals, watch bands General Information:

Temporary adverse conditions in most product lines have penalized recent earnings of this company, the sixth largest U.S. cigarette producer. However, with earnings improvement anticipated, the shares have interesting speculation potential. It was reported on March 30, 1973 that the chairman of Western Pacific Industries had acquired an interest in LM on behalf of the railroad holding company.

Purchase Date: September 7, 1973

Purchase Price: 34 7/8

Number of Shares Purchased: 100

Sale Date: November 30, 1973

Sale Price: 32

Number of Days Held: 84

Result: The highest this stock reached was 39. It is probably not recommendable for a person in a "get rich quick" adventure.

## LUCKY STORES

Description: Food chain in California

## General Information:

General information was unavailable at this time. See introduction for further explanation.

Purchase Date: September 1, 1973

Purchase Price: 12 1/8

Number of Shares Purchased: 20

Sale Date: November 30, 1973

Sale Price: 12 3/8

Number of Days Held: 91

Result: Although this stock was a "mistake", it turned out to be one of the few that made a profit. Moral: Mistakes do sometimes prove profitable.

Lucky Stores, contid.

#### OVERSEAS INN

Description: Over-the-Counter: Holiday Inn of Europe

#### General Information:

The company has operated a 200-room Holiday Inn in Luxembourg since May 1971. A second Holiday Inn, with 300 rooms, was opened near Frankfurt, West Germany in October 1972. A third, with 135 rooms, was opened in Bruges in May 1973. Construction of a 130-room unit in Viernheim, West Germany was begun in late 1972, and of a 175-room unit in Antwerp in spring 1973. The company has obtained Holiday Inn licenses for four additional cities in West Germany, and one each in Italy and Switzerland.

Purchase Date: August 8, 1973

Purchase Price: 11 3/4

Number of Shares Purchased: 25

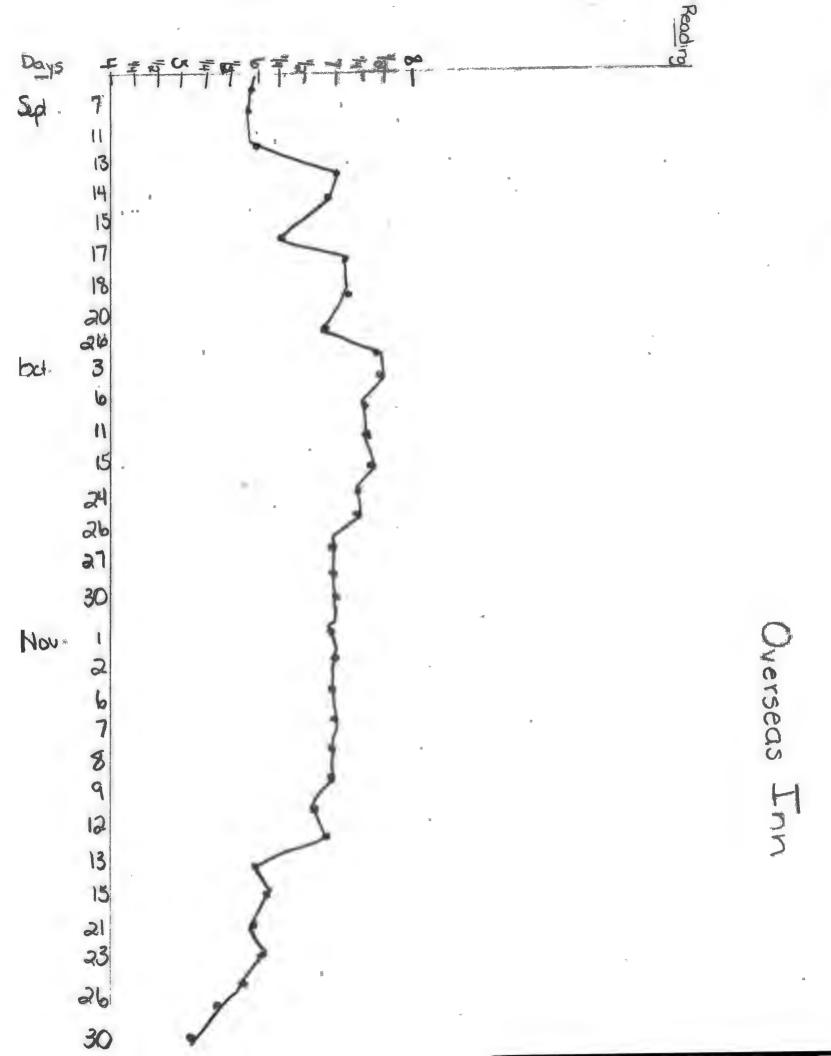
Sale Date: November 30, 1973

Sale Price: 4 3/4

Number of Days Held: 114

Result: Once again, motel investments are risky at this time of year.

Perhaps in the spring of 1974 an increase will come.



#### PITNEY-BOWES

Description: Postage meters: mailing equipment

General Information:

Pitney-Bowes has long been dominant in the mail-metering equipment field; sales and rentals in this area constitute over one-half of gross income and provide a stable, yet growing source of billings. Other products include collators, addresser-printers, copiers, and retail systems. While the stock's valuation appears reasonable by historical standards, the shares are considered a speculation on success of efforts to enter the point-of-sale computerized cash register market. Revenues for 1973 should post a significant gain from the record \$342.1 million of 1972. Good demand for mailing equipment should continue and further improvement is expected in rental and service revenues. Good gains are also looked for in copiers and in the Monarch retail systems business.

Purchase Date: September 1, 1973

Purchase Price: 11 1/4

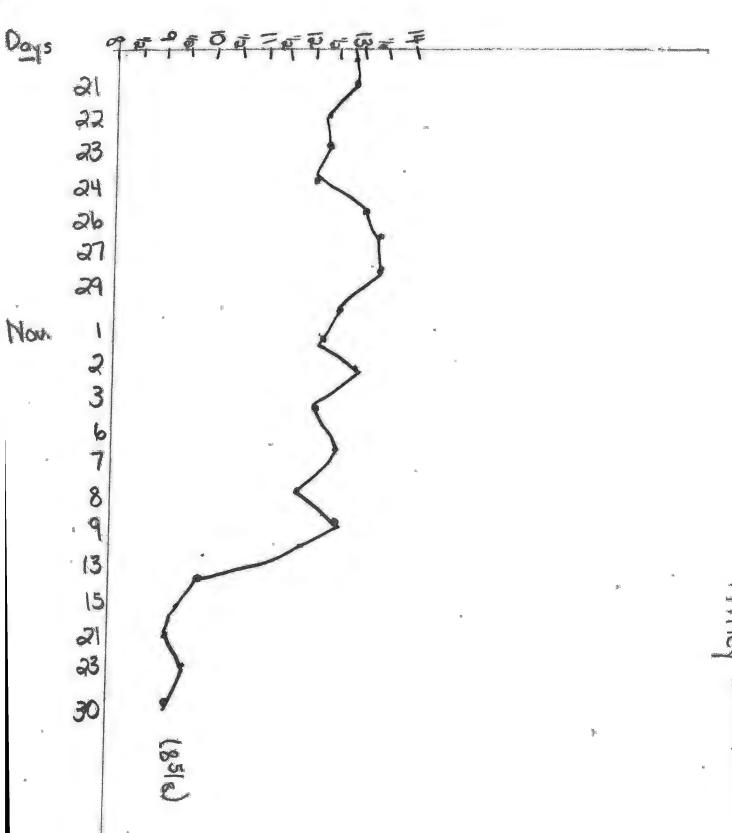
Number of Shares Purchased: 15

Sale Date: November 30, 1973

Sale Price: 8 3/8

Number of Days Held: 91

Result: Another mediocre choice. The only fluctuation was up to 13. Hardly worth bothering with.



Pitney Bowes, contd.

#### RAMADA INN

Description: Motor hotels, restaurants, nursing homes

#### General Information:

Revenues for 1973 should rise some 20% from the peak \$147 million reported for the prior year. Additional rooms in operation, increases in other activities as well as possible small acquisitions will contribute. Margins could be maintained, benefiting from higher occupancy levels and moderate increases in room rates. Possible increases in minimum wage laws and mounting food costs would be restrictive. On the higher volume, share earnings for 1973 are tentatively projected at \$0.65, up from \$0.56 in the preceding year, as adjusted for the 1973 10% stock dividend. Following the stock distribution the cash dividend will continue at \$0.03 quarterly, in effect raising the payment 10%.

Purchase Date: September 1, 1973

Purchase Price: 9 7/8

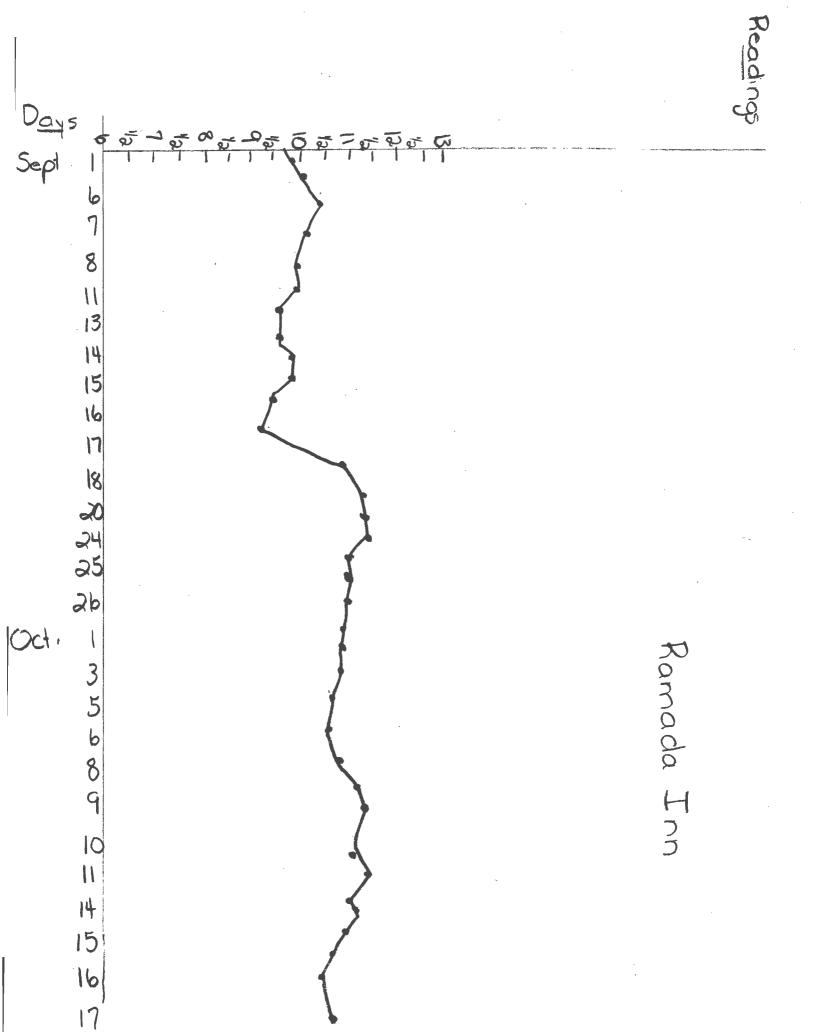
Number of Shares Purchased: 100

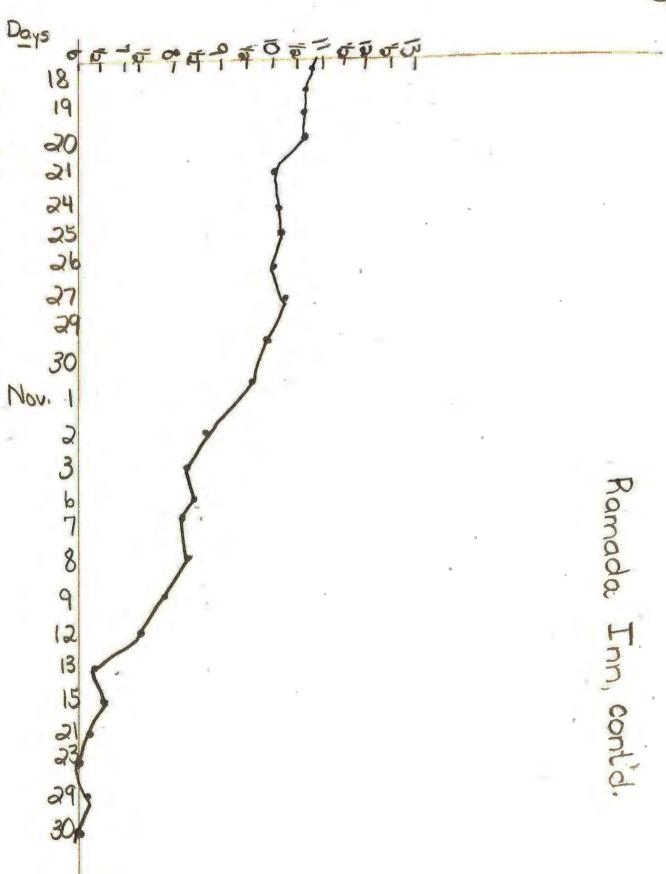
Sale Date: November 30, 1973

Sale Price: 6

Number of Days Held: 91

Result: Hotels seem to be on a decline, perhaps because of the winter season and energy crisis.





#### REYNOLDS METALS COMPANY

Description: Major integrated aluminum manufacturer, semi-fabrications and many finished products

## General Information:

Reynolds Metals Company is the second largest primary aluminum producer in the United States and the third largest in the world. It has assets of nearly \$2 billion, and a North American primary production capacity of 1,150,000 tons. It today produces a wide range of aluminum products: ingot, sheet, plate, foil, extrusions, tubing, rod and bar, and end products like Reynolds Wrap household foil, wire and cable, beverage cans, printed foil packaging and building products. An industry innovator, the company's research and market development have introduced many of today's significant aluminum applications. Reynolds has subsidiaries and associated or related companies abroad in 23 countries.

Purchase Date: June 5, 1973

Purchase Price: 14 3/4

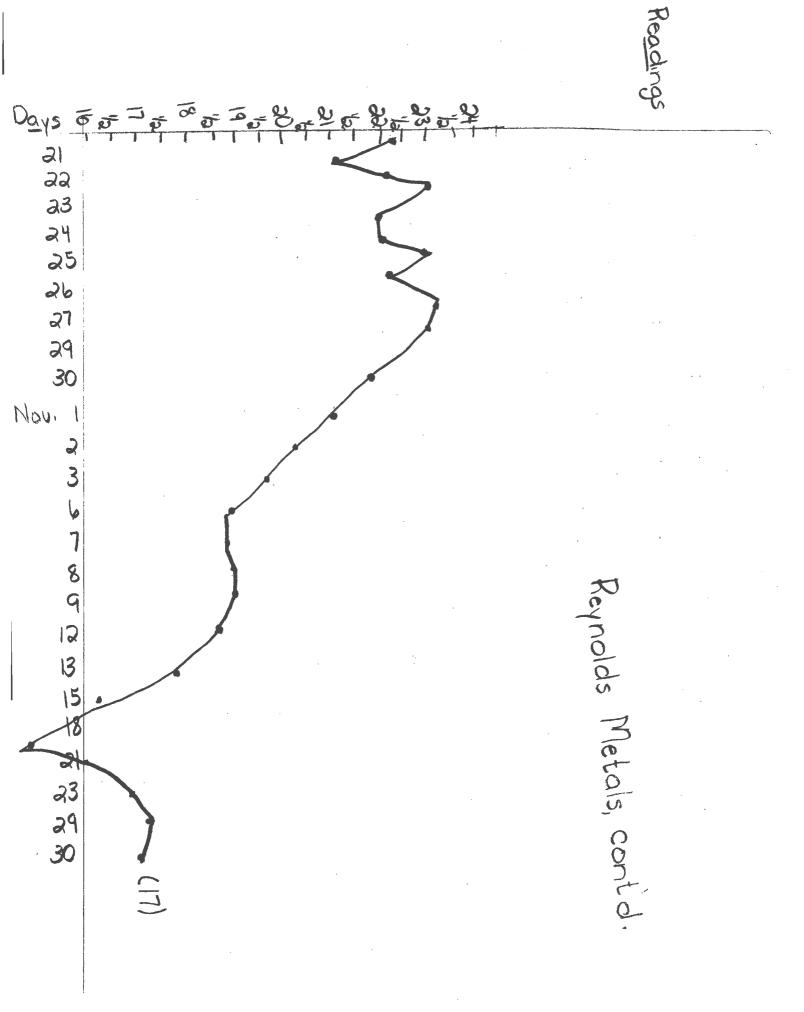
Number of Shares Purchased: 7

Sale Date: November 30, 1973

Sale Price: 17

Number of Days Held: 178

Result: Being real, it is nice to know you made a real profit. The stock was not seriously sold on November 30, but will be held for a much future date.



#### TEXACO, INCORPORATED

Description: Important factor of world oil

General Information:

Texaco announced that earnings in the three months ended March 31, 1973 amounted to \$0.97 per share compared with \$0.94 a share. The chairman indicated that the increase in earnings during the period under review is the result of improved product prices both in the United States and overseas and substantially higher worldwide production of crude oil. Another factor contributing to the gain in net income is the company's efforts to control costs because of increased operating expenses and higher taxes. Management said that product prices generally recovered considerably from the depressed levels which adversely affected earnings during the same period in 1972. They suggest holding the stock in the expectation of an increase in earnings in 1973 to about \$3.60 per share compared with \$3.27 a share in 1972.

Purchase Date: September 1, 1973

Purchase Price: 30

Number of Shares Purchased: 5

Sale Date: Early 1974

Result: Although the stock is not making any drastic changes, because an increase is expected in 1974, the stock is being held for a later selling date.

## OVERALL PROFIT

Stock	No. Of Shares	Purchase Price	Sell Price	Profit/Loss
Arkla Gas	100	\$ 2,200.00	\$ 2,562.00	+\$ 362.00
Fairchild Camera	100	5,975.00	5,900.00	→ 75.00
Howard Johnson's	200	2,600.00	11,150.00	+ 8,550.00
Liggett & Myers	100	3,490.00	3,200.00	<del>-</del> 290.00
Lucky Stones	20	242.00	247.50	+ 5.50
Overseas Inn	25	293.75	118.75	- 175.00
Pitney-Bowes	15	168.75	125.62	43.13
Ramada Inn	100	990.00	600.00	- 390.00
Reynolds Metals	7	103.25	119.00	+ 15.75
Texaco, Inc.	5	150.00	( 150.00) Undetermined	Undetermined
	Commission Section Sec			
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Oct 8 - 271/2	Oct. 29 273/L
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Sept. 18 -	67'18 70314	8 days -
Sept 24 -	71'14	
Sept. 25 -	70	
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Sept. 17- 38'18	Oct 22 347/8
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DOF N	Na.0 3 -6"
11000	Now 2 WIN
Nov. 29 - 10st	COLUMN TO IA
Nov 28 - lost	Hon 7 11"
Nov. 29 -	0F30 P,M
0) 30	0-1-29 -c-
Nov.30 - 43 4	0437 L/4
2061 201	CG-90 - 10-36
	24 - 24 - 34 - 34 - 34 - 34 - 34 - 34 -
Siph 30 - 69/9	OCT -01 -0-
Spi 18 - 634	Od 24 6 als
Sipt. 17 - 6/15	x1.a3-e
TEN IF-	CA 95 ~
54 15 - 10 All	0.131 -0-
Sipl H T lads	0790 0
84 3 - 534	OFFIG
54 11 - 548	01-16 0
Sp. 7 - 594	C81-11 -
Overseas Inc	04.1be-
Over the Counter	(Univaled Stock)

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iβ. ⊕

Pitney Bow	,
Sept. 1 - 11/14	Oct. 15 12314
Sept. 6 - 11/2	Oct. 16 12'14
Sept. 7 - 11	Oct. 17 12'14
Sept. 8 - 105/8	Oct-18 1178
5.pt. 11 - 1078	Oct. 19 12
Sept. 13 - 103/4	Oct 20 125/8
Sept. 14 - 11/18	Oct 21 125/8
Sept. 15 - 115/8	0ct aa 12'l8
Sept. 16 - 115/8	od. 23 121/8
Sept. 17 - 11/18	Oct 24 121/4
Sept. 18- 11/8	Oct 35 0
Spt. 21 - 123/8	Oct. ab 123/4
Spt. 24 - 123/8	0d-a7 B
Sept 25 - 125/8	04 29 13
Sept. 26 - 127/8	0d.30 <del>0</del>
The state of the s	201 31 12'14
Oct $1 - 13/2$ Oct. $3 - 13^3/8$	Nov 2 12/18
Oct 5 - 133/8	Na. 3. 123/8
oct. 6 - 137/8	Nov. 6 11/2
Oct 8 - 1278	Na.7 113/8
Oct. 9 - 13'14	Na.8 11'14
od. 10 - 131/8	Nav.9 1/3/8
Oct. 11- 127/8	Nov. 12 0
Oct 14 123/4	Na.13 9

No.

Nov. 15 - 87/8	No. 19. 9
Nov. 18 -	No 13 49
Noval - 85/8	Mar. 9 11.914
Nov. 23 91/8	n. 8 n'h
Nov. 26 - 105+	Mar 7 11.3/a
Nov. 27 - lost	NET D 11/19
Nov. 28 - lost	No. 3. 1378
Nov. 29 -	Nw 3 13'la
Nai,30 - 838	May 31 13/14
1.4 ab: 1978	04'30 -6
5.01 35 - 13 \$1	04 29 13
Sh 24 - 12 3/8 -	-4-37 B
Sed 31 - 133/3	74 ab 19 14
54 18- 11/6	007 92 40
B. A. 11 - 11 /8-	०स जम । वर्ष
11 - 11 3/8	od 33 12%
1 5/8 - 11 5/8	O1 93 12/ls
13/4 19 - 11/8	04+31 13518
54 13 - 10314	07 90 19 18
S.pt 11- 107/8	OULR 12
8-4 8 - 4DV8	Od. 18 - 1176
	CH 13. 19 /A
Sept. 6 - 111/2	OCT 10 19.14
8-64-1 - 11/4	Ou 15 13/14
P. Inc. Bus /	

Ramada Inn /	
Sept. 1 - 97/8	at. 15 - 105/8
Sept. 6 - 10	Oct-16 - 103/8
Sept. 7 - 10 14	Oct-17- 10/2
Sept. 8 - 10	
Sept. 11 - 95/8	50 5
Sept 13 - 91/2	
Sept. 14 - 91/2	Oct. 18 10 3/4
Sept. 15 . 93/8	Oct. 19 103/8
Sept. 16 - 93/8	00+30 103/8
Sept. 17 - 918	Oct-21 103/8
Sept. 18 9	Ct-93 -
Sept. 20 - 11'14	oct.a3 -
Spt. 24 - 11/2	Oct 24 93/4
Sept. 25 - 11/a	Oct 25 95/8
S.pt. ab - 117a	0d. ab 95/8
Oct 1 - 11/14	Oct 27 93/4
Oct. 3 - 11/4	Oct. 29 95/8
Oct. 5 = 107/8	04.30 91/2
Oct : 6 107/6	Nov. 1 878
Oct. 8: 103/4	Nov. 2 814
oct. 9 11	Nov. 3 73/4
act. 10 - 1078	Nov. 6 77/8
Oct. 11 - 103/8	Na.7 75/8
Oct. 14 103/4	Nov. 8 7314

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Na. 9. 8	No. 4. 15/4
Nov. 12 - 7/2	No. 7. 75/2
Nov. 13 - 6/18	Mach 978
Nov. 15 - 6/12	10. 3 1794
No. 14	Mar. 2 8 14
Nov. 21 - 6'14	May 1 878
Nov. 23 - 6	03.30 915
Nov 26 - 10st	OH 58 dale
Nov. 27 - lost	09°91 dall
Nov. 28 - lost	201 ale 1918
Nov. 29 - 6/14	Oct 25 986
1Vov. d9 - 014	OFF SIT doll
Nov. 30 6	CX1 93 -
247 18 - 31 14	O7-93
8/0 - 11-6/3	(CFT 3) 103/P
20 - 10 - dald	00.00 10.18
12 dala	OFF-IN ID-NE
Syla H - 9/12	0.7 12 10 M
Spl 18 - 972	A. 1. 1. 3h.
	78
Sid 8 - 10 Sid 11 - 9 5/8	
and the second s	COLUMN TIMES
3,47-10,14	04.17 - 10%
Supl. 10	CALIN - 10 <sup>3</sup> / <sub>8</sub>
Set 1 - 976	Oct. 15 - 1094
Ramada Inn	
MI I	

. Reynolds	Metals /		
Sept. 1 -	163/4	Oct. 15	22'14
Sept. 6 -	17/2	act. 16	2198
Sept. 7-	173/8	Oct - 17	227/8
Sept. 8-	171/2	Oct 18	2178
Sept. 11 -	17 3/8	Oct . 19	213/4
Sept. 13 -	16318	Oct. 90	22/4
Sept. 14 -	16 14	Oct. 21	2214
Sept. 15 -	16 /18	Od. 22	21
Sept. 16-	16 /2	Oct. a3	aa
Sept. 17-	16 14	Oct. 24	223/4
Sept. 18-	16 8/8	oct a5	213/4
Sept. 21-	18 18	Od. ab	23/8
Sept. 24 -	18'14	od. 27	22'14
Sept 25 -	18	04.29	23
Sept. 26-	18	Od 30	22,18
Oct. 18 -	185/8	Nov. 31	2
Oct 3 -	1914	Nov. 2	1978
Oct 5 -	12078	Nov. 3	19'18
Oct . 6 -	25718	Nov.6	1878
04.8 -	2014	Nov. 7	1798
Oct. 9 -	21/2	Nov. 8	1818
Od. 10 -	22/2	Nov, 9	18'/4
Oct. 11 -	a 2 3/4	Nov. 12	18
Oct - 14-	aa7/8	Nov. 13	0 16718
Mar-18 - 16/4			

A 17 - 11 1/10	
Nov. 15 - 16/14	No. 13 (2) (6) (6)
Nov. 18- 12'14	Nov. 12. 18.
Nov. 21 - 15318	Mon. 9 1674
No 23 16314	No. 8 1818
Nov. 26 - lost	MM 3 1148
Nov 27 - lost	More to 18 to
Nov 28 - lost	100 6 11.0
Nov 29- 17/18	mn n 1110
Nov.30 17	10 1/4
- lasla	May by 31
18	04.30 33 18
25 - 15	01 39 33
34 24 - 18/4	24 27 32 W
501 21- 18/8	ON 36 32.16
Sol 18 16 45	CU 35 213/4
2001 13 + 1P 11d.	Oct 24 22.74
THE TRUE	0-1 33 32
Sigh 16 - 16/18	व्य ३७ वा
5-61 111 - 16-14	०स वर वर्गम
Sept 15 - 14.8/8	04. 90 99/4
201 11 - 17 1/4	क्या वि अधि
274 8 - 13 12	OF 18 31.18
Sept. 7- 17-16	Ctd-17 aa7/8
Sept 17/2	ON 16 2138
इत्ते - १०३१	<del>C4 15 23 14</del>
".3	7 48 441

3-0 v	10
Texaco Inc.	4019
Sept. 1 - 30	Oct. 15 31
Sept. 6 - 295/8	Oct. 16 30/2
Sept. 7 - 30	Oct. 17 31/2
Sept. 8 - 297/8	Oct. 18 303/4
Sept. 11 - 291/2	Oct. 19 303/4
Sept. 13 - 297/8	Qt a0 3078
Sept. 14 - 29/4	oct 21 3078
Sept. 15 - 30	Oct 22 315/8
Sept. 16 - 30	oct. 23 311/8
Sept- 17 - 3014	oct 24 325/8
Spt. 18 - 30'/8	Oct 25 32/4
	Oct 26 33
Sept. 24 - 32/2	Oct 27 33314
Sept. 25 - 323/4	04.29 34
5.0t. 21 - 33	Oct 30 3278,
	Nov. 1 313/8
3 11	Nov 2 31
Oct 5 - 3514	Nov 3 303/4
Oct. 6 - 35/4	Nov.6
Oct 8 -	Nw.7 3012
Oct 9 325/8	Nov. 8 31 14
oct 10 - 313/9	Nov 9 317/8
Oct. 11 - 313/8	Nov. 12 311/8
oct 14 313/4	Na. 13 305/6

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FIGURE 1 ALL D	THE R. LEWIS CO.
Nov. 15 - 307/8	No. B 30 16
Nov.18	May 12 31 %
WAT NO _ d(a)	No. 9 3176
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	No. 8 SITH
	Hw.7 3078
Nov. 26 - lost	1m p
Nov 27 - lost	MM2 25.33
Nov 28 - lost	4.2
Nov29 - 26	No. 2 31
Nov.30 - 26/8	1 31 8 8
33	04.30 33/16
July 255 - 33 14	OF 9d St
Sal 24 - 33/2	04 97 33°H
3,4. 31 - 33/4	उत्तर्भ वह नद्दान
Spl 18 : 30/18	71-25 32/4
Sept 13 - 30/4	04 9# 23 <sub>0</sub>  F
24-10-30	CA 38 31 14
S-pl 15 - 30	Øन99 अ।०।४
2 H - 9d JH	od at 30%
5/4 B - 2978	Q4 30 30 lk
Sept. 11 - 29 1/2	OF Id 30#
Sid 8 - 29715	OFFIR 30A
Sept. 7 = 30	CH 17 31/4
24 A- 3994	021.16 30/22
Sept. 1 = 30	On 10 31
Techto Int V	40.
	10/5

8.4 200