

How Do You Choose The Investment Newsletter That's Right For You?

Here are some handy tips to help you decide . . .

Dick Davis Digest editor Steve Halpern is considered one of the leading authorities on financial newsletters. In a recent article: "An Insiders Guide To Selecting A Newsletter — How To Pick The Service That's Right For You" . . . Halpern outlined 6 basic guidelines that should help you make the right choice. He advises potential subscribers as follows . . .

1 Request a Free Sample Copy — before you pay for a subscription.

No reputable publisher should have any qualms about sending out their latest issue for FREE to prospective customers. If they do, they have something to hide — and you're best off shopping elsewhere.

2 Make sure the Letter's Investment Philosophy matches your own market approach.

Your investment goals, risk tolerance and overall market philosophies should mesh with those of the advisor. If they don't, you won't be happy with the recommendations given.

3 Are advertising claims backed by real results?

Professional marketing departments often sell you on hype, when the service really offers nothing of substance. See if recommendations have performed well over time, and if other reputable advisors read the publication.

4 Find out how long the service has been in business.

A new service may, over time, prove successful, but a high percentage go under within the first few years. It's also important to see how an advisor performs in more than one market environment. My pick: A service with a good 5-year track record.

5 Is the service clearly written in understandable, unhedged language?

An advisor who writes in obscure technical jargon, or is unwilling to take a definite stand, should be avoided.

6 Determine if the editor or a reasonable party at the publication, is available to answer potential questions.

Trouble getting straight answers when you're considering a subscription will mean you'll have problems down the road trying to get clarification on recommendations.

The bottom line is buying a financial newsletter should be handled the same way you purchase an individual stock and involves the same research as finding the right stock holdings. Focus on a service with an established, high-quality reputation and winning long-term track record. And finally, be aware that no advisory service is a substitute for good judgement. A newsletter should supplement your investing process — and its advice should be taken within the context of your own investment research and common sense.

Does The Dick Davis Digest Measure Up To These Selection Guidelines?

See for yourself on the reverse side . . .

We Don't Just Meet — We BEAT the 6 Guidelines for Selecting an Investment Newsletter. And We'll Prove It . . .

- 1** The Dick Davis Digest . . . has enclosed a FREE copy of the current issue with this mailing so you can see for yourself everything it has to offer.
- 2** The Dick Davis Digest . . . believes the best way to invest successfully is by building a long-term investment program based on quality stocks. Each Personal Note column features commentary that reinforces this investment approach and offers insights that will help you be a consistent winner in the market.
- 3** The Dick Davis Digest . . . boasts a “who’s who” of industry leaders who read the Digest regularly, many of which are listed on the enclosed brochure. And by scanning through our Follow-Ups column, you can see many past stock picks, plus new developments that are affecting previous “buy” recommendations.
- 4** The Dick Davis Digest . . . has been around for over 11 years. Because we offer dozens of on-target, timely stock selections every two weeks, we’ve survived all types of markets and remain, as stated in Money Magazine “an excellent catalyst for ideas.”
- 5** The Dick Davis Digest . . . is dedicated to providing plain, easy-to-understand investment advice. We cut through the mass of Wall Street verbiage to bring you a fast-reading, comprehensive, compact digest. Read through the enclosed issue — and see for yourself!
- 6** The Dick Davis Digest . . . is committed to making its readers stock market winners. We know you need information and assistance in order to succeed — and we make ourselves available to *all callers*. In fact, call us at **1-800-654-1514** right now if you have any questions — or to place your order for a subscription to the Nation’s #1 Investment Letter!

Don't Forget:

- ✓ We sort through all the claims and gimmicks within the newsletter industry to bring you only the best information available, focusing on services which have earned high quality reputations and winning records.
- ✓ The Dick Davis Digest will save you hundreds of reading hours — and offers you coverage of services with annual subscription values exceeding **\$75,000.00**.
- ✓ And, each time a service is featured in the Digest, its subscription price and address is listed, so readers can contact any service that interests them for additional information.

Isn't the Dick Davis Digest the type of service you need to be one of the best informed investors in the nation? Specifically, isn't purchasing an annual subscription to the Dick Davis Digest the kind of investment that makes sense?

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