

Specific Advice
No Nonsense!!

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The "Experts" Say:

"Don't mail out a FREE COPY of your publication. With hype, you can make it sound a lot better than it is." Maybe so . . . but there are exceptions to every rule. I'm betting against the experts.

WHY?

Because the DICK DAVIS DIGEST Is That Good!

Dear Investor,

The direct mail experts told me that I was crazy to send you the latest issue of the DICK DAVIS DIGEST. A basic rule of marketing is to "sell" the sizzle, not the steak! A skilled copywriter using glowing adjectives can always "hype" a product and make it sound a lot better than it really is.

On the surface, this Madison Avenue approach sounds logical. But there is one situation to which it does not apply. That's when you have a unique product that is so special it will sell itself. I'm betting the Dick Davis Digest is such a product.

The Best Of The Best! That's why your trial issue of the Dick Davis Digest is enclosed. It's the latest issue of the Nation's #1 Stock Market Letter. And it's FREE! A gift from us — with no obligation. That's how confident we are that once you see there is one publication that features the best of ALL ADVISORY SERVICES . . . YOU'LL WANT TO KEEP IT COMING!

We think you will find the Dick Davis Digest the most convenient time-saving compilation of market literature you've ever seen. But read it through and decide for yourself. After all . . . it's FREE!!

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It's like having your very own investment research department — a personal blue-chip council of market advisors where you regularly benefit from the latest insights of the most successful stock pickers in the world.

A GREAT TIME SAVER... *Arguably A \$75,000.00 Value!!*

The Dick Davis Digest saves you long tedious hours of reading by separating the "wheat" from the "chaff" — by picking out the most compelling ideas for MAKING MONEY, all in one easy-to-read publication. We cut through the typical mass of Wall Street

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verbiage. In fact, after careful screening we discard 95% of the material we survey. What remains is the "BEST OF THE BEST" . . . the "meat" . . . those investment ideas with the greatest profit potential served up in a fast-reading compact digest!

USE THE SAME GUIDE AS THE PROFESSIONALS!

*Utilized By
The Experts!*

The Digest has become one of the leading sources that portfolio managers, financial planners and other professional investors consider "must" reading. Stock brokers from OVER 100 DIFFERENT BROKERAGE FIRMS are long-standing subscribers to the Digest. Successful brokers find the Digest a convenient way to stay in tune with the thinking of the top names on Wall Street (i.e., who is recommending "what" and "why.")

A busy broker doesn't have time to read 400 publications and come up with the "nuggets." So they keep the Dick Davis Digest on their desk as a ready source of stock-buying ideas. YOU CAN DO THE SAME THING — AND USE THE SAME GUIDE AS THE PROFESSIONALS!

AMERICA'S MOST WIDELY CIRCULATED DIGEST.

No single advisor can authoritatively research more than a fraction of the thousands of investment situations that have the potential to MAKE YOU RICH. But the Digest brings it all to you . . . and does it so well that it has become America's most widely circulated digest-format market letter with subscribers in all 50 states and 40 foreign countries.

It has achieved this status in record time with explosive growth . . . and has been featured in Forbes, Money, Barron's and USA Today.

SPECIAL INSIGHTS FROM "PERSONAL NOTE" COLUMN...

*Featured
In Top
Publications!*

Perhaps the most popular feature of the Digest is the "Personal Note" column which focuses on the psychology of investing, providing helpful insights and strategies on how to deal with emotions and acquire disciplines necessary for achieving your profit goals.

Drawing on numerous years in the securities business, the "Personal Note" will give you "down-to-earth," bluntly honest advice on what it takes to be a consistent winner in the market arena. Subscribers say this column alone is worth the price of the Digest.

Frankly, the Dick Davis Digest is much more than just a "digest." It not only offers a wide range of specific stock recommendations from the most savvy stock market minds, but it also offers solid advice on HOW AND WHEN to execute these ideas. It has been said that the single most important requirement for making money in bull markets and preserving capital in bear markets is the ability to correctly identify the market's major trends. The "Personal Note" columns have an excellent record of keeping readers in harmony with the market's direction.

YOU WILL BE SUPERBLY PREPARED TO BE A WINNER!

The Dick Davis Digest will alert you to the profit opportunities in undervalued asset plays, turnaround situations, stocks being accumulated by corporate insiders, takeover and merger candidates, emerging growth stocks, total return plays, high income possibilities,

*Every Issue Is Packed With
Comprehensive Strategies!!!*

continue on the next page...

"my favorite stock" selections of the top analysts, and mutual fund opportunities.

The emphasis in the Digest is on information that costs money — not on typical Wall Street research from stock brokerage firms that is available free.

Higher priced advisory services that sell for as much as \$1695 per year are regularly excerpted in the Digest, offering you a convenient low-cost way to sample letters you might not otherwise see.

And the Digest is the ONLY publication in the country where specific stocks recommended by the nation's leading advisory services are spelled out. General opinions on the outlook for the market and the economy are one thing; specific action advice on what stocks to buy is something else. The Digest is able to bring you this exclusively, due to a special relationship with the nation's services that has taken YEARS TO DEVELOP!

VALUABLE FEATURES IN EVERY ISSUE

Look At All You Get!!!

Here are just a few of the services that regularly appear in the Digest . . .

- SPOTLIGHT STOCK: You'll discover the single most promising stock idea available . . . after we've read through over 400+ advisory services!
- WHERE'S THE MARKET GOING: Learn the forecasts of the top names in the country . . . the Farrells, Zweigs, Nurocks, Franks, Prechters and more. You'll find their predictions summarized in concise, clear language, giving you the broad market picture necessary for proper timing in buying and selling stocks!
- SHORT AND TO THE POINT: No nonsense here. Just brief "to-the-point" investment ideas and money making suggestions gleaned from hundreds of publications. We get right to the heart of the message!
- THE LAST WORD: The final page of each issue features a special investment situation or an outstanding stock idea from a major name along with an insightful discussion of the investment approach. The emphasis here is on the favorite selections of those with top track records!
- MUTUAL FUND CORNER: An in-depth look at the top mutual fund selections from the nation's leading mutual fund advisors. This exclusive feature also spotlights the latest positions of the leading switch fund advisors!
- FOLLOW-UPS: Candid, updated opinions on stocks previously recommended in the Digest, with the emphasis on former spotlight and "Last Word" selections!

MORE EXPERIENCE EDITING MARKET LETTERS THAN ANYONE IN THE INDUSTRY!

I've been reporting on the nation's advisory services on radio, TV and in my nationally-syndicated column for a number of years — longer than almost anyone in the country. You have worked hard for your money and want to make it grow. I am keenly sensitive to the ideas that will make it happen.

There are so many things that occur in the investment arena which we have no control over whatsoever. Therefore, it is vital to become proficient in those areas we CAN control. One such area is information. Probably the most effective thing you can do as an investor to help tilt the investment odds in your favor is to be aware of what the "best minds" are thinking. Your subscription to the Dick Davis Digest assures

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