



The Dow Jones Industrial Average

The most often-quoted stock market indicator is the Dow Jones Industrial Average (DJIA). In 1896, Charles Dow averaged closing prices of 12 representative stocks and the DJIA was christened. Since then it has been expanded to include 30 familiar blue chip companies to be more representative of the country's largest companies.

The calculation is also changed to reflect stock splits. While this index is not reflective of the entire stock market, watching changes in the DJIA can help you stay abreast of current conditions.

Original Dow Stocks

American Cotton Oil	Laclede Gas
American Sugar	National Lead
American Tobacco	North American
Chicago Gas	Tennessee Coal & Iron
Distilling & Cattle Feeding	U. S. Leather preferred
General Electric	U. S. Rubber

Current DJIA Stocks

3M Company	Home Depot Incorporated
Alcoa Incorporated	Intel Corporation
American Express Company	International Business Machines
AT&T Incorporated	J.P Morgan Chase & Company
Bank of America Corporation	Johnson & Johnson
Boeing Company	Kraft Foods
Caterpillar Incorporated	McDonald's Corporation
Chevron Corporation	Merck & Company, Incorporated
Citigroup Incorporated	Microsoft Corporation
Coca-Cola Company	Pfizer Incorporated
DuPont	Proctor & Gamble Company
Exxon Mobil Corporation	United Technologies Corporation
General Electric Company	Verizon Communications Inc.
General Motors Corporation	Wal-Mart Stores Incorporated
Hewlett-Packard Company	Walt Disney Company

In February, 2008, Bank of America Corporation and Chevron Corporation replaced Altria Group Incorporated and Honeywell International, Incorporated. In September 2008, Kraft Foods replaced American International Group.

The DJIA is the most well known stock market indicator. However, the S+P500 and NASDAQ indexes include a broader selection of stocks including smaller companies.

~ For more information about stocks and how to make them work for you, contact Emprise Bank's Trust and Investment Services Division at 316-383-4422.