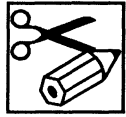


## Getting Rich

Leader



Follow trends in stock listings.



You will need:

- A daily newspaper (or weekly stock quotations from smaller papers)
- Grid paper (see Materials Page)



Do this:

- Explain that a share of stock makes the stockholder a part owner in that company. Your percentage of ownership depends on the total number of shares a company issues.
- Have student(s) pick a stock from the paper to follow over time. Pick a company that has some interest for the student e.g. a company that makes a product she/he uses Reebok Intl.=(RBK); Coca Cola =(KO); Safeway =(SWY); McDonald's = (MCO); Disney =(DIS); Toys R US=(TOY). Note that prices are shown in whole dollars and fractions of a dollar.

(e.g.,  $2\frac{3}{4} = \$2.75$ ;  $12\frac{3}{8} = \$12.37\frac{1}{2}$ ;  $19\frac{1}{4} = \$19.25$ )

- Using graph paper use the X-axis, (horizontal) to note the date on which you take your data (daily or weekly) and the Y-axis, (vertical) to note the price. Assign two or three different stocks on the same page each using a different colors.
- Use the *closing price* for each stock on the day you take your reading although you may want to talk about two day's fluctuations. What is going on that makes a company seem more or less valuable to the public? If your paper lists the number of shares traded in a day (volume) discuss how many shares were bought and sold. Were a lot of shares traded? Only a few? Volume is usually listed in the 100's. 75 means 7500
- Use the Y-axis to note the price. Increments (changes) should be  $\frac{1}{4}$  dollar per line.



Student \_\_\_\_\_



Do this:

- Pick two companies listed on the New York Stock Exchange (NYSE or “The Big Board”). Note the cost or price of their stock on the first day and record it on the graph. (see Materials Page)
- Record the price periodically over the next three to six months.
- Highlight any severe drops or increases in the price per share.



1. Are there any trends? When? Why?
  2. How are the companies competitor's doing?
  3. Is the company introducing any new products? When?
- Note the dates for any special events that affect the price of the stock.

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### Typical New York Stock Exchange Listing

Typical New York Stock Exchange Listing: May 23, 1990

52 Weeks		Stock	Sym	Div	Yld		Vol 100s	Hi	Lo	Close	Net Chg
Hi	Lo				%	PE					
44 <sup>1</sup> / <sub>8</sub>	30 <sup>1</sup> / <sub>8</sub>	ChrisCrft	CCN	1.61t	4.8	43	948	33 <sup>3</sup> / <sub>8</sub>	33 <sup>1</sup> / <sub>8</sub>	33 <sup>1</sup> / <sub>4</sub>	+1/8
10 <sup>5</sup> / <sub>8</sub>	8 <sup>1</sup> / <sub>4</sub>	Christiana	CST			20	21	10 <sup>1</sup> / <sub>2</sub>	10 <sup>1</sup> / <sub>2</sub>	10 <sup>1</sup> / <sub>2</sub>	+1/8
27 <sup>1</sup> / <sub>8</sub>	14 <sup>1</sup> / <sub>2</sub>	Chrysler	C	1.20	7.6	43	6516	16 <sup>1</sup> / <sub>2</sub>	15 <sup>3</sup> / <sub>4</sub>	15 <sup>7</sup> / <sub>8</sub>	-1/4
102 <sup>3</sup> / <sub>4</sub>	68	Chubb	CB	2.64	2.8	10	2523	95 <sup>3</sup> / <sub>8</sub>	94 <sup>3</sup> / <sub>8</sub>	95 <sup>1</sup> / <sub>8</sub>	+3/4
51 <sup>3</sup> / <sub>8</sub>	34	Chubb wi					17	47 <sup>3</sup> / <sub>4</sub>	47 <sup>3</sup> / <sub>4</sub>	47 <sup>3</sup> / <sub>4</sub>	+3/4
4 <sup>5</sup> / <sub>8</sub>	1 <sup>3</sup> / <sub>8</sub>	CHY					158	1 <sup>1</sup> / <sub>2</sub>	1 <sup>1</sup> / <sub>2</sub>	1 <sup>5</sup> / <sub>8</sub>	+1/8
39 <sup>3</sup> / <sub>8</sub>	31 <sup>3</sup> / <sub>4</sub>	Cilcorp Inc	CER		2.46	7.3	11	895	33 <sup>3</sup> / <sub>4</sub>	33 <sup>1</sup> / <sub>2</sub>	-1/4

Each newspaper has an explanation of the symbols. Here is a summary.

<b>52 week Hi:</b>	Highest price during the past 52 weeks.
<b>52 week Lo:</b>	Lowest price during the past 52 weeks.
<b>Stock:</b>	Name of company
<b>Sym:</b>	NYSE symbol for the company
<b>Div:</b>	Annual dividend for each share
<b>Yld %:</b>	Dividend expressed as percentage of the price
<b>PE:</b>	Price/Earnings ratio
<b>Vol 100s:</b>	Number of hundreds of shares traded (bought or sold)
<b>Hi:</b>	Highest price during the previous day
<b>Lo:</b>	Lowest price during the previous day
<b>Close:</b>	Closing price at end of the previous day
<b>Net Chg:</b>	Difference between the closing prices for the previous day and the day before



WHAT I FOUND

