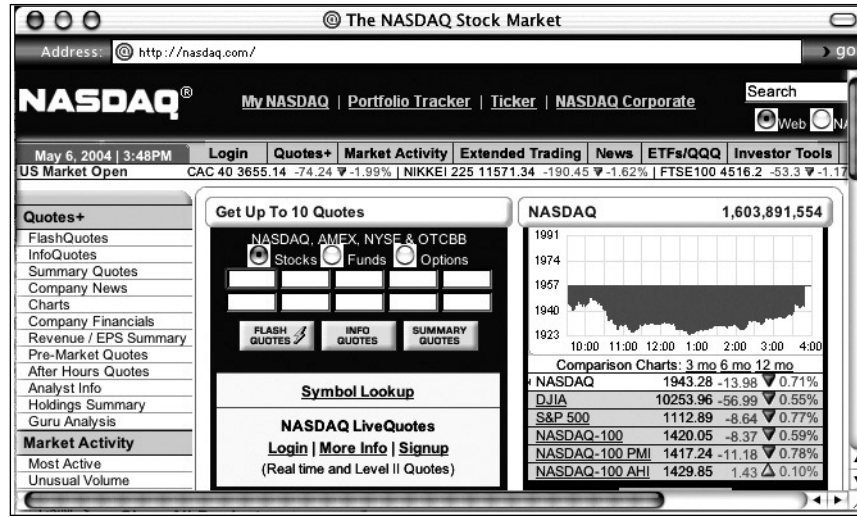


If you have access to the Internet, you can find graphs of stock prices. Try this:

- Go to <http://www.nasdaq.com>.



- Think of a company whose stock you would like to research.
- Find the symbol for that company. For example, “hnz” is the symbol for Heinz.
- Find the place on the site to create a chart.
- Select a five-year time frame and update the chart.
- To compare two stocks, find the symbol for the second company.
- Find the place on the site to compare stocks.
- Select a five-year time frame and update the chart. The graphs for both companies will appear in the chart.



## Activity 1: Stock Picks

1. Which two companies are you comparing?

Company 1

Company 2

2. How would you describe the stock price for each company? Write your answers on a separate sheet of paper.
  - a. How did each company begin?
  - b. What happened in Year 2?
  - c. What happened in Year 3?
  - d. Which direction did the stock price take in Year 4?
  - e. At the end of five years, where is the stock price compared to where it was at the end of Year 1? At the end of Year 4?
  - f. What was the highest point? The lowest point?
  - g. How do the highest and lowest points compare for the two companies?
3. Where did the greatest change (either up or down) occur in the five years?
4. Check the labels and scales.

Are your graphs using the same scales? If not, redo one so that the scales are the same, *or* put both lines on the same graph. How does that change your impression of the companies?

### **[Optional] Design a graph.**

- Design a graph that shows off the stock of your choice. Choose one data point for each year. How could you change the scale to support your case for buying this stock?
  
- Design a graph that shows the stock you did *not* choose. (*Hint:* Make sure you choose a scale that demonstrates your point.)

### **Plan your opening and closing statements.**

When you are ready to present to the class, think about your opening and closing statements. This is your chance to convince this audience to buy the stock. How can you win these people over right away? Think about which details you can point out to show you are informed and to build their confidence in you.



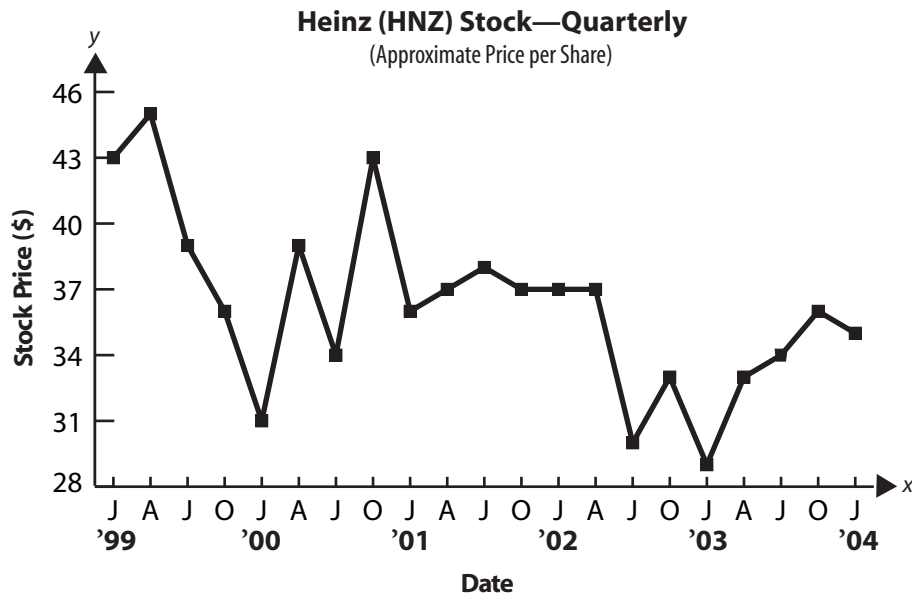
## Activity 1: Stock Picks *(continued)*

Using two of the graphs, determine which company's stock you would purchase.

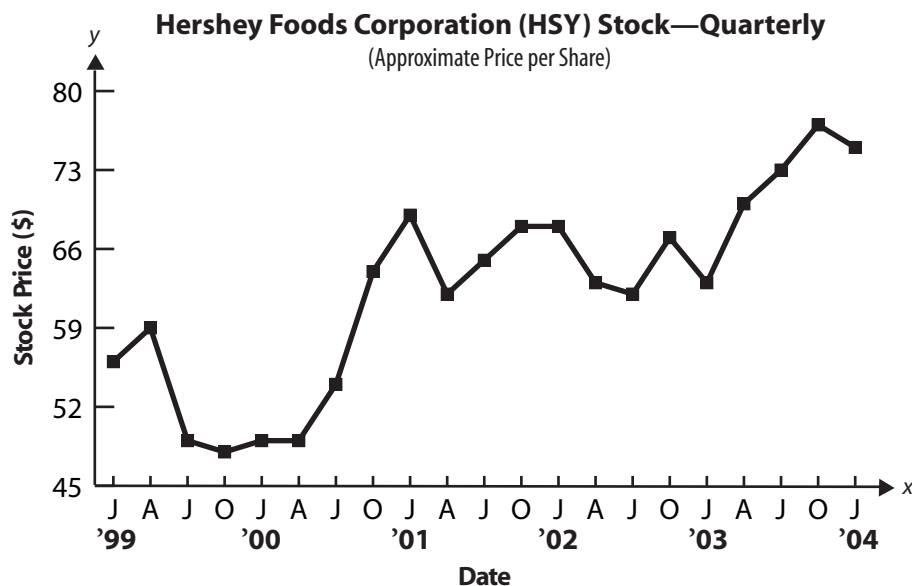
Pay attention to the  $y$ -axis amounts.

Be prepared to explain your reasoning.

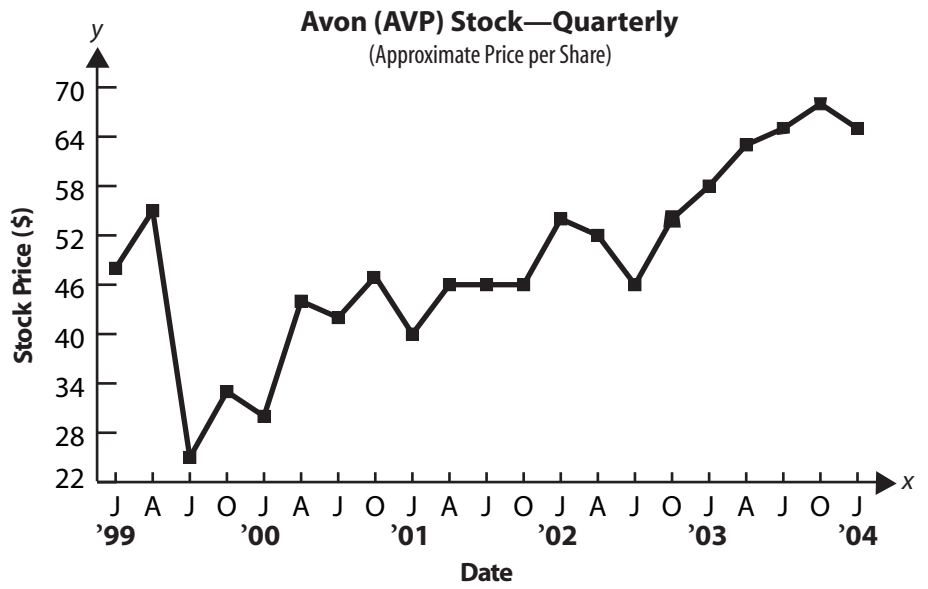
### 1. HEINZ (HNZ)



### 2. HERSHEY (HSY)



### 3. AVON (AVP)



### 4. MARTHA STEWART (MSO)

