



Name \_\_\_\_\_ Date \_\_\_\_\_

## DOW JONES POP QUIZ

**DIRECTIONS:** Try to identify the following companies that are in the Dow Jones Industrial Average.

1. \_\_\_\_\_ I'm a major telecommunications giant, and one of my initials stands for telegraph.
2. \_\_\_\_\_ I was founded in 1837. Some of my 250 plus brands are Tide, Crest, Folgers, Mr. Clean, Cover Girl, Ivory, Pepto-Bismol, Pantene, Pampers and Bounty.
3. \_\_\_\_\_ I've made and sold everything from light bulbs to dishwashers to aircraft engines. I even bought NBC.
4. \_\_\_\_\_ I've made a lot of money since 1923 with a couple of mice, a few ducks and now ABCbroadcasting.
5. \_\_\_\_\_ I was founded in 1886. Some of my best-known brands include Band-Aids, Tylenol, Motrin, Neutrogena, Mylanta, Reach and Acuvue.
6. \_\_\_\_\_ Founded in Arkansas, I employed more than a million people in more than four thousand superstores around the world.
7. \_\_\_\_\_ My spokesman is a big clown.
8. \_\_\_\_\_ I am the world's second largest food company with annual revenues of \$54.4 billion. If you have ever eaten Oreo's, Chips Ahoy, or Jell-O; had a drink of Tang, Kool-Aid, or Capri Sun; or chewed a stick of Dentyne, Trident, or Stride gum; you know my products very well.
9. \_\_\_\_\_ Don't leave home without me.
10. \_\_\_\_\_ Based in Atlanta, I sell 3 trillion ounces of beverages each year and plan to increase that number.
11. \_\_\_\_\_ Known mostly for my software, I'm one of the most valuable companies on earth.
12. \_\_\_\_\_ I cater do the do-it-yourself consumer. I'm the 2nd largest retailer in the U.S., third in the world and I like to sponsor Olympic teams.

# DOW JONES POP QUIZ KEY

1. AT&T
2. Proctor & Gamble
3. General Electric
4. Disney
5. Johnson & Johnson
6. WalMart
7. McDonald's
8. Kraft Foods
9. American Express
10. Coca Cola
11. Microsoft
12. Home Depot