

## ❧ **WALT DISNEY'S MAID** ❧

**built a \$9 million stock portfolio**  
**with a simple investing technique you**  
**already know — *but probably aren't using!***

See how to build a million-dollar portfolio  
in 10 years with just 100 shares of  
the right stock at the right time

➡ **See inside for details....**

**Inside:** Unlock the secrets of America's most successful investors...  
in just 60 minutes! Guaranteed...or your money back.



**Yours FREE** — “A COMMONSENSE GUIDE TO VALUE INVESTING”  
6 special reports designed to help you make more money from  
your investments using simple principles you already know.



**Make more money in the stock market than you ever dreamed possible...in just 30 days!**

# WALT DISNEY'S Maid built a \$9 million stock portfolio with this simple investing technique...



**Yours FREE — “A COMMONSENSE GUIDE TO VALUE INVESTING”**  
**6 Special Reports designed to help you make more money from your investments using simple principles *you already know*.**

Dear Fellow Investor:

Warren Buffet, the famous investor, made \$8.3 billion investing in the stock market.

Yet, although highly intelligent himself, his investing technique is surprisingly unsophisticated ... something that most of us already know about and would follow, if only we realized how well it works.

~ “But I’m no Warren Buffet!” you say? Then consider Helen Schleiman.

You never heard of her, because she worked for 45 years as a maid — Walt Disney's maid, in fact. (She kept him happy by stocking the refrigerator with his favorite food — hot dogs, which he ate raw.)

Yet when she passed away last year, she left an estate of \$9 million ... most of it in stocks she had invested in over the years on her modest maid's salary.

She used, with some variation, the *same* basic investing technique as Warren Buffet ... (although she probably was *not* aware of this fact).

Even if you already consider yourself a “smart” investor, you can significantly improve your results using the simple techniques Warren Buffet has mastered ... and Helen Schleiman used without knowing she knew them. Thousands of people across the country already have.

Kenneth Korb, for example, holds two degrees from Harvard — a magna cum laude undergraduate degree in economics and a law degree, cum laude. He's also taken



Harvard courses in investment management studies. He's a smart guy, no doubt ... senior partner in a successful law firm. Yet he really didn't start making big money in the stock market until he "unlearned" the sophisticated formulas and economic theories Harvard taught him ...

... and began following the incredibly simple principles that Warren Buffet, Helen Schleiman, and other pros and amateurs alike have used to make fortunes in the stock market.

The result? Based on one basic principle I will reveal later in this letter, Ken bought 40,000 shares of TelMex, a small Mexican telephone company, for \$5,000. As it climbed more than *twenty-fold*, he sold some of the stock to recoup his initial investment, then used the rest of the profits to buy more shares.

The price when Ken made his initial investment in TelMex? 72 cents a share. Its current selling price? More than \$33 per share. Today Mr. Korb, an attorney, holds about \$100,000 worth of the stock ... after taking out \$150,000 as pure profit! All from an initial investment of only \$5,000.

## **What about YOU?**

Would *you* like to make \$250,000 in the stock market? Of course. The thing of it is: Ken Korb doesn't have any special knowledge, financial expertise, or unique stock-picking abilities. Instead, he follows a simple principle used by thousands of investors to make enormous profits in the stock market. It's a principle you can easily understand (and probably already know) and can put to work almost immediately. We can help you do this — if you will let us.

## **We "blow the lid" off the investment advice industry... so you can profit!**

The so-called gurus would have you believe only they can divine where the market is going ... and accurately predict which stocks will rise and fall. And can you blame them? It impresses their clients — and maintains a demand for their expensive services.

As a result, investors are bombarded with hype. Everyday, you see another ad ... or get another phone call ... promising you will become wealthy through this method or that deal.



And then they try to sell you on a fund you never heard of ... stock of a company you know nothing about ... or some complex investing technique that makes your head spin because you can barely follow the logic behind it.

Options. Futures. Puts. Calls. Short selling. Market timing. Limited Partnerships. Rabbi trusts. Reverse splits. Secondary offerings. Derivatives.

Here's one ironclad rule of investing you should never break: If *you* don't understand it, you probably won't make money with it. I think you instinctively knew that already.

Your intuition also may be telling you, "Making money in the market shouldn't be this complex. There must be an easier way ... a simpler method. A method the *average* investor can use and understand." And the thing of it is: There is. Your instinct is *right*.

Investing doesn't have to be complex. The truth is, complicated systems don't work ... precisely because they are complex! They are based on economic and market theories that sound good on paper, but break down in reality. What the models predict rarely happens.

This is why you almost never see an economist who has made real money in the markets and is anything other than a professor or book writer or TV talk show guest ...

... or a broker who makes money investing his own funds rather than on the fat commissions he gets buying and selling stock using his clients' money.

Look: The professionals who make a mystic art out of investing do so because they want to impress you and sell you. But as you know, their advice seldom works.

If that's the case, however, the question then becomes: What does?

## **A deceptively-simple approach to making your investments more profitable....**

Historically, the best investment system is also the simplest system. It is basic in its concept, and not terribly difficult in practice. It is *value investing*.

In a nutshell, value investing entails buying the stock of good companies when they are undervalued and the price is low, holding until they go up to reflect their real value, and then selling at a profit.



There is no other principle that works as well. Buy shares of good businesses when those shares are underpriced. Hold onto them as the company grows and prospers. Sell when the price goes up above its true value.

Buy low ... Sell high. Simple in theory. But too few investors put it into practice. Which is why most people you know enjoy only modest returns on their investments.

It's ironic: Many people want to buy Blue Chip stocks because they're already proven winners. Brokers have no trouble selling Intel or Microsoft or whatever's "hot."

But, since these securities have already been discovered by Wall Street, the price reflects the demand. And there's very little profit for you in buying high, and selling high ... or buying high, and holding forever ... which is what many people do.

Successful investors like Warren Buffett and Peter Lynch know that the way to make *significant* profits in the market is to buy low. That means buying good companies that are not "in" with brokers ... companies that have enormous potential, but have largely gone undiscovered by the investment world. Says Lynch: "Don't try to predict the economy. Forget the overall stock market. Concentrate on the company!"

Only when you buy companies at a low price can you make hefty profits by holding onto those shares, watching them climb to their true value, and selling them when they are much more expensive.

***Virtually all wealth on Earth is generated by individuals and organizations who buy something at one price and sell it later at a higher price.*** Most people get excited about buying stocks. But the money is in selling ... not buying. You and I want to be the ones who own the stock of good companies ... and sell it at a high price ... not the ones who buy it.

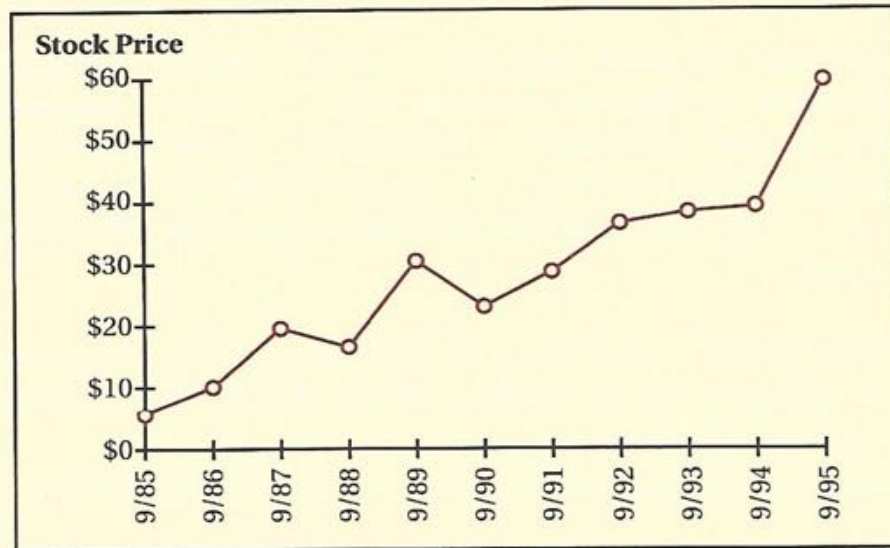
Take Disney, for example. As the graph on the next page shows, Disney stock was selling for approximately 5 1/4 per share 10 years ago. Why so little? I have no idea. Perhaps the big-shot brokers felt ridiculous investing in a company whose corporate spokesperson is Micky Mouse.

But have you ever been to Disneyworld or Disneyland? Have you ever shopped in a Disney store? Visited a Disney theme park? Or paid to take your kids to a Disney film? Here was a stock ridiculously undervalued in relationship to the company's earnings, revenue growth, and its solid market niche.

As of last month, Disney Stock was selling for 53 1/2 per share ... almost 10 times its price per share of only a decade ago ... nearly a 1,000% return on investment. If



## Walt Disney & Co. Stock Price (Historical)



you had bought a hundred shares then for \$5,250, today they'd be worth more than \$53,000 ... enough money to buy all the Disney collectibles you want and visit Disney World a dozen times over!

## You don't have to be Einstein to make money in the stock market....

Are you skeptical? Does "value investing" sound too easy, too simple? I know. Rejecting common sense ... or instinct, intuition, horse sense, or whatever you call it ... is a natural human reaction.

You see, we live in a highly specialized society. There are no more generalists, no more thinkers. Only specialists in narrow fields of expertise.

As a result, our society *discourages* reliance on common-sense thinking and simple truths ... and instead it propagates the myth that different fields of study — like investment, for example — are highly technical disciplines that can only be understood and mastered by a small elite of technical specialists.

This causes most investors to put too much reliance in consultants, gurus, and experts ... to ignore common-sense and their own wisdom ... to mistrust their own intelligence, knowledge, and thoughts. And that's a mistake.

In fact, investing is not at all complicated. Yes, it takes work ... which we can shortcut for you dramatically, as you'll see in a moment. It takes diligent research ... which is already available and yours for the asking. But the principles are something



the average person can understand and master, in very little time and with minimal effort.

Think about this: The most profound truths are often the simplest truths. Take Einstein, for example. His famous equation,  $E=mc^2$ , is one of the simplest mathematical expressions that could possibly be written ... grade school kids today do much more complex math every day for homework. Yet this humble equation unlocked the secrets of matter, energy, and the universe for all current and future generations to see.

Einstein didn't reject  $E=mc^2$  just because it was simple. Don't reject value investing because it, too, seems simple. It doesn't matter that it looks "too easy." The important thing is: It works.

## **How much money can you make with "value investing"?**

Ordinary people, everyday folks like you and me, have made tens of thousands of dollars by buying the right stocks, holding on to them, and selling them when they go up. Big investors have made hundreds of thousands ... even millions.

Take Helen Schleiman, for example. She didn't know anything about the stock market. She was a high school drop out who worked as a housekeeper. But she kept her eyes open.

You see, her boss was Walt Disney. So while she didn't know anything about stocks, she did see that her boss was a business and creative genius ... and that his company was doing very well. So with every spare dollar, she invested in another share or two of Disney stock.

When Walt offered her a Christmas bonus in cash, she asked for — and got — Disney stock instead. This woman lived modestly all her life. But when she died, her portfolio was \$9 million ... because she bought stock in a company she knew had value.

Or how about Warren Buffet? He's on the other end of the spectrum. A financial genius. But does this genius spend 3 hours a day graphing stock market activity or reading the charts? No. What he does is basic research. He researches individual businesses, finds good companies that are undervalued, buys lots of shares, and gets rich.

Walt Disney's maid and Warren Buffet are only two examples of people who



have made enormous profits using the simple, basic principle of value investing. There are many others. Among these Adrian Day stands out as the clearest—and most accurate—practitioner helping others to increase their wealth with value investing.

How good is Adrian Day's advice?

A few months ago, Adrian banked a 50% gain on Telebras, Brazil's national phone system, on shares acquired only 3 weeks earlier. Most investors don't get even one-quarter of that kind of return on stocks they hold for an entire year or more!

Remember the Mexican peso crisis? When the falling peso drove prices down, Adrian Day bought more shares of Banco Frances—a solid stock he was already holding for long term profits—and made a profit of 33% only a few days later.

When wireless communications was just coming on the scene, Adrian saw its potential and recommended buying two cellular stocks. Within a year, cellular telephones had been installed in thousands of cars... and these stocks rose 70% and 130%, respectively.

But Adrian Day doesn't "play the stock market" and neither should you. Instead, find and invest in sound businesses ... businesses whose sales, profits, and value will grow substantially over the coming months or years ... companies that make sense to you.

After all, when you are buying stock, you are buying *shares in a business*. Yet it's amazing how many people buy stock on some "hot tip" from a broker ... shares of a company they know nothing about and haven't taken the time to investigate. No wonder so many people we both know are continual losers in the stock market!

"Sounds sensible," you say, "But I am not an expert in business or the stock market, and I don't know how to evaluate and find good companies to invest in. So how can value investing make me wealthy?"

## **Hire one of the nation's top analysts... for a salary of \$1 a week!**

Here's an interesting fact you already know: Stock brokers calling you on the phone don't research companies, and 99.9% know very little about the companies or industries they recommend. When you think about it, how can they? No one can be an expert in every type of business. It simply isn't possible.



Stock brokers make their recommendations based on research that is handed to them ... data that is analyzed and written up for them by professional investment analysts who are employed full-time by their brokerage.

It's the analysts who do the research that determine what companies are under-valued and poised for substantial growth and earnings.

If you had a staff of investment analysts working for YOU instead of your broker, you could easily apply the principles of value investing ... and select only those stocks that yield the greatest returns ... without any help from your broker (all he or she does, really, is place the order ... and any discount broker can do that).

Unfortunately, you can't hire a team of analysts full time, because the annual salary for just *one* stock analyst can be \$75,000 to \$100,000 a year or more. And the best ones earn much more than that!

But now, you can get access to the equivalent of a full team of research analysts — in fact, better — than what professional stock brokers get from their team of analysts. And it's yours for less than \$5 a month ... with *Adrian Day's Investment Analyst*.

## **The “bible” for value investors**

When value investors ... from wealthy financiers to average folks ... want to put the principles of value investing to work to build their personal wealth, there is one resource they turn to month after month: *Adrian Day's Investment Analyst*.

For decades, Adrian Day has applied the principles of common sense investing to guide his subscribers, clients, and readers to the most profitable investments and markets.

After graduating from the London School of Economics 16 years ago, Adrian Day went to work for *Personal Finance*. In 1980, Adrian gave what was one of his first recommendations: that investors get into the Japanese stock market.

Over the decade, Japan had the biggest bull market in the world, with the Nikkei Dow Index rising 560%, from 6,000 to 39,000. Did it eventually crash? You know it did. But way before that ever happened, Adrian advised subscribers to take their profit, sell out, and invest elsewhere.

Adrian Day is one of the most widely-read and respected investment analysts and financial editors in the country. Adrian has a series of easy-to-follow guides on



value investing, and we want to send you the set free.

But knowing the principles is not enough. As I said, you have to do the research ... or have it done for you. Adrian Day's Investment Analyst does it for you ... faster, more accurately, and less expensively than any other service of its kind.

You see, even though he has put the principles of value investing into plain English for all to follow, Adrian realizes that his average reader does not have the time to do all the research needed to evaluate thousands of companies in order to select those few that meet the necessary criteria.

Adrian created *Adrian Day's Investment Analyst* ... a comprehensive service identifying and evaluating the best current investment opportunities, based on rigorous research and analysis applying the criteria of value investing.

How good is Adrian's research? In a recent 12-month period, the Adrian Day Investment Letter recommended 32 individual stocks, of which 29 — over 90% — went up ... some by as much as 100 ... 200 ... 300 ... 400 ... even 500% or more!

How successful has Adrian Day's research been for his subscribers? In 1987, Adrian made a buy recommendation on HongKong & Shanghai Bank. Had you bought when Adrian recommended it at 62 cents a share, then sold two years later at \$1.60, you would have taken profits of 247%. An investment of 10,000 shares would have earned you \$9,800, before commissions.

Or take McCaw Cellular. Adrian saw its potential and recommended it at \$12 a share.

Today McCaw, now part of AT&T, is the largest cellular provider in the U.S. Last year, Adrian recommended that subscribers sell and take a profit at \$53.75 a share .... a 448% return on investment. On 1,000 shares, your initial investment would have returned \$41,750.

Other recent Day recommendations? Ericson ... up 202% in 12 months. Players ... up 446%. Chevron Oil ... up 57%. HSBC Holdings ... up 559%.

Care to double your money ... over your summer vacation? Adrian's subscribers did even better than that. He recommended Equinox in the Spring of 1992 at \$1.20 ... and in September, it was up to \$2.90, a hefty 141% gain.

Want the EPA to help you make more profits? Adrian was one of the first editors to help his readers make money from the "green movement." The environmental stock he recommended rose from 75 cents a share to \$23 a share ... when he told his readers to sell for a 3,066% gain. On an investment of 1,000 shares, your profit would have been



\$22,250.

Would you have found and selected any of these stocks on your own? Possibly. You probably could have ... if you had the time to do the volumes of research that Adrian does daily.

But you don't. Which is why a no-risk trial subscription to the *Adrian Day Investment Analyst* could be the best investment you make this year to date!

"To me, the key to investment success is to find people in whom you have confidence," says Kenneth Korb, an *Adrian Day* subscriber since 1987. "I have several of these, but no one stands higher than Adrian Day. I believe I know him and his philosophy as well as any person, and my sole regret is that he did not start his advisory services years earlier."

"Adrian Day has the Midas touch," adds James Blanchard, founder of the New Orleans Investment Conference. "His global, forward-thinking approach enables him to cut through the market nonsense and uncover the investment gems time after time."

Adrian Day and his money-making value investing techniques have been praised by *Personal Investing News*, *National OTC Stock Journal*, *World Money Analyst*, *Commodities*, *Dick Davis Digest*, *Ruff Times*, and numerous other publications. According to Peter Cavelti, President of Cavelti Capital Management, Adrian Day is uniquely qualified...[he] provides an excellent overview of hundreds of investment opportunities and will increase your understanding of international markets. Another financial expert calls Adrian "the best financial journalist in America."

## **Adrian Day's "Common Sense Guide to Value Investing" — yours FREE!**

As a subscriber to the *Adrian Day Investment Analyst*, you receive a monthly letter giving you Adrian's latest research on investment opportunities ranging from stocks and bonds, to mutual funds and commodities.

You also get unlimited access to the exclusive Adrian Day Telephone Hotlines. Call 24 hours a day, 7 days a week to get the latest stock prices, updates on current recommendations, and Adrian's most recent market insights, analysis, and investment strategies.

Unlike some financial editors, who promote their area of expertise — commodities, precious metals, technology stocks, or whatever — in good times and bad (because it's all they know), the *Adrian Day Investment Analyst* covers global markets in all sectors. When one market is weak, others are strong. You avoid markets that are



trending down, and ride those that are trending up, buying low, holding, and selling high.

Subscribe to *Adrian Day Investment Analyst* today. You receive, at no charge, a reference "course" in value investing, "A Common Sense Guide to Value Investing." This small but valuable library contains 6 bonus reports that will reinforce your mastery of common-sense value investing principles in no time flat. Your free reference course includes:

1. **SPECIAL REPORT: STARTING OUT WITH USER-FRIENDLY INVESTING:** Adrian Day's step-by-step program for doubling your wealth every 5 years.
2. **SPECIAL REPORT: MUTUAL FUND UPDATE.** The 5 best mutual funds to buy right now ... and the 5 you should avoid.
3. **SPECIAL REPORT: THE GREATEST THREAT TO YOUR WEALTH.** Written by a former stock broker who wishes to remain anonymous, this inside look at the brokerage business may turn your stomach ... but it will also save you a lot of money.
4. **SPECIAL REPORT: THE ZERO COMMISSION DIRECTORY.** With this directory in hand, you'll save thousands of dollars in unnecessary commissions.
5. **SPECIAL REPORT: THE GLOBAL NIFTY FIFTY.** Best international investment opportunities. Countries and markets to avoid.
6. **SPECIAL REPORT: HIGH YIELD, LOW RISK.** Adrian Day's strategy for preserving your capital with a portfolio average more than 14% a year!

You can't buy these guides anywhere, at any price. But a copy of the entire set is yours FREE ... just for taking a look at the *Adrian Day Investment Analyst*.

Adrian Day does the research ... you reap the rewards. A year's subscription is like having a team of \$100,000-a-year stock market analysts working for you full-time ... without paying their expensive salaries!

We're so sure you'll like *Adrian Day's Investment Analyst* that we offer this unconditional ironclad guarantee of satisfaction: If, after receiving your first issue and bonus materials, you are not 100% satisfied, simply tell us and we will refund 100% of your money. (After that, at any time, we'll refund the full value of all unmailed issues, no questions asked.) The first issue and bonus book and reports are yours to keep ... our way of saying "thanks" for giving Adrian's service a try.

please turn the page...

I can't think of a fairer ... or easier ... way to put value investing to the test ... and increase your stock market profits ... starting today. Send for your subscription and free bonus materials today. You can't lose.

Sincerely,

A handwritten signature in black ink, reading "Rick Popowitz". The signature is fluid and cursive, with the first name "Rick" being more prominent than the last name "Popowitz".

Rick Popowitz,  
Publisher

**P.S.** It's a fundamental truth that the people who make the most money are those who sell things, not those who buy. By following Adrian Day's recommendations and the principles of value investing, you can be one of the fortunate ones who sells at a profit ... instead of buys at a loss. Mail the enclosed Introductory Subscription Form with your payment today.

The names of some of the individuals profiled in this letter have been changed to ensure their privacy.



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**COUNSELOR-AT-LAW**  
**100 CHARLES RIVER PLAZA**  
**BOSTON, MASS. 02114**

**AN OPEN LETTER ABOUT ADRIAN DAY'S *INVESTMENT ANALYST***

**FROM: A LIFETIME SUBSCRIBER TO *INVESTMENT ANALYST***

**TO: PROSPECTIVE SUBSCRIBERS**

I am not being paid to write this "Open Letter". Why should I? Thanks to Adrian Day I have made a lot of money and have compounded modest investments into a small fortune in just five years.

A gold stock, Bema, which I bought on his recommendation in 1989, more than tripled in price.

I took **profits of 247%** in two years on HongKong & Shanghai Bank, which I bought as a conservative long-term investment in 1990 at \$0.62 a share, and sold in 1992 at \$1.60.

But these gains were dwarfed by Adrian's advice to buy TelMex, the Mexican telephone company. I bought 40,000 shares for \$5,000.00, watched it climb twenty-fold, and used his strategy of selling along the way to recoup my investment and then play with the market's money.

I wound up with \$150,000.00 in real profit and still hold about \$100,000.00 worth of stock. **Put another way, stock costing me \$0.72 a share is now selling for over \$33.25. I took profits on this stock during its meteoric rise which peaked in the mid \$70s in 1994.**

I do not mind admitting that those successes represent a dramatic increase from my "pre-Adrian" investment record.

I am a senior partner in a medium-size law firm and formerly was a senior partner in a very large law firm. I hold two degrees from Harvard, a magna cum lauda undergraduate degree in economics and a law degree, cum laude. I've also taken a few Harvard courses in investment management studies. Despite that, it was not until I began



work in the real world that I understood how little I actually knew about my personal investments and goals.

Harvard may have given me my degrees, but it was people like Adrian Day who taught me how to make money in stocks and bonds.

Two years ago, I wrote Adrian, listing some of the successes mentioned above. When he contacted me recently to see how I was doing, I was delighted to report that:

I bought the Bank of East Asia stock he recommended in 1993 at \$4.35, and rode it up to \$7.00 before it retraced its steps, but I still hold it and I still have a large profit.

In a year, I almost doubled my money on MBf, the largest issuer of MasterCard in South East Asia and I am holding it for the long term.

In **Review and Outlook 1994**, a complimentary annual report Adrian sends to *Investment Analyst* subscribers, he commented that 1993 was "an easy year to make money." This might come as a surprise to you but not to me, and not to anyone who follows Adrian. I cannot jet globally to get my information, but then I don't have to. That is why I am a lifetime subscriber.

For years Adrian has been telling us about opportunities for "galloping profits" from Asia to Mexico. He has insisted that a solid mix of U.S. and overseas investments is the fastest way to multiply one's wealth. I am living proof that he is right. And I am not alone.

In 1991 Adrian doubled subscribers' money in a few months time, buying Equinox at \$1.20 and selling at \$2.90 (**profit: 141%**), and, yes, I had that one too, but I made even more because I was lucky enough to buy on a brief dip and sell at a higher \$3.15.

And he spotted McCaw Cellular "way back when" at \$12, urged patience, and finally advised subscribers to sell at \$53.75 last year. By taking maximum advantage of AT&T's takeover, **those who "stuck with Adrian" netted a 448% return.**

Adrian even told us about opportunities in the cellular lotteries.

Taking his advice, I entered and won a piece of a Nebraska cellular system. **My initial \$9,000 investment has returned 17 times that figure.**

The man has an uncanny instinct for timing, getting in and out at precisely the right time. And I do not have to tell you that timing is a make-or-break factor in today's treacherous global market. Speaking of timing, Adrian called Japan's massive bull market and rode the Nikkei up from 6,000 to 39,000, **taking profits of 560%**. Then he bought puts and rode the Nikkei DOWN for **another 93% profit.**

But the woods are full of highly-touted *Investment Analysts* who blow their own



horns about past successes when times are good. More important is: "What have you done for me lately?"

The Appendix of **Review and Outlook 1994** should turn all of you into true believers. It lists every stock in Adrian Day's 1993 portfolio, with original recommendation dates, 1993 returns, and current recommendation status or sale dates.

Of the 49 issues listed, all but three were winners. Nine returned 105% to 384% during 1993. Sixteen returned 50% or more. Unfortunately, I could only play a few of them but they were all winners.

Based on his latest recommendations, even the losers were not losers.

Dreyfus Strategic, off a mere 0.6%, is currently a "hold." MFS Multimarket, down 2.5%, is a "buy." So is Allied Capital II, the only significant "downer" in the portfolio at 17%. I bought Allied Capital I, a stable mate of Allied Capital II, after attending an Adrian Day seminar, and it went much higher although it now is below my purchase price. Adrian felt Allied Capital II would move higher than Allied Capital I. In the short term he was wrong, but today he is right, even though over time I think both will be big winners.

Of the 22 stocks bought in 1993, only GYW Yen puts is down, and he is still recommending that subscribers buy it.

During the 12-month period ending in March 1994 he **took profits of up to 559% on 32 stocks** (four yielded over 300%, eleven over 100%).

Out of 104 stocks in all, he sold one, North Lily, at a loss. You guessed it, that was a loser for me too. But with my other profits, I am not complaining.

No wonder Adrian has been called "the best financial journalist in America."

As a charter subscriber and one who thought enough of Adrian's advice to buy a "lifetime subscription", I guarantee you will find constant emphasis on patience, value, and safety in *Adrian Day's Investment Analyst*. Those themes underlie all of Adrian's recommendations.

Another bonus (a double bonus): *Investment Analyst* subscribers have access to not one but two telephone hotlines as part of his regular service. One is for market analysis plus updates on specific recommendations; the other for news capsules covering Adrian's recommended companies, as well as the latest stock prices.

The market fluctuates so wildly that I am especially pleased to know I do not have to wait for the next monthly issue of *Investment Analyst* for guidance. I can share Adrian Day's latest thinking each Friday after the market closes (or any day of the week) just by picking up the phone.



Last but not least are the free reports he issues whenever he thinks they are warranted, in addition to his 12 monthly advisories, and the **Annual Review and Outlook** mentioned earlier. As a lifetime subscriber, I get them free year in and year out.

His *Bulletproof Plan for Safety and Profits* should probably be read from cover to cover by anyone who wants to start out making money and staying out of trouble.

From his opening sentences ("Are you confused? You're not alone.") to his final line ("If it sounds too good to be true, it usually is."), his common sense approach to defining objectives, setting up a plan, and sticking to it, will benefit any investor, whatever his level of experience.

The same could be said of his 77-page *High Yield/Low Risk* report debunking the hype and exaggeration surrounding the sale of T-bonds and other government instruments ("Double Your Money!", "Guaranteed by U.S. Government!", etc.) It is my bible for that portion of my portfolio, including pension funds, in which I seek income rather than capital gain.

If you have read this far, I imagine you are either a serious investor like me or you want to be. You have heard every claim under the sun from self-appointed financial "geniuses." And like me, you have responded to "Trial Offers" and been disappointed more than once. I have probably tried 25 or 30 of them and continue to try them, but none are as useful or interesting as Adrian's.

So why should you take my word that Adrian Day is different? DON'T. Do not even think about taking my word for it, or anybody else's. Take advantage of his invitation to judge for yourself before making a commitment.

This is the offer I accepted in 1987, the year *Adrian Day's Investment Analyst* began publication, and I have never regretted it. To me, the key to investment success is to find people in whom you have confidence. I have several of these, but no one stands higher than Adrian Day. I have had the opportunity to meet with him at his frequent seminars around the country. I even flew from Boston to Orlando last year to hear him speak, and I never miss his seminars in New York and Boston. I believe I know him and his philosophy as well as any person, and my sole regret is that he did not start his advisory service years earlier. If he had, just think what my portfolio would have been worth today. I may not agree with everything he suggests (after all, I do hold a degree in economics) but he always makes me think and refine my views.

Sincerely,

A handwritten signature in blue ink that reads "Kenneth A. Korb". The signature is fluid and cursive, with the first name "Kenneth" being more prominent.

Kenneth A. Korb



## INTRODUCTORY SUBSCRIPTION ORDER FORM

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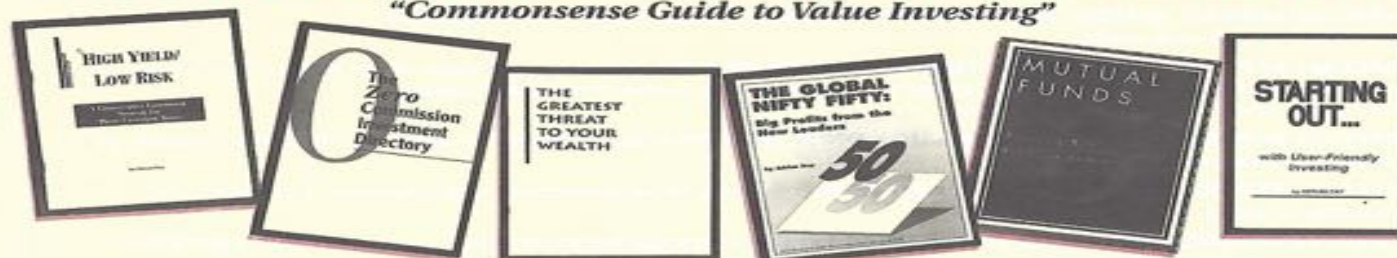
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