



## TICKER'S TALES DESCRIPTIONS

Created by the Foundation for Investor Education, *Ticker's Tales* provides SMG network members with easy-to-use content for insertion in newspapers and other print publications. The original dimensions for Ticker's Tales are 5.75" W and 10.75" H. The Ticker's Tales are distributed here as PDF files, so they can be reduced and enlarged easily.

***A Ticker's Story:*** This Ticker's Tale traces the history of the ticker symbol from the days of the telegraph, which served as the nineteenth century's Internet. Originally established to enter stock prices easily on a telegraph, ticker symbols are still used today. The New York Stock Exchange uses one to three letters in its symbols while the NASDAQ Stock Market uses four. (Abridged from "*Stocktalk*, Vol. 11. No. 1, by Bill Dickneider).

***The Lost Stock:*** This Ticker's Tale visits Forgetful Harry who forgets he owns Kmart stock after buying it many years ago. After rediscovering his purchase, he quickly learns about the concept of delisting and that his stock is no longer valuable. (Abridged from "A Look at Delist," *Stocktalk*, Vol. 11. No.2, by Bill Dickneider).

***Sweet Earnings:*** The Kellogg Company, maker of breakfast cereals, serves as the example to illustrate how a company's earnings differ from overall sales. A dividend, part of a company's earnings payable to stockholders, is also explored in this article. (Abridged from "Stocks in a Box," *Stocktalk*, Vol. 1. No. 1, by Bill Dickneider).

***Margin the Kid:*** Have a nickname? Margin the Kid discusses the benefits and risks associated with buying stock on margin. Unfortunately his margin account shrank like a pair of jeans in a hot dryer forcing his broker to send a margin call and provides the inspiration for his nickname. (Abridged from "Chargin' at the Margin," *Stocktalk*, Vol. 19. No 3, by Bill Dickneider).

***Short Story:*** Sell high and buy low? Shouldn't it be buy low and sell high? Not necessarily. Crackers and Queso, two mice in an office building near the New York Stock Exchange, debunk the practice of short selling in this Ticker's Tale. (Abridged from "Short Story," *Stocktalk*, Vol.6. No. 1, by Bill Dickneider).

***Jack & the Beans Talk:*** Jack, an SMG player, encounters Beta Beans, intelligent legumes who explain the unusual term called beta. Papa John's Pizza is used to illustrate how beta measures a stock's sensitivity to changes in the overall market. (Abridged from "Jack and the Beans Talk," *Stocktalk*, Vol.10, No. 1, by Bill Dickneider).

***Bananas and Splits:*** Is a dollar worth more when it consists of four quarters? Of course not! This Ticker's Tale discusses stock splits and explains why companies choose to have them. (Abridged from "Anna & the Banana," *Stocktalk*, Vol. 10, No. 2, by Bill Dickneider).

***A Stock Market Mystery:*** This Ticker's Tale uses J.C. Penney to discuss why stock prices fluctuate from day to day. Even though the company recently reported huge increases in its earnings, its stock price barely budged. Why? The answer lies in looking ahead, not behind. (Abridged from "Stock Market Mysteries," *In The News*, Vol. 1, No. 4, by Bill Dickneider).

***Going Public:*** What is an IPO and why do companies decide to "go public"? This Ticker's Tale answers these questions using Home Depot and Best Buy as examples. (Abridged from "What Goes With IPOs?" *In The News*, Vol. 2, No. 4, by Bill Dickneider).

***The Long Haul:*** Is it possible to lose \$400,000 in one day on the stock market? Unfortunately, yes! Understanding the difference between speculating and investing can reduce the risk of financial ruin. This Ticker's Tale explains the speculation and investing as well as market orders and limit orders. (Abridged from "Trading Daze," *In The News*, Vol. 17, No. 2, by Bill Dickneider).