

# *Dow Beaters*

**3 “long-term winners”...**

*stocks that combine  
the profit potential  
of an Amazon.com  
with the safety  
of blue chips.*

**...5,756% and even higher!**

**...4,533%**

**These are the actual returns our Dow Beater stocks  
have enjoyed – NOT made-up numbers.  
(The stocks are named inside)**

**...3,817%**

**...2,242%**

**...1,216%**

**...649%**



7412 Calumet Avenue • Hammond, Indiana 46324

**Here are real profits we've already made on companies  
whose names you know**

**... and whose products you use ... practically every day:**

Yes, we made 4,533% on a major computer manufacturer... and 1,261% on a high-tech electronics firm. But we also made a bundle on "low-tech" sleepers: 3,967% on a soft-drink maker... 649% on a brick-and-mortar retailer... 203% on a motorcycle company... 1,288% on a company that makes bleach... 1,624% on a company that makes bandages... 1,216% on an overlooked mining company... and literally dozens more!

**WE NAME THE COMPANIES INSIDE!**

# Now you can enjoy double and triple-digit stock market profits ... without speculating on ridiculously overpriced Internet companies.

Here are real profits we've already made on companies whose names you know ... and whose products you use ... practically every day:

<b>649%</b> on a brick-and-mortar retailer	<b>203%</b> on a motorcycle company
<b>4,533%</b> on a major computer manufacturer	<b>1,288%</b> on a company that makes bleach
<b>1,261%</b> on a high-tech electronics firm	<b>1,624%</b> on a company that makes bandages
<b>3,967%</b> on a soft-drink maker	<b>1,216%</b> on an overlooked mining company

*And literally dozens more!*

*Now, in this letter, you'll discover our latest "finds" ...*

**3 more winning stocks that combine the profit potential of an Amazon.com ... with the safety and stability of today's most conservative blue chips.**

**PLUS: An amazing system that has been creating stock market millionaires ... for over half a century ... in good markets and bad.**

Dear Investor:

Almost 20 years ago, a tiny little company in Fair Lawn, New Jersey – Sealed Air Corporation came out with a new product most people thought was a toy: Bubble Wrap®. You know, the plastic sheets with little air-filled bubbles in them. Kids love to stomp them, because the bubbles pop with a loud snap.

Turns out, Bubble Wrap became the industry-standard packaging for the shipping industry. And if you had bought \$10,000 of Sealed Air stock back then, your shares would be worth a whopping \$606,800 today – enough to fund a comfortable retirement in the tropical paradise of your dreams.

When Ray Kroc, a milkshake machine salesman, came up with the idea of franchising McDonald's nationwide, even Mack and Dick McDonald – the two brothers who started the restaurant hated the idea.

But Kroc pushed and pushed, until the McDonald brothers sold him the franchise rights to their hamburger restaurant for a \$950 fee. And, had you bought McDonald's at \$1.19 a share in the mid-1970s, as we did, you would have seen it multiply in value over 20-fold, to \$33.75 a share. On 1,000 shares, that's a profit of \$32,560.

Thomas Edison, perhaps the greatest inventor who ever lived, founded the company that eventually became General Electric on an idea that turned out to be totally wrong – transmitting electricity via direct current to households. A competitor, George Westinghouse, correctly championed the winning method of power distribution – alternating current, which we use today.

But as far as investors are concerned, General Electric turned out to be anything but a flop. Had you bought 1,000 shares of GE at \$2.97 a share in April 1967, your initial investment (less than \$3,000) would now be worth \$130,880 – an increase of 4,307%. That’s enough to buy you a brand-new Lexus, Infiniti, BMW, Mercedes, or other luxury car of your choice (actually, you could buy two of them – and still have change left over!).

*The point?* Almost everybody wishes they had bought companies like Microsoft, IBM, AT&T, Oracle, or Hewlett-Packard early, and gotten rich.

But we actually did – dozens of times! With trades like these:

Sealed Air – 5,756% profits.  
Wal-Mart Stores – 649% profits.  
General Electric – 4,307% profits.  
Schering-Plough – 181% profits.  
McDonald’s – 2,742% profits.  
Clorox – 1,288% profits.  
Hewlett-Packard – 2,334% profits.  
Kimberly-Clark – 2,527% profits.  
H.J. Heinz – 2,650% profits.

Now, our Investment Committee has announced its next “Big 3” winners. These are the best stocks we know for generating substantial long-term profits for you in today’s market.

I say “long-term” because these are stocks you can comfortably own in your portfolio for the next 10 years or more: companies, now undervalued, with the potential to generate double or triple-digit returns over the next few years ... and without the risks inherent in Internet companies, high-tech start-ups, and other overpriced shares.

*That means you can continue to significantly outperform the market year after year ... without staying up nights fretting about volatility or whether another quarter of negative earnings for Amazon.com is going to send all the high-flying dot.coms plunging into an abyss from which they will never recover.*

A pipe dream? Not at all. In fact, we’ve done it for over 50 years! Our stocks consistently generate returns of 123% ... 253% ... 557% ... 841% ... 1,278% ... 3,044% ... and even higher. In fact, we consider profits of less than 100% “boring.”

## **Get in on tomorrow’s blue chip stocks, today – before Wall Street even knows about them.**

Since 1946, *Dow Theory Forecasts* has built a tradition of picking winning long-term stocks, with maximum safety and minimum downside risk ... a feat unduplicated by any other financial advisory.

Take Wal-Mart Stores. In his biography, Sam Walton commented, “Nobody wanted to gamble on the first Wal-Mart store.” He couldn’t find investors, so he put up 95% of the money out of his own pocket.

But in the early 90s, when others were bearish on retailing, we saw the value in Sam Walton's underpriced discount chain ... and bought Wal-Mart at around \$6.50 a share. A decade later, the stock had climbed to almost \$49 a share – and *Dow Theory Forecasts* subscribers who followed our advice are sitting on handsome 649% profits!

Or consider Air Products. Wall Street analysts laughed at the stock, dismissing industrial gases as a commodities business: After all, one gas company's hydrogen molecules are exactly identical to another's.

But through value-added differentiation, including innovative gas distribution technologies and production systems, Air Products became one of the top three leaders in the industry. We saw this coming two decades ago, when we first bought Air Products at a little over \$4 a share. Now Air Products is selling for almost \$29 a share – a 557% profit so far. And with their announced acquisition of BOC Gases, another multinational gases giant, their dominant global position is about to become even more secure. Who's laughing now, Wall Street?

As for technology, we were buying and making triple-digit profits on technology stocks long before anyone even heard of the Internet.

We bought AT&T more than two decades ago. At around \$9 a share. Then we held on throughout the years, throughout the ups and downs, because the fundamentals remained so sound. Sure enough, as of this writing, AT&T is selling for almost \$50 a share, giving us a profit of 430% as a reward for our patience.

We also bought AT&T spin-off Lucent Technologies at around \$10 a share, shortly after its IPO – the biggest in the stock market's history, at the time. Just as AT&T had dominated telecommunications for over a century, we saw that Lucent had the technology and resources to dominate the market for telecommunications network equipment. Within a few years, the stock climbed to over \$50 a share, giving us a profit of 422%.

To put this in perspective, had you bought 1,000 shares each of AT&T and Lucent Technologies when we first recommended each, your original investment of \$19,593 would now be worth \$103,060 – giving you a clear profit of \$83,466 excluding commissions.

And, those commissions would be small, since we bought each once and then held on to them. That's something else investors like about *Dow Theory Forecasts*. We're a buy-and-hold advisory, not a trading service. Our average holding period is years, not months or days: We have owned AT&T for over 20 years, and Lucent for over four.

But the real thing you are buying with a subscription to a financial advisory like *Dow Theory Forecasts*, of course, is not a list of company names, symbols, or numbers. Rather, it is the ability to get rich ... steadily and reliably ... one stock at a time, no matter what the market does. And to build that wealth comfortably, without fearing the short-term up-and-down market blips that give so many other investors ulcers.

And this is why more than 70% of *Dow Theory Forecasts* subscribers renew their subscriptions every year. A number have subscribed for decades! I love sharing their individual success stories with other investors, because they demonstrate the difference having a reliable market advisor can make in your life.

## **Mary Richardson made close to a million dollars following our advice!**

“I started out investing \$10,000,” writes long-time subscriber Mary Richardson of Aberdeen, Washington. “Now I have close to a million dollars, and your advice has been with me all along the way.”

Another subscriber, John J. Wurmser of Bronx, New York, comments: “I have been reading your newsletter for what seems like decades. I am now able to buy the big things in life for cash. By trading only once or twice a year, I accumulated enough cash to purchase a condo on the beach in San Juan, for cash. Thanks to **Dow Theory Forecasts**, my retirement lifestyle is beyond my wildest dreams! Not bad for an underpaid teacher in New York City....”

And here’s a heart-warming letter from subscriber Maye Gulbin, of Roselle Park, New Jersey:

*In the early 80s my husband was ill and I gave great thought to how I would survive if I became a widow. The utility stocks were very cheap at the time, and Dow Theory Forecasts was recommending them for income. This was the best advice I ever received. The utilities constantly raised their dividends, split the shares, and today I can live comfortably on those dividends plus my social security. When I receive a dividend check, many times I say, “Thank you, Dow Theory.”*

The fact is, for so many of our subscribers, **Dow Theory Forecasts** is much more than just another financial advisory service: It is an important factor in how their families build and preserve wealth.

“Capital preservation is our family’s main long-term objective,” writes Michael Malone of Spokane, Washington. “I have used **Dow Theory Forecasts**’ opinions and recommendations to solidify the future. Their unbiased advice has helped us to procure a solid base of equities to ensure our main goal. Thanks a million ... and I mean a million.”

“I appreciate the advice of **Dow Theory Forecasts** and have been a subscriber for some 15 or 20 years,” says William J. Callabresi, Phoenix, Arizona. “You have made my retirement very secure.”

“My original investment of \$9,600 is now worth \$61,500!” notes Josephine Miranda, Brandon, Florida.

## **A proven system for making big stock profits while avoiding the losses others suffer in bear markets.**

How do we make so much profit for our subscribers – despite the fact that we bypass many flashy (but inherently risky) Internet plays for safer, surer, steadier stocks with solid earnings to support the price the market is asking?

The answer is the use of sensible, proven stock selection criteria – we call it the “Quadrix Stock-Rating System™” – combined with diligent application of the 100-year-old “Dow Theory,” which is the market’s most tested system for accurately forecasting market direction.

The “Dow Theory” was developed in the late 1890s by Charles Dow, one of the founders of

*The Wall Street Journal*. For over a century, it has successfully forecast 25 out of 27 long-term market trends – a 92% success rate – by tracking the movement of two major averages: the Dow Jones Transportation and the Dow Jones Industrial Average. If the Industrial and Transportation Averages are both trending upward, that means more goods are being made and being shipped to customers, and the market outlook is bullish.

And, it works! On October 22, 1929, the Transportation and Industrial charts signaled an imminent downturn. And on October 29, 1929, stocks plummeted to begin the Great Depression.

In January 1975, the Dow Theory indicated stocks were poised to rebound from the severe 1973-1974 bear market. A few weeks later, a market upswing started that lasted nearly 3 years.

In October 1987, the Dow Theory again gave a warning signal – just a few days before the Black Monday crash.

In January 1991, the Dow Theory charts sent out a clear bull-market signal ... heralding the bull market that lasted throughout the entire decade.

The Dow Theory also predicted the correction of August 1998. So while others watched their net worth plummet like a thermometer in winter, *Dow Theory Forecasts* readers who followed our advice and raised some cash weathered the storm quite nicely.

Based on the Dow Theory formula, *Dow Theory Forecasts* has been keeping investors on the right side of the market's primary trend for over 50 years. "I was very impressed with your diagnosis of the [market correction] on August 4, 1998," says subscriber Wayne Saums of Houston, Texas. "You hit the nail right on the head!"

Paul McGoran, a subscriber from Cranston, Rhode Island, comments, "I am impressed with your ability to call the turns in the primary market trend." And William J. Yankee of Tulsa, Oklahoma writes to tell us, "You kept me from getting burned at your last bull signal."

In fact, the *Hulbert Financial Digest*, an independent evaluator of investment newsletters, ranks *Dow Theory Forecasts* as the #2 investment letter for market timing over the past 15 years.

*But the Dow Theory, good as it is, only predicts major long-term market trends. It can't pick stocks for us.* For that, we rely on our proprietary Quadrix Stock-Rating System – which has produced an incredible track record of winners. With companies like:

Chevron – 238% profits.  
Halliburton – 150% profits.  
Citizens Utilities – 109% profits.  
Emerson Electric – 610% profits.  
ADP – 595% profits.  
Fluor – 83% profits.  
Raytheon – 1,261% profits.  
Disney – 6,771% profits.

As a result, we are highly profitable over the long-term horizon in which we invest. We

minimize our losers and let our winners ride for as long as they are going to continue to make money for us. "I have never lost money on your recommendations," comments subscriber F. Cristiano Jr. of Sun City West. "In fact, I've made quite a bit!"

## **The financial press praises *Dow Theory Forecasts*.**

"The Dow Theory has some very impressive calls to its credit ... Once risk reduction is taken into account ... the Dow Theory beat the market by an impressive margin.

– *Forbes*

"Many investment newsletters echoed pessimism in early 1995, but *Dow Theory Forecasts* had it right, maintaining that the bullish trend was firmly in place."

– *The Wall Street Journal*

"A well-respected newsletter that offers reasoned analysis, no sensational headlines....

– *Chicago Tribune*

"*Dow Theory Forecasts* [is] a conservative newsletter with a good record.

– *The Washington Post*

## **How we pick winners.**

Our Quadrix Stock-Rating System scores stocks in four tried-and-true categories – *momentum, value, quality, and financial strength* – based on statistical evaluation of 62 different variables and indices.

The system is especially suited to the *Dow Theory Forecasts* buy-and-hold strategy of picking only long-term winners. Based only on quantitative factors, it is not influenced by transitory news, hype, rumor, innuendo, fear, greed, and other factors that can occasionally cloud both investor judgement and short-term performance of an otherwise stellar stock.

One of our recent recommendations, Solectron, scored better than 97% of the 4,600 stocks we regularly run through our Quadrix Stock-Rating System to identify potential long-term winners. Momentum was particularly strong, ranking 97 out of a possible 100.

And so we bought Solectron on January 30, 1998 at \$21.63 a share. In just 2 years, the price has skyrocketed to over \$70 a share, returning a 225% profit.

Or take Oracle. Oracle scored even higher than Solectron when we filtered it through our Quadrix Stock-Rating System. We bought Oracle at \$17.50 a share in 1999.

On the Quadrix scale, Oracle ranked an incredible 99 out of 100 for financial strength, which sets it firmly apart from all those overvalued, money-losing Internet stocks being hyped on Wall Street today. Market capitalization is a comfortable \$3.7 billion, and earnings in the most recent quarter were up 40%. Within 6 months, the stock had more than tripled. Subscribers who bought 1,000 shares of Oracle when we first recommended it saw their original \$17,500 investment leapfrog to \$61,630, a 252% return. Your profit on the trade: \$44,130 ... enough to pay tuition, room and board for the first year of your kid's college education (at least).



Then there's Vari-L, a *Dow Theory Forecasts* stock most investors haven't heard of. Vari-L makes radio frequency and microwave signal processing components and devices for the booming wireless communications industry ... and rates a nice, credible 83 on the Quadrix scale.

We bought Vari-L in July, 1999 at slightly under \$14. By January 2000 it shot up to over \$28, giving us a quick 106% return in less than 6 months. On a 1,000-share position, you would have pocketed a profit of \$14,430.

## **The *Dow Theory Forecasts* tradition of stock market success continues into the new millennium....**

Bull markets ... bear markets ... volatile markets ... flat markets ... crashes ... booms ... reversals ... pendulum swings ... *Dow Theory Forecasts* has made substantial profits through them all, for over half a century. *Our longevity alone gives us a level of trustworthiness and credibility few other investment services can match.*

And today, *Dow Theory Forecasts* continues to outperform the market! In 1999, for instance, we saw double and triple-digit growth in many of our positions, including 123% profits on Alcoa ... 173% on Vishay Technology ... 210% profits on Oracle ... 188% on Vari-L ... 121% on Comdisco ... Harrah's Entertainment, 69% ... Hewlett-Packard, 67%.

*That's why we constantly receive rave reviews like these from our happy, smiling subscribers:*

"I have subscribed to many investment services in the past. *Dow Theory Forecasts* is the best service I have subscribed to and it is the most dependable where I have made money."  
– *Henry L. Elwood, Cresco, Iowa*

"I want you to know that your publication has done more than any other means to help me build a comfortable retirement ... none of the brokers I have ever dealt with have come close to your record on their recommendations."  
– *Stephen Hart, Irvington, New York*

And in a recent survey, readers of *Worth* magazine ranked *Dow Theory Forecasts* #2 among all investment newsletters. (Louis Rukeyser was rated #1, but of course he has a nationally broadcast TV show, and we don't.)

## **FREE Special Report reveals the newest "Big 3" *Dow Theory Forecasts* long-term winners ... plus 3 more stocks you may want to own right now.**

Our Investment Committee – headed by *Dow Theory Forecasts* editor-in-chief Richard Moroney – has just completed a new special subscriber advisory, "*Dow Theory Forecasts Top Stocks for the New Millennium.*" It outlines the six hottest long-term winners the Quadrix Stock-Rating System and our further research and analysis have led us to recommend right now.

You can't buy this special report anywhere, at any price. But a copy is yours FREE, just for agreeing to accept my risk-free offer to become a *Dow Theory Forecasts* subscriber.

## Meet the *Dow Theory Forecasts* Advisory Team.

You've heard the expression, "Two heads are better than one." Well, the market has grown so big and complex today that even two heads aren't enough to continuously monitor and analyze what's happening. That's why *Dow Theory Forecasts* has not one or two advisors, but a team of seven top analysts on its Investment Committee.



*Richard  
Moroney*

RICHARD MORONEY, editor-in-chief of the *Dow Theory Forecasts*, is a Chartered Financial Analyst (CFA) with over a decade of experience in stock market analysis. He was recently appointed editor of *The Low Priced Stock Survey*, where his small-cap portfolio has generated a 90% return in just 9 months, handily outpacing the small-cap market indices.

Mr. Moroney is a frequent guest on financial TV and radio shows including CNBC, CNN, and Business Radio Network. His comments are often quoted in newspapers and magazines such as *Investor's Business Daily*, *Barron's*, *The Chicago Tribune*, and *Business Week*. He holds an MBA in Finance from the University of Chicago.



*Charles  
Carlson*

CHARLES CARLSON, contributing editor, is a CFA and best-selling author of five books including *Buying Stocks Without a Broker*, *No-Load Stocks*, and his newest title *Eight Steps to Seven Figures*. He is also editor-in-chief of the *DRIP Investor* and *No-Load Stock Insider* newsletter as well as a weekly syndicated columnist.



*Timothy  
Vick*

TIMOTHY VICK, contributing editor, has an MBA from Purdue University and is one of America's leading experts on undervalued stocks. He is the author of several popular books on investing including *Wall Street on Sale: How to Beat the Market as a Value Investor* and *How to Pick Stocks Like Warren Buffett*, both published by McGraw-Hill.



*Carl  
Brooks*

CARL BROOKS, staff analyst and contributing editor, specializes in oil and gas, publishing, chemical, and electrical industry stocks. He is an alumnus of Cambridge University and Columbia University.



*David  
Wright*

DAVID WRIGHT, staff analyst, focuses on the telecom and consumer products sectors. He holds an MBA in finance from DePaul University.



*Kenneth  
Pogach*

KENNETH POGACH is an analyst and Certified Public Accountant (CPA). He is also a Visiting Professor in Management at Purdue Calumet University and formerly held a seat on the Chicago Board Options Exchange. Kenneth earned his MBA from the University of Chicago.



*Mary  
Blust*

MARY BLUST, staff analyst, focuses on utility, financial, and drug company stocks. Mary holds an MBA in finance from the University of Illinois.

This experienced team of stock analysts and financial editors is an important advantage few other investment letters can even come close to duplicating.

To accept our no-risk subscription offer, simply complete and mail the enclosed reply form. Or call toll-free **800-463-6596, Ext. 226**. We'll rush your free report as soon as we hear from you. And when you open it up, here's some of what you'll find:

### ***Long-Term Winner #1*** ***Make Money Helping Rich Pharmaceutical Companies Get Even Richer.***

There's more money to be made in pharmaceuticals than almost any other business on Earth. But the risks are high. It costs upwards of half a billion dollars today to bring a new drug to market. And only three drug launches out of every ten results in a commercial success.

Winner #1 helps drug companies increase the odds of success, by providing market data on prescription and over-the-counter drugs. A new Internet service will give its customers – major pharmaceutical manufacturers – easier access to core databases online. Also in development is an eagerly awaited system for tracking pharmaceutical sales and distribution in long-term care and assisted living facilities. As of this writing, this company has the highest rating of any recent stock our Quadrix Stock-Rating System has selected.

The stock is reasonably priced at 26 times expected 2000 profits. Buy now and hold for the long-term.

### ***Long-Term Winner #2:*** ***Big Profits from Broadband Communications.***

Our second long-term winner is a telecom company poised to profit from the current boom in broadband communications.

The rising popularity of the Internet has created a demand for high-speed online communications that current lines cannot handle. New broadband technologies are being developed and bought as fast as they come out, so that networks can be upgraded to handle the new loads.

Our favorite telecom play, now selling at a very reasonable \$30, will soon announce a new line of high-speed and broadband access gear, including a much-anticipated ADSL modem for home Internet use. The company has hired a new CEO, who plans to accelerate growth by divesting non-core activities.

The stock is dirt cheap at just 11 times expected 2000 earnings of \$2.71 per share, but signs that a turnaround is underway could push the stock price up in a hurry. At \$30, buy this company.

### ***Long-Term Winner #3:*** ***One Billion Chinese Can't be Wrong.***

Where is the biggest market for cars? Asia, of course. China alone has a population of over one billion, with most of them driving older cars. Winner #3 is an automobile manufacturer (probably not the one you think) gearing up to go after the Asian auto market in a big way.

They recently announced plans to invest \$1.4 billion for a 20% stake in the Japanese firm Fuji Heavy Industries, the maker of Subaru cars. And with other significant investments in Asia, they plan to double their share of the Asian market, to 10% by 2005.

We see Winner #3 as currently undervalued at just eight times expected 2000 earnings of \$8.45 per share. It's at bargain levels now because of lackluster recent performance in its North American operations. But aggressive cost-cutting and a better product mix are poised to provide an upside surprise sometime this year.

## 7 Valuable Bonus Gifts – Yours FREE!

It is no coincidence that *value* is one of the four key selection criteria for our Quadrix Stock-Rating System (the others being *momentum*, *financial strength*, and *quality*). It is our mission to continually deliver superior value to our customers – not just in our stock selections, but throughout our publications and services as well.

That's why, when you accept my offer of a risk-free 1-year trial subscription to ***Dow Theory Forecasts***, you will receive 7 special Bonus Gifts – absolutely FREE. These are listed below (for more details, see the flier enclosed.)

**Bonus #1: *Dow Theory Forecasts'* Top Stocks for the New Millennium** – Our full report on Winners #1, 2, and 3 listed above – plus another 3 long-term winners we think you should also consider adding to your portfolio now.

**Bonus #2: Uncovering Top Stock Picks with Quadrix Stock-Rating System** – Discover how we use the Quadrix Stock-Rating System to ferret out those stocks with long-term winning potential from the thousands we look at weekly. Use the system to evaluate your current holdings as well.

**Bonus #3: The Dow Theory** – For over a century, no market indicator has outperformed the Dow Theory when it comes to predicting the primary long-term market trends. This report shows you why.

**Bonus #4: The Winning Edge on Wall Street** – An investor's guide to getting a leg up on a system in which the odds are stacked against most individuals who participate.

**Bonus #5: Perpetual Profits Or Bottomless Pit?** – The Investor's Guide to Research and Development – If you buy technology stocks, you must read this eye-opening special report. You'll discover the four secrets you need to determine if a company's R&D efforts will launch super-profitable new products or become a bottomless money pit.

**Bonus #6: The Truth Behind Buy & Hold Investing & Market Timing** – Can you make more money by timing the market? Or, will you enjoy bigger profits by finding good stocks and holding them for the long haul, even during bear markets? This intriguing new special report uses detailed research and analysis to answer these questions. It also explains how understanding a company's life cycle can help you make better buy and sell decisions.

**Bonus #7: Pocket Stock Value Computer** – Calculates p/e ratios, percent dividend yield, capital gains, margin requirements, and other key ratios for any stock, in seconds.

## Act now and save \$84!

Through this special offer, you can now subscribe risk-free to ***Dow Theory Forecasts*** for only \$149 for a full year of service. That's a 36% savings off the regular rate. And just look at all you get in return:

- ▶ *12 months (52 issues)* – We often wonder why so many of our high-priced competitors publish only once a month. As a *Dow Theory Forecasts* subscriber, you get a new 8-page issue every week. Each issue is packed with everything you need to keep your portfolio profitable, including: current buy, hold, and sell recommendations ... weekly updates on all our top picks (called the “Focus List”) ... “Stock Watch” (important news on the stocks we follow) ... “Market Commentary” (shows where the Dow Theory indicates the market is headed) ... new recommendations ... updates on the 150 stocks we currently monitor ... “Analyst’s Choice” (our top stock recommendation for that week) ... mutual fund recommendations (with two portfolios: growth and conservative) ... supplemental special reports ... and more.
- ▶ *7 Free Bonuses* – as outlined above. In much less than a day’s reading, a study of these materials will teach you stock market principles and techniques that most investors don’t even know about (but every investor should!).
- ▶ *New Subscriber Introductory Guide* – A quick-read but an extraordinarily useful introduction to *Dow Theory Forecasts* for new subscribers. Outlines our philosophy of “wealth accumulation with capital preservation,” our editorial approach, and shows you section by section how to get the most out of each issue of *Dow Theory Forecasts*.
- ▶ *Free Unlimited Access to our Telephone Hotline* – To keep you updated on market developments between issues, we give you free access to our toll-free “Market Commentary Hotline.” All the market news you need, plus “what to do” instructions concerning recommended stocks, in a quick, easy-to-digest 2-minute message (recorded weekly).
- ▶ *Free Unlimited Access to the Dow Theory Forecasts Web site* – Although we’re an old-line investment advisory, we’ve changed with the times, and part of that is our *Dow Theory Forecasts* Web site. It gives you instant online access, 24 hours a day, 7 days a week, to *Dow Theory Forecasts*’ financial intelligence. You get the latest financial news ... back issues online ... links to helpful sites ... free charts and stock market quotes ... free e-mail updates ... performance reports on market sectors by industry groups ... and more.

If you could hire even one member of the *Dow Theory Forecasts* advisory team to advise you personally, the fee would be \$2,000 a day. But with *Dow Theory Forecasts*, you can “hire” the entire Advisory Team ... including best-selling financial author Chuck Carlson ... and get their stock picks and market forecasts all year long, for a very reasonable “retainer” of 41 cents a day! And that’s for a team that picks winners generating returns of 153% (Elan) ... 750% (DuPont) ... 2,527% (Kimberly-Clark) ... 3,093% (P&G) ... even 6,771% (on Disney, which we bought for 53 cents a share in August 1975). When’s the last time your stockbroker did this well?

Remember, our job is to bring you bargains ... and if you don’t consider that type of success at this low price a true bargain, then I don’t know what else is.

“Because of your recommendations, I have made thousands of dollars,” writes R.M., a subscriber from South Pasadena, California.

Another happy subscriber, Z.K. Straight of Woodinville, Washington, says, “I have made more money off your service than with any broker.”

And D.S. from Totowa, New Jersey, comments: “My relationship with *Dow Theory Forecasts* has netted me several thousand dollars over the last 8 months. It seems that everything your newsletter says makes me money. I couldn’t be more pleased.”

## Your satisfaction is 100% guaranteed – or you pay nothing!

Try a 1-year no-risk Trial Subscription to *Dow Theory Forecasts* and save \$84. Or if you'd prefer to start with a shorter subscription, you can order 6 months of *Dow Theory Forecasts* for \$79, or just 3 months of service for only \$49 (see the enclosed order form for details).

Once you receive your New Subscriber's Welcome Kit, free bonus gifts, and your first issue of *Dow Theory Forecasts*, examine them carefully. Buy one or more of our top "Hot List" recommended companies, or just track the stocks on paper over the next few months.

Then, if you are not absolutely convinced that *Dow Theory Forecasts* can ensure a comfortable financial future for you and your family, simply let us know within 90 days.

We'll immediately cancel your subscription and send a full refund of every penny you paid. All issues received will be yours to keep, with no further cost or obligation of any kind.

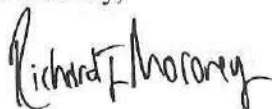
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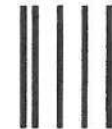
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