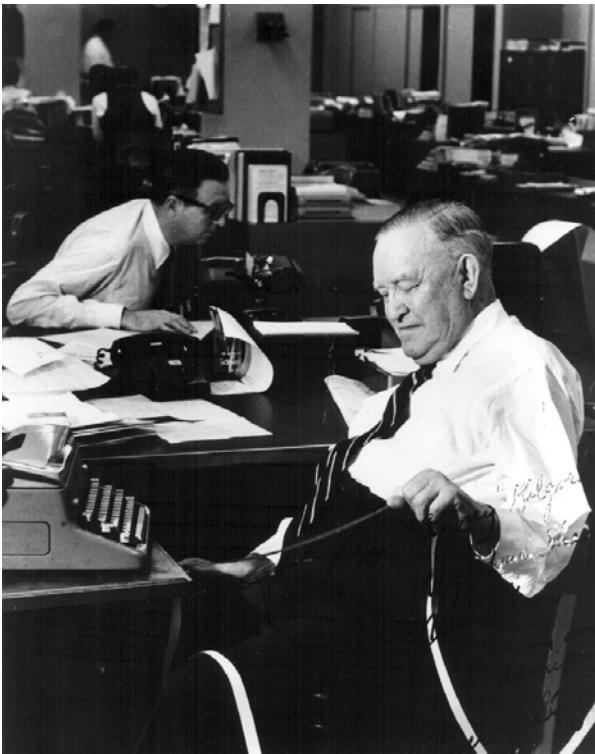


Ever Wonder How 'Blue Chip' Stocks Got Their Name?

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One of Wall Street's best-known labels was coined by one of Dow Jones' longest-serving staffers. He was Oliver Gingold, who was the last employee of the company to have worked with founders Charles Dow, Edward Jones and Charles Bergstresser.



Gingold started work at Dow Jones at age 15 on Nov. 8, 1900, the day he arrived by boat in New York from England. Waiting in the Dow Jones' office to present a letter of introduction to a senior Dow Jones officer that day, he was summoned by another official who told him to fetch 50 pounds of ice. Though not yet an employee, Gingold complied and later that day was formally added to the payroll at \$4 a week.

From that simple start, he went to cover nearly every major industrial and financial beat for the Journal. In addition to a legacy of enterprise, intelligence and integrity in his reporting, he left the investment community with the term "blue chip" stocks.

That term apparently got its start in 1923 or 1924 when Gingold was standing by the stock ticker at the brokerage firm that later became Merrill Lynch. Noticing several trades at \$200 or \$250 a share or more, he said to Lucien Hooper of W.E. Hutton & Co. that he intended to return to the office to "write about these blue-chip stocks."

Thus the phrase was born. It has been in use ever since, originally in reference to high-priced stocks, more commonly used today to refer to high-quality stocks.

Gingold went on to edit the Journal's Abreast of the Market column from 1933 to his death on March 8, 1966, a career spanning 65 years.