

LOUIS RUKEYSER'S WALL STREET



March 2000

“My Goal Is To Make You a Millionaire As Soon and As Sensibly As Possible”

Dear Investor,

Throughout the past 30 years, this has been the single most important goal in my professional life. And I'm proud to say I've helped untold thousands of ordinary people just like you reach this goal and become rich.

While the details are always changing, the foundation of my success -- and yours -- hasn't changed one bit in these 3 decades. I diligently seek out the world's best, most successful financial minds and then bring you their best possible advice on which stocks to buy, hold and sell now.

You see, with my access to the movers and shakers of the world's financial markets, I've developed an uncanny ability to know when opportunities are for real ... and when they're not. I unravel the implications of current events in plain English and separate the fads from the facts.

The truth is, I've been right on every major market trend since I began covering Wall Street in 1970. You might say that I have a “sixth sense” for detecting profit opportuni-

Jim Callinan's 300% Profit Secret
Jeffrey Applegate Leads Us to 69%
Laszlo Birinyi Beats The S&P 4 to 1
Ed Hyman's Wealth-Building Trends
See Page 6

More on the next page ...

5 Secrets

That Will Make YOU Richer, Faster

from America's Most Trusted Economic and Financial Advisor

How YOU Can Make Large Profits From Stocks and Mutual Funds

Without Being Thrown Off Course By The Bunkum, Hypocrisy, Jargon, Double-Talk, Hysteria, Panic, Gloom and Media Hype Of Wall Street That Causes So Many Investors To Miss Out On Profits And Lose Sleep Worrying

By Louis Rukeyser

For 30 years, I've hosted what has become the most watched show in the history of financial journalism, “Wall Street Week With Louis Rukeyser” (every Friday night on PBS).

During this time, I've had the privilege of not just interviewing, but developing personal friendships, with many of the legends of investing. People like ... Sir John Templeton ... Mario Gabelli ... Mary Farrell ... Marshall Acuff ... Mike Holland ... Roger McNamee ... to name just a few. And let me tell you something -

Only a fool would have friends like this and not pick up secrets for outperforming the market significantly and consistently.

... Only a fool would have the direct access I have to all the movers and shakers of the financial world and not be able to sort out the trash talk from the truth that swells your bottom line.

... And only a fool would not be able to turn my 30 years of insight and information into

More on the next page ...

ties that pass most people by.

Being on the right side of the biggest bull market in U.S. history has certainly made me -- and anyone who listened to me -- plenty of money. But if I ever reverse course, or even become more cautious, you'll be the first to know it in the pages of my *Louis Rukeyser's Wall Street* newsletter.

Please Enjoy This Free Sample Of Our Work

Most people in your area have not received this special Free report. You have been selected to receive it because we have reason to believe you will appreciate and be able to use the unique information we provide.

My motive is simple and sincere. If you like what you see here, I invite you to try a NO-RISK trial subscription to *Louis Rukeyser's Wall Street* at the Special Introductory rate of 60% OFF the regular price.

In addition, just for giving me a try, I want you to have up to three FREE Bonus Reports which are yours to keep even if you cancel your subscription for a full refund. (Remember I said there is NO risk.)

Thousands of loyal readers across the country need look no further than their bank statement to attest that my unique blend of financial and political insight coupled with the expert opinions of industry leaders and insiders you get in each monthly issue is one of the best tools ever devised to become richer, faster.

It's also one of the best ways to ensure you sleep soundly every night without worrying or being caught up in the latest media hype or market frenzy.

If all that sounds good to you, I encourage you to read-on, learn and enjoy. Then respond today to begin your No-Risk trial subscription and receive your Free Reports.

Best wishes, and good investing!

Louis Rukeyser

P.S. You can find out about the FREE reports I have for you on page 14.

huge personal wealth for myself and those who follow my advice.

How do people follow my advice? Easy. You see, I don't keep all this wealth-building information to myself. I share every bit of the knowledge and insights I gain every month in a special publication called *Louis Rukeyser's Wall Street*.

Sure, my *Wall Street* newsletter is about making profits. In fact, over the last three years, my readers and I squeezed an extra 47% out of one of the biggest bull markets in history!

But it's also much more than that. By keeping you focused on economic realities instead of hype ... by keeping my fingers firmly on the pulse of Washington and Wall Street for you, instead of being sucked-in by all the worrywarts and gloomsters

- ✓ You sleep better every night
- ✓ You stop worrying about the economy and your future
- ✓ You stop trying to time the market
- ✓ **YOU MAKE MONEY NO MATTER HOW MUCH HYPE OR PANIC AFFECTS THE MARKET!**

And that brings me to the first of 5 Secrets of Successful Investing I want to share with you now.

Secret #1: Hype May Be Popular and Exciting, But Only The Facts Will Make You A Fortune.

If it's not some pretentious magazine advising you to "sell, sell, sell," it's some prestigious newspaper

detecting a terrible sea change in the market. Take the *Wall Street Journal*, for example. As the market retreated back below the 11000 mark late in 1999, the *Journal* proclaimed, "The correction is different this time around."

Anyone paying even scant attention should know that the *Journal's* primary claim to fame in this great bull market, like that of most other publications, has been to consistently miss it entirely. And boy was it wrong again.

Of course, while the *Journal* was preaching doom, I told my readers that it looked like the perfect time to buy. To me, the maligned technology sector was showing behavior "typical of the final stages of a correction."

As we now know, the subsequent upward reversal was even more dramatic than I had expected. Led by the temporarily savaged technology stocks, the Nasdaq composite index broke record after record while vaulting an astounding 26.3% in less than one month.

And while the *Journal* hid its tail between its legs, my readers and I pocketed handsome profits off of the *Journal's* hype.

I Help You Sort Out The Truth From The Hype So You Make Maximum Profits

Long ago, I advised my readers that one of my own profit-building rules over the years has been: "Never sell on one day's news." Perhaps in today's act-now, think-later climate, I should modify my credo to read: "Never sell on ANY news ... until you can verify the facts yourself."

As you probably know by now, much of what we get from the media as "news" is rarely news at all. It's

merely hype or hysteria cleverly disguised as news.

For proof of this, you need look no further than last spring when, after many months of low inflation reports, the April Consumer Price Index came in at a higher-than-expected 0.7%. Listening to the hypsters, you would have thought we were in for an instant replay of the runaway inflation of the 1970s.

Instead of reporting this news as the obvious blip that it was (as I advised my readers at the time, and was immediately proven right as the following months reverted back to comfortable, lower levels), New York Fed President William McDonough, among others, promptly set off alarms. He declared that there was “a low chance” that this increase was just a “one-time event.”

When the panickers and worrywarts picked up this tid-bit they ran with it, full speed. They proclaimed that nothing could stop the rip-roaring economy, that inflation is already coming back to haunt us, and interest rates have nowhere to go but way up. Translated into market action, this meant, “sell everything you used to buy and buy everything you used to avoid.”

Soon stock investors picked up

on the panic and began dumping solid stocks, especially from the technology sector, whose high-growth, high price/earnings ratio companies are particularly sensitive to higher interest rates.

Unfortunately, in the short-run, the stock market often responds to this “hype news” like a raging hysteric itself. But in the longer run, it always readjusts to reality. Staying with the facts always pays off.

Let Me Help You Maintain Perspective, Breathe Easier And Keep Making Money

Call me simple, but by just sticking with the facts that told me the economy was basically sound and not running out of control, my readers and I picked up on the hastily cast-off tech bargains and made a killing when the market righted itself once again.

Believe me, I know it's hard to maintain an even perspective when the sellers are stampeding and the so-called experts in the press and on TV are calling for the end of the financial world. That's why I devote the first several pages of my *Louis Rukeyser's Wall Street* newsletter every month to giving you the truth as I see it -- with my 30 years of

hands-on insight ... and receive it -- directly from the people who make things happen.

No high-brow broker or investment firm will ever admit this to you, but making money on Wall Street is actually simple when you separate yourself from the hype and keep things in perspective. I've been staying calm and breathing easy for 40 years, and my portfolio continues to skyrocket.

Armed with the facts and a big-picture perspective, I help you not only to ignore the panic, but to take advantage of the occasional market flights to pick up some of the best profit-making values imaginable.

Readers of my newsletter regularly attest that my clear-thinking perspective coupled with the insights of some of the most impressive investors on Wall Street every month, make it easy to stay calm and earn boatloads of profits.

For example, in the spring of 1998, when the market was going through one of its periodic “tech wrecks”, I specifically advised my readers to step in and buy “such ailing behemoths as Intel and Compaq.” By winter, the Dow was actually lower than it was when I gave that advice, but both of these

“SELL EVERYTHING!” Something To Think About Next Time The Panic Sets In

Threats to your wealth are lurking around just about every corner. Usually these threats take the form of screamers who may well seem, at first hearing, not just super-confident, but super-knowledgeable.

As a reminder of the importance for you to distinguish these hucksters, no matter how famous they may be, from the truth, I thought you should read this bit of marketing from an outfit in Georgia that was dredged up

from an old file the other day. It read:

“GET OUT OF U.S. STOCKS”

“Sure, the market can go up from here. The Dow could hit 6,000. But which matters more to you: Squeezing the last 5% profit out of this market? Or protecting yourself from a 50% loss? I suggest you take your profits and run.”

Golly folks, I hope the guy was right: I don't ever want to see 6000

again!

By now the reason I continue to preach the value of staying calm amid the market's periodic panics should be evident. But the often terrifying fashion some so-called experts use to propagate their hype, as in this humorous example (probably not so humorous to any who followed his advice) reiterates why my *Wall Street* newsletter will continue to keep you fully informed.

companies had gained more than 53% each.

In late March 1999, the Dow was in the middle of a week-long 331-point free-fall after teasing us with 10000 down to 9667. It was predictable that the gloomsters were practically shrieking with glee. After all, ever since the fall in October 1998 the panickers and worrywarts had been predicting a meltdown, and they were determined to be right.

Everywhere you turned, "experts" were spreading their panic and fear predicting the bull was about to die a horrible death.

- Virtually every newsletter "expert" turned instantly bearish. (To those of us who've been around the block a few times and know these guys' track records, this was one of the finest reasons NOT to panic anyone could give.)
- Leading brokerage houses began warning anyone who would listen to be prepared for much worse things to come.

On the other hand, I could see no visible sign of any true collapse. I told my readers in my April issue, "I'm convinced that what we've been seeing lately is merely a brief stumble on the staircase to 10000,

"I find your writing style delightful and engaging, your information upbeat and on point, and the financial data well organized and focused. I hope to meet you in person some day and thank you directly for the sane and sensible service you have provided so many investors. Thank you!" -- Frank C. Seitz, PhD, Bozeman, MT

11000 and beyond."

Of course, as you now know, the Dow closed above 10000 the very next week -- and broke the 11000 barrier just 24 trading days after that.

How To Spot Hype A Mile Away And Keep Your Money Safe

Few institutions are more guilty of promoting pure hype than the ones who are supposed to be most objective: the news media.

Completely non-newsworthy hype can be spotted in headlines almost every day. Consider headlines like this one:

"FED CHAIRMAN SAYS IT'S IMPORTANT TO STAY AHEAD OF POSSIBLE INFLATIONARY PRESSURES."

Now this is undeniably a smart position for a Federal Reserve official to be taking. So much so, in fact, that only a completely opposite statement should qualify as news.

Unfortunately, all that is accomplished by publishing these types of headlines is to cause people to think and worry about inflation when none exists. That's pure hype. But it causes panic.

A similar type of nonsense that often causes repeated negative over-reactions is when some analyst gets a headline by badmouthing a company that has failed to meet his own exalted expectations. (See the Dell story on the next page.)

Good or Bad, I Give You The Plain Truth That Can Make You Rich -- NEVER Hype or Hysteria

My readers and I have been riding this great bull market for all its

worth.

Believe me, when, and if, I see the market heading south, my readers will NOT be surprised by this information while watching the evening news. They'll hear it first from me. Long before it ever happens. Fortunately, I just don't see it going that way for a long time.

Instead of succumbing to the hype, I stand firmly by what I told my readers back in May 1999.

"I think stocks are going to be continuing their long-term upward progression through at least 15 miscalled "sea changes" in the mass media. Enjoy the music, but don't let it make you stampede."

As Mario Gabelli, one of the world's most successful investors and deal-spotters told me and my readers recently, the route to wealth is to "do your homework and be patient." That means NOT being caught up by media hype. NOT blindly accepting anything you hear or read from the national media.

Truly these are words to remember the next time the market takes a scary tumble and the airwaves are clogged with commentary suggesting that the end of the financial world is now truly at hand. And this is especially important as you consider

Secret #2: Trust Only Those Who Consistently "Get It Right" To Help Make You Rich.

Back in the spring of 1999, when after soundly conquering the 10,000 mark, the most extraordinary sustained bull market in history took a brief natural pause. It was then that

The New York Times did a front page story, apparently anxious to try and get at least one financial matter reported correctly.

But this story did NOT report that the Dow was taking a breather after a healthy and unprecedented rally, as was obviously the case to me (and reported to my readers). Instead, it screamed that “a stunning reversal” has occurred. It went on to quote several analysts who insisted that “there’s a message here” -- the message being, of course, that a grotesquely overvalued market was finally getting its comeuppance.

Needless to say, the perennial gloomsters were wrong. Again. And if you check, you’ll find *The New York Times* is in very good company when it comes to being wrong on financial matters most of the time.

Time magazine also has shown an amazing ability to consistency reporting totally incorrect negative stories. For example, as one of the most dominant sources of news and information in the nation, *Time* did five cover stories on the stock market during the long stock run from 1949 to 1961. Not one of them was positive ... and not one of them was accurate.

Now I don’t know about you, but when it comes to putting my hard-earned money on the line, I want to pick the brains of those few people who have earned their reputations being on the RIGHT side of the market most of the time. NOT the perennially wrong media hypesters.

Come Join Me Where Your Real Profits Begin -- At The Front Of Wall Street’s Information Line

Fortunately, in my 30 years of tracking Wall Street, I’ve identified these real market experts. And more than that, I’ve made it my business to be able to call most of them my personal friends.

Some of my contacts are household names, like Sir John Templeton and Laszlo Birinyi. But others may be unfamiliar names to you. That’s because instead of making big splashes in the media, these proven industry mavens just quietly go about the business of making their clients lots and lots of money.

These movers and shakers of the financial and economic world know better than to waste their time talking to mindless media types. So unless you have several million dollars to invest with them, you may never benefit from their tremendous wisdom and insight.

But because of our mutual respect -- and because they’re my friends -- they open up to me and share their wealth-building techniques, thoughts and strategies. I draw out the very best of what’s on these experts’ minds -- and I relay it to you in simple, unhedged English. And that puts YOU at the very front of the crucial profit-making information line.

So whatever the crucial financial and economic questions you’re won-

Do Personal Computers Cause Impotence And Cancer?

With the early 1999 panic sell-off of Dell Computer stock, you might have thought that the FDA just received conclusive proof that their computers also contributed to the bubonic plague and the national debt as well.

So exactly what was Dell’s sin which caused such panic and turmoil in the market ... and which spilled over to related stocks?

They had the audacity to come in slightly under many analysts’ revenue expectations and merely match exactly their own earnings forecasts.

Never mind that Dell’s modest achievements include being the single best performing stock in the S&P 500 over the past 3 years. Dell’s stock was the victim of an immediate selloff, plus the air was full of “expert” analyses sounding knells for the entire technology sector. In fact, the stock of other companies, such as Compaq, were “punished” along with Dell.

But when I see fundamentally sound stocks like Dell being dumped amid a mass of hysteria (what else can you call this “terror” selling?) I start licking my chops. I start salivating like one of Pavlov’s famous pooches. And I alert my readers to another wonderful IPO -- Instant Profit Opportunity.

Sometimes I wonder if all the hysterics out there are deliberately working to increase the profits for me and my readers, or if it’s just an inadvertent by-product of their own congenital penchant for self-destruction.

Either way, subscribers to my *Louis Rukeyser’s Wall Street* will continue to stay calm and reap the profits.

dering about ... important issues like:

“What’s really going on beneath the surface?”

“How will I know when the market is really overvalued?”

“Is this a rest, or a bear in the making?”

“What’s the story behind this new volatility?”

“Is it truly time to bail out of the great technology stocks?”

“When should I start buying the small and cyclical stocks?”

I get the answers straight from the people who KNOW. And I share their investing insights with you and all my readers every month in my *Louis Rukeyser’s Wall Street* newsletter.

Here are just a few examples of what my “friends in the right places” have done for me and my readers recently ... and what we can do for you.

Jim Callinan Helps Me And My Readers Gain Over 300%

While the typical “aggressive growth” mutual fund languishes in single digits, Jim Callinan’s

Robertson Stephens Emerging Growth Fund dazzles investors with stellar profits year after year.

Recently, when market gloomsters trembled about internet stocks, he shared with me and my readers five internet-related stocks he thought made sense for serious investors.

Their average gain since then has been greater than 300%! The value of that list has more than quadrupled, up more than 13 times as fast as the S&P 500!

Jeffrey Applegate Sluffs-Off The Doomsters And Leads Us To 69% Profits

Jeffrey Applegate has seen and heard it all during his 25-year investment career. As chief investment strategist for Lehman Brothers, he is as optimistic about the economy now as he was when I last talked to him on behalf of my readers.

It was in spring 1998, right smack dab in the middle of a steep market selloff that I met with Jeff Applegate to get his take on the market. Widespread predictions from the ever-wrong gloomsters were that the great bull market was now finally over.

Based on the facts, not hype, Jeff advised against panicking and went on to recommend a half-dozen stocks for me and my readers that soared an average of 69.6% in just 13 months. That’s 2 1/2 times as well as the S&P during a time when the gloomsters were singing the blues loud and clear.

Laszlo Birinyi Helps Us Outperform The S&P 4 to 1

Year after year, Laszlo Birinyi continues to prove himself as the preeminent stock-picker of the 1990s. And I for one, plus all my readers who followed his advice which I passed on in my newsletter, am glad to have his incredible insight on our side.

During the 12 month period following his last conversation with me, the S&P 500 rose 20.3% ... but Laszlo’s stock recommendations for me and my readers went up an average of 83.9%! And as of the 5 years ended December 31, 1998, Laszlo’s average annual gain was 42.2%!

Ed Hyman Identifies The Trends That Will Make You Richer

You may have never heard of

Get Your Investment Advice Only From The World’s Best Investors – Not The Other 99%!

If you’re not getting market insight and investment advice directly from the people who have proven time and time again how to get rich on Wall Street, you’re probably leaving profit dollars on the table and in someone else’s pocket.

Take advantage of my NO-RISK trial subscription offer now, and you won’t have that problem any more.

In every issue of my *Louis Rukeyser’s Wall Street*, you’ll know

exactly how some of the most successful investors and money managers in the world are adjusting their own portfolios.

Because we’re peers and friends, some of the world’s top financial minds ... proven wealth builders ... experts in their fields ... people like ... Abby Joseph Cohen ... Frank Cappiello ... Bill Gross ... Leon Cooperman ... Marty Zweig ... all share profit-making tips with me that they won’t share with anyone else.

And then I pass it all on to you.

With this information, you’ll immediately have a huge wealth-growing edge over all the other investors out there who rely on stale, third-hand information.

Don’t settle for incomplete, inaccurate or dated information. Make huge profits with wisdom and advice from the industry’s best. Every month in *Louis Rukeyser’s Wall Street*. Subscribe now.

him, but for 19 straight years, Ed Hyman has been voted the best economist in the business in the annual Institutional Investor poll. Rather than specializing in individual stocks, Ed has an unbelievable ability to forecast overall economic trends.

When I interviewed Ed for my newsletter back in 1998, his predictions were eerily accurate: a Federal Reserve easing, lower long-term interest, flat profit growth and a strong stock market. He also predicted the Asian meltdown when most of his cohorts believed Asia would go strong for a long time.

Recently, Ed talked to me again on behalf of my readers to offer caution regarding the Euro, to explain the implications for the bond market and give us his recommendations for the best portfolio mix.

It's with inside, in-depth information like this, that I get you from my cadre of contacts, that you can make the most of every investment you make. This is especially true when you know ahead of time the causes and effects of the blips and burps in the market. This is the information that will make you rich ... especially when you ...

Secret #3: Take Advantage Of "Buying Opportunities" For Huge Profits.

With all economic indicators looking strong, it's amazing to me how all the so-called experts and Wall Street know-it-alls get spooked at the first signs of any stock-market weakness. Stocks tumble, bonds collapse and financial advisors who should know better panic.

While they're running scared, I see something totally different, and use it as a profit-making rallying cry

"I hate to plug a guy on another network, but ... Lou's been bullish since about 800 and he's never swayed. I don't know why (those Wall Street firms) don't just listen to him." -- Joe Kernen, CNBC's "Squawk Box"

CNBC logo

photo of Joe

for my readers. I call these momentary set-backs IPOs: "Instant Profit Opportunities."

For example, in the midst of the steep sell-off in fall 1998, I told my readers, "If you want to be happier and richer down the road, buy if you can -- hold if you can't -- and continue to ride the bull."

And ride it we did! The high-tech sector which I stress so often in my newsletter has surged to more than twice the gains of the Dow and the S&P 500. It would be virtually impossible for anyone who followed my advice NOT to have made a lot of money.

And in my April 1999 newsletter, while the panickers were doing what they do best -- their panic selling drove the Dow down over 300 points -- I told my readers to keep their cool.

"I think we're being handed another terrific opportunity," I said, "to pick up some of the strongest technology and financial services companies at prices that would have seemed like amazing bargains just two months ago."

How Does 205% Profit Sound To You? How About 300%?

Staying invested throughout these market blips and temper tantrums is key to making exceptional profits.

Statistics prove that trying to time the market is a fool's game. Just being in the market, even on the worst days of the year, can mean thousands of dollars in extra profits for you. Far more money has been lost by investors trying to protect themselves from market downturns than has been lost in downturns themselves. (See the box below).

Of course, when and if I think it's time to get out of stocks, you'll be the first to know in the pages of *Louis Rukeyser's Wall Street*. But I just don't see it happening despite the preponderance of naysayers and gloomsters.

So when the crowds panic and bail out, my readers and I take full advantage of some incredible bargains. In fact, readers who have followed my advice, not panicked and stayed invested have been perfectly positioned to capture every bit of the S&P 500's record-breaking 205% surge since 1995.

But that's not all! Those who regularly buy my Stocks for Growth recommendations took home 47% MORE PROFIT than even the 205%!

Every Month, Out Of The Hype And Rubble, I'll Dig Up Instant Profit Opportunities That Can Make You Rich

Are You Making The \$846,384 Investing Mistake?

Some of the most unfortunate casualties of all the hype and fear-mongering are the millions and millions of profit dollars lost by innocent investors who are frightened into panic selling.

Study after study has proven that the only way to make money in the market is to be IN the market. And being in the market means rolling with the peaks and valleys. The worst thing you can do is keep jumping in and out. Here's why:

It doesn't take brain surgery or rocket science to find big stock winners. But it does take common sense and discipline so as not to be distracted by media twists of current events.

In every monthly issue of my *Louis Rukeyser's Wall Street* newsletter you can count on me to make sense out of the current headlines for you. I use my 30 years of insight and experience, plus my network of market and Washington "insiders" to give you the information and recommendations that will make you rich.

For example, in May of 1999 the technology stocks were affected by several issues. First, there were some company-specific disappointments (e.g., Compaq). Also there were the ridiculous fears of Y2K. Rather than run for the hills, I told my readers that we should simply say "Thank you" and pick up some great stocks at a cheaper price. As the Nasdaq soared to record highs, those who heeded my advice were handsomely rewarded.

Again, in fall 1999, the in-and-out traders ludicrously overreacted to short-term developments hyped by two public figures who should have known better: Alan Greenspan and

Let's go way back to, say, 1963. Even if you chose the very worst day of the year to invest -- and you invested \$2,000 into the S&P 500 index each year on that one highest priced day for 10 years and then just let it ride ... your \$20,000 investment would have been worth \$846,384 as of October 1, 1999.

The panickers want you to believe that you should bale out and sell every time the market burps. But if you do that, you'll be costing

Microsoft President Steve Ballmer. (See the side article on Microsoft, next page).

But just as happened in late 1997 (when blue chips fell 13%) and late 1998 (down 19%), I told my readers in the November 1999 issue of my newsletter to look at the recent plunge as "two words that even a bond trader might understand: 'buying opportunity.'"

How To Make Money In Stocks When Most Stocks Are Losers

It's not enough to simply know when buying opportunities present themselves. You also need to know WHICH stocks to buy to grow your fortune. Readers of *Louis Rukeyser's Wall Street* have come to count on specific, winning stock recommendations in every month's issue.

You see, with the majority of stocks actually losing money in any given year, blindly buying stocks -- even in the so-called "right" sectors - is the fastest way I know to lose your shirt. The fragmented complexion of today's market makes picking winners more difficult than ever. The indexes paint one picture, but looking at individual stocks tells you something entirely different.

yourself hundreds of thousands of dollars. Being out of the market, instead of investing wisely is the \$846,384 mistake.

Don't let hype, hysteria and fear keep you out of the market and cost you hundreds of thousands of dollars. Trust *Louis Rukeyser's Wall Street* to bring you the truth and guide you to the best investments every month.

While many advisers whine about how difficult it is to make money in this market where so few stocks have actually performed, I take a different approach that my readers seem to appreciate ... all the way to the proverbial bank. My philosophy for my newsletter and my own portfolio is simply to make it my business to identify the few real winners in any given market environment and buy them.

Here are just a few examples of the specific winning stocks recommended in my *Louis Rukeyser's Wall Street* newsletter that my readers and I have profited from recently:

- ✓ **53.9% PROFIT** in 2 months from America Online (AOL)
- ✓ **173.9% PROFIT** in 12 months from Tellabs (TLAB)
- ✓ **64.6% PROFIT** in 6 months from Cisco (CSCO)
- ✓ **30.1% PROFIT** in 10 months from Alliance Capital (AC)
- ✓ **30.9% PROFIT** in 11 months from Mead (MEA)
- ✓ **48.7% PROFIT** in 12 months from Honeywell (HON)
- ✓ **107.8% PROFIT** in 12

months from Citigroup (C)

- ✓ **33% PROFIT** in 12 months from Caterpillar (CAT)

... and the list goes on and on.

After all, when the frayed nerves of the gloomsters and worrywarts cause them to panic and offer us the world's finest growth companies at cut-rate prices, I think it would be impolite not to oblige them by picking up what they're dumping.

Secret #4: Don't Be Thrown Off-Course By Government Insanity and Overreaction.

Anyone can make a simple mistake. To really foul something up, get the government involved.

Take the idea of inflation. Leave it to the government to set Wall Street on its heels by announcing that interest rates are poised to skyrocket because -- despite overwhelming evidence to the contrary -- the economy is too strong to keep inflation low.

Apparently, no matter how many numbers they crunch and how many sophisticated analyses come out of Washington, they still don't get it. Prosperity doesn't cause inflation -- governments and their wild spending schemes do.

Taking my traditional contrarian view, I told my readers in June 1999 that the entire outlook for interest rates and the stock market being peddled by the government seemed misguided. The government was looking at the same economic indicators I was, but seeing a totally different picture.

Their negativism was fostering a serious fear in the market of a large hike in interest rates. This then

Beware The 800 Lb. Gorilla Making A Peace Offering

If ever there was a case of a manufactured "Buying Opportunity", the Microsoft story from fall 1999 is it.

Microsoft president Steve Ballmer sent the market into a tailspin when he declared that the "overvaluation" of tech stocks, including his own, was "absurd." The panicked investment lemmings promptly tripped over each other trying to dump their technology stocks. They reasoned that if even the president of Microsoft thought tech stocks were overvalued, it had to be time to run.

How good-hearted of him to even sacrifice his own company's good fortunes and tell everyone.

Those few wise investors like myself who've been around a while recalled that Microsoft executives have a long history of talking down their company's stock price, thereby mousetrapping anyone foolish enough to take them at their word. Sure enough, less than four weeks later, Microsoft delivered another "happy surprise" with a notably upbeat earnings report.

Not surprisingly, this apparent "peace offering" of advice from Microsoft turns out to be very self-serving. With a \$9 billion pile of cash and a very acquisitive nature, Microsoft doesn't need its stock to engineer a takeover.

So if the tech stocks happen to dive while Microsoft is benevolently giving investment advice, their takeover candidates will be much more attractively priced. You know the old joke about what you should feed an 800 lb. gorilla: anything it wants. Well it looks like the gorilla wins again.

But Microsoft was not the only one to take advantage of this buying opportunity. As I told my readers, "all this suggests another splendid opportunity for sensible investors to relax, and buy if you can, hold if you can't."

Next time you see an 800 Lb. gorilla like Microsoft making a peace offering, check with *Louis Rukeyser's Wall Street* before you make a move.

resulted in the simplistic but widely accepted reaction that it was time to dump the technology stocks.

However, I pointed out to my readers that there was a huge flaw in the higher-interest-rate argument. The government bean counters and panic mongers seemed to have completely overlooked this one important fact:

Fully one third of U.S. growth in recent years has come from technology.

If higher interest rates slow down technology earnings as much as many assume they will, the growth

of America's Gross Domestic Product would practically come to a screeching halt. And that, my friends, would put us smack dab on the edge of a full blown recession ... and the urgent need for an interest rate DECREASE, not an increase.

It's a "Catch-22" and a case of "if it ain't broke, don't fix it" all rolled into one. Government insanity and overreaction.

My Readers And I Didn't Panic Because We Knew The Rates Were Going Up

Amidst the panic over the possibility and eventual reality of interest

“Having taken half our winnings off the table ... we want to thank you for cutting through all the hyperbole out there and giving us confidence in the future of our world economy. -- Mr. & Mrs. D.L.: Wills, Tustin, CA

rates increasing throughout 1999, two things remained constant: 1) My steadfast preaching to my readers that although interest rate increases were completely unjustified, they were likely to happen anyway; and 2) the unreliability of the Fed.

My readers knew exactly what to expect regarding interest rates no matter what the government said. In my judgement, the only justification for the increased rates in 1999 was to save the face of the Fed who had been threatening increases all year. But as I told my readers in August, “another quarter-point or two increase in short-term rates is not going to do any permanent damage to this bull market.”

As usual, the anticipation of an event is often worse than the event itself. So not surprisingly, investors rejoiced when the expected news of the increases I had been predicting finally came. Especially since the Fed was at pains to assure us that its popgun actions “should markedly diminish the risk of inflation going forward,” (Translation: unless we’re wrong again, that’s it for now.) I’m right again.

While Others Overreact, We’ll Keep Making Money

You may recall this good example of short-term overreaction which occurred in early 1999. Some of the usual worrywarts became preoccupied with a temporary slowdown in investments by mutual-fund shareholders and by foreigners. Once

again, the bull’s grave-diggers got their shovels moving in high gear. Yet, for anyone taking a sensible, non-panicked perspective, there were perfectly logical and simple explanations for the supposed deathly events.

Many shareholders were wisely withholding cash until funds paid out their year-end capital-gains distributions. (Buying just before a distribution saddles you with a tax bill on profits you never saw.) And foreigners, unfamiliar with our political system, were spooked by the Clinton impeachment proceedings.

Clear thinkers in the market could easily see the facts through the hysteria. And me and my readers picked up many great values.

The basic lesson is simple and compelling: Don’t get thrown off course by governmental overreactions or media hysteria. I devote considerable time and energy in every month’s issue of my *Louis Rukeyser’s Wall Street* newsletter making sense (if there is any) out of the constant stream of misinformation and manipulation flowing out of Washington.

We’ll continue to fine-tune our investments when it seems sensible, but we’ll never join the Pitiful Panic Platoon every time the jittery market takes a temporary southern vacation. The hysterics’ losses will continue to be our gains.

Secret #5: For Maximum Profits, Invest Knowing That In The Real Financial World, Every Time And Situation Is Unique.

Millions of disappointed investors are proof that some of the worst stock advice ever given has come from history buffs,

stat wizards and computer geniuses. That’s because they neglect this vital secret to profitable investing.

Instead of recognizing that, especially in complex financial matters, every situation is unique, these perennially wrong-way number crunchers swear that history -- in the form of cycles, or valuations, or whatever -- can predict our financial future today.

As my friend Warren Buffet puts it, if past performance was the true guide to market success, the Forbes 400 would be populated by librarians.

The fact is, the world is different this time around. We have conquered the deadly inflation that resulted from the belief that governments could, and should, do just about everything.

U.S. industry has restructured so magnificently that we have been able to do what was considered unthinkable not too many years ago: combine low unemployment with high productivity and global competitive supremacy.

Failing to recognize the extent of genuine change in the U.S. since the early 1980s is as poor a guide to economic history as it has been an unprofitable guide to investing.

How To Make Huge Profits From The Great Inflation Myth

The ill-advised and lacking-in-evidence decision by the Fed in 1999 to raise interest rates out of fear that our growing economy would lead to inflation is another example of looking backwards rather than forward.

Historically, a 3% growth rate in the economy had been the maximum acceptable level without producing inflation. What the Fed and most investors have failed to realize is that major new factors such as global competition and massive technological change have made it possi-

ble for the U.S. economy to grow considerably faster than 3% without ANY inflation.

How do we know? Because it's doing just that! The stock market continues its bull run despite the gloom and doomers because it has apparently figured this out. Here's why understanding this is so important to you and your financial security:

Unless you have someone like myself pointing out the truth, it's easy to get swallowed up by the so-called experts and their wild theories and formulas. But when you know the truth -- as only I can give it to you with help from the real movers and shakers of Wall Street and Washington -- you can make smart decisions with your money and not get burned by the hype.

You Can Make A Fortune On These "Overvalued" Stocks

One of the most common refrains of the hypesters and naysayers has been that the market will crash due to overvaluation. It never fails that every hiccup and burp in the market brings out the "overvalued" death knell.

Of course, they've been chanting their little dirge for at least the last 8 years, and yet stocks continue to soar and profits

continue to be made. Here's why.

As Laszlo Birinyi explained in a recent interview with me, times have changed. The old conventional wisdom preached by most doomsters is that when the S&P yield was under 3%, it was time to exit the market. But the S&P yield went under 3% way back in January 1992.

Needless to say, anyone who followed traditional thinking and exited the market back then has been crying over incredible missed gains ever since.

Mike Holland, the renowned investment manager who currently oversees the investment of more than \$1 billion in assets, told me recently, "The underlying dynamic that has been propelling this market for the past eight or nine years ... is directly related to huge advances in technology, bringing about what has been aptly described as a golden era in U.S. financial history."

It is that technology that has enabled industry to shed obsolescence and fantastically improve productivity, thereby making a reality out of the academically "impossible" combination of greater competitiveness, lower prices and higher employment.

Here's the bottom line:

✓ You simply can't depend on histo-

ry to make your portfolio grow

✓ You have to be intimately familiar with the important factors in today's market.

✓ You have to clear away the hype and hysteria to see the big picture.

That's exactly what I do for you every month in my *Louis Rukeyser's Wall Street newsletter*.

Let Me Do All The Work. Let Me Make All The Contacts. You Just Sit Back and Let The Profits Roll!

There you have them, my 5 Secrets that will make you richer, faster. Now the question is, do you have the discipline, analytical skills, and -- most precious of all -- time to make them work for you?

Most people don't. That's why over 20,000 investors trust me and my *Louis Rukeyser's Wall Street newsletter* to do all the work for them. When you try a No-Risk trial subscription now, you'll get all the information, insight and stock recommendations from industry experts you need to avoid the hype and make huge profits.

The stock market has never experienced as much change as it does

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I start each issue by expanding on, and giving you deeper insight into the critical economic and financial events of the day -- the same kind of commentary that I've been supplying my millions of television viewers for over 30 years.

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today. So it doesn't matter whether you're a seasoned investor, or if you're just getting started. The information and advice in my *Louis Rukeyser's Wall Street* newsletter will help you make more profits, faster and more safely than anything else because I and my "friends in high places" have earned our reputations ... and our fortunes ... staying several steps ahead of the market and trends. And we report all this directly to you every month.

Here's another thing my readers tell me they appreciate about my *Wall Street* newsletter: it's so easy to read, you'll learn everything you need to grow your fortune in just 30 minutes with each issue. I give you all the information you need in plain English -- not Wall-Street speak. I promise you'll never be bogged down or bored.

Here's what you can expect to get from each issue of my *Louis Rukeyser's Wall Street* newsletter:

- **My personal, unhedged interpretation** of the vital events of the day. I refuse to let you get caught up in hype or be misled by hysteria. I never hesitate to "call a spade a spade" so you can take advantage of the panic and make smart, profitable investments no matter what.

- **My unmatched investment advice.** The plain truth is that I've been right on every major market trend since I began covering Wall Street in 1970. Don Wiegandt of the *San Francisco Examiner* called me "one of the most accurate economic forecasters in the country," and concluded: "This man should be listened to." A number of newspapers and magazines have called me "the champion of the small investor." Every month it's my privilege to get you the information you need to even the playing field between yourself and the big-bucks crowd.

- **Exclusive insights of the world's most successful financial strategists and influential money managers.** Investment legends like Peter Lynch and John Templeton know better than to talk to the media. But as my old friends, they respond to my prodding on your behalf with remarkable candor. Every month you'll learn how they feel about current events, the future, the moves they're making now and how you can do the same to make maximum profits.

- **The single favorite growth and income stock picks from top industry analysts.** No one knows the economy like I do, but with thousands of stocks and dozens of major markets to analyze, I don't even try to pick individual stocks. Instead, I pick people. I hook up with only the proven experts in their respective fields to guide me and my readers to the often little-known gems that help build my fortune ... and yours! Over the past three years, these picks have soundly trounced the popular averages and beat the S&P 500 by 47%.

- **Easy-to-follow buy, sell and hold updates.** I don't just give you the

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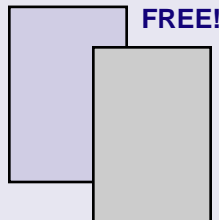
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Inside This Special Report

Cover Story

5 Secrets That Will Make You Richer, Faster

by Louis RukeyserPage 1

Features

- “SELL EVERYTHING!” Something To Think About
Next Time The Panic Sets InPage 3
- Do Personal Computers Cause Impotence And Cancer?Page 5
- Get Your Investment Advice Only From The World’s Best Investors
-- Not The Other 99%!Page 6
- Jim Callinan’s 300% Profit Secret ; Jeffrey Applegate Leads Us to 69%;
Laszlo Birinyi Beats The S&P 4 to 1 ; Ed Hyman’s Wealth-Building TrendsPage 6
- Are You Making The \$846,384 Investing Mistake?Page 7
- Beware The 800 Lb. Gorilla Making A Peace Offering.....Page 9
- Discover The *Louis Rukeyser’s Wall Street* Is Difference: STRAIGHT TALK On
How YOU Can Become A Wealthier Investor In 2000 And Beyond!.....Page 11
- Let Louis Rukeyser’s 30 Years Of Investment Wisdom Guide
You To Increased WealthPage 13

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Page 15