

Table 6: Explanatory Impact of the Exogenous Variables on the R-Squard

Name	Change in R-Squ.	Pr $\geq$ F	Name	Change in R-Squ.	Pr $\geq$ F
		W/R			WO/R
b36	0.5251	0.0000	b36	0.5154	0.0000
b16	0.1140	0.0001	b16	0.1202	0.0001
b26	0.0259	0.0001	b26	0.0251	0.0001
b113	0.0172	0.0001	b113	0.0167	0.0001
b235	0.0130	0.0001	b235	0.0143	0.0001
STOCKA	0.0128	0.0001	STOCKA	0.0136	0.0001
b18	0.0088	0.0001	b18	0.0086	0.0001
b3/b6	0.0073	0.0001	b123	0.0064	0.0001
b123	0.0061	0.0001	FORTUNE	0.0055	0.0001
FORTUNE	0.0053	0.0001	b3	0.0064	0.0001
b8	0.0033	0.0001	b15	0.0039	0.0001
b28	0.0026	0.0001	b46	0.0025	0.0001
b3	0.0025	0.0001	b42	0.0027	0.0001
b5	0.0017	0.0003	b5	0.0025	0.0001
b110	0.0033	0.0001	b110	0.0024	0.0001
b4	0.0020	0.0001	b2	0.0024	0.0001
b13	0.0022	0.0001	AMEX	0.0021	0.0001
b15	0.0019	0.0001	b128	0.0017	0.0002
b181	0.0025	0.0001	b181	0.0017	0.0002
b58	0.0018	0.0002	b28	0.0013	0.0008
b42	0.0016	0.0004	BONDA	0.0013	0.0008
b46	0.0017	0.0002	b45	0.0009	0.0049
b25	0.0013	0.0011	LIFO	0.0009	0.0064
b29	0.0011	0.0031	b25	0.0007	0.0151
b45	0.0010	0.0033	b29	0.0017	0.0001
b9	0.0010	0.0032	b100	0.0014	0.0005
b100	0.0009	0.0048	b51	0.0008	0.0083
b128	0.0009	0.0059	b8	0.0006	0.0204
BONDA	0.0009	0.0066	b13	0.0013	0.0006
b16/b172	0.0008	0.0077	b9	0.0009	0.0046
b2	0.0007	0.0164	b58	0.0007	0.0143
b2/b6	0.0013	0.0009	b172	0.0007	0.0165
b51	0.0007	0.0173	STOCKB	0.0006	0.0228
b172	0.0007	0.0180	b114	0.0005	0.0403
AMEX	0.0006	0.0294	b249	0.0004	0.0754
b36/b6	0.0007	0.0167	b30	0.0005	0.0292
b114	0.0006	0.0219	b12	0.0003	0.1139
b249	0.0005	0.0395	b41	0.0011	0.0021
b14	0.0005	0.0324			
b1/b6	0.0005	0.0375			
b30	0.0004	0.0495			
BONDB	0.0003	0.1007			
b9/b6	0.0003	0.1157			
b9/b216	0.0003	0.1149			

Parameters should be interpreted as marginal contribution of the attribute to stock price in dollars.

All variables with P-value  $\geq .15$  have been removed from the regression.

**W/R:** Regression with accounting Ratios included in the model

**WO/R:** Regression without the accounting ratios in the model