

NEWS YOU COULD USE

Stocks are crashing, so you turn on the television to catch the latest market news. But instead of CNBC or CNN, imagine that you can tune in to the Benjamin Graham Financial Network. On BGFN, the audio doesn't capture that famous sour clang of the market's closing bell; the video doesn't home in on brokers scurrying across the floor of the stock exchange like angry rodents. Nor does BGFN run any footage of investors gasping on frozen sidewalks as red arrows whiz overhead on electronic stock tickers.

Instead, the image that fills your TV screen is the facade of the New York Stock Exchange, festooned with a huge banner reading: "SALE! 50% OFF!" As intro music, Bachman-Turner Overdrive can be heard blaring a few bars of their old barn-burner, "You Ain't Seen Nothin' Yet." Then the anchorman announces brightly, "Stocks became more attractive *yet again* today, as the Dow dropped *another* 2.5% on heavy volume—the *fourth day in a row* that stocks have gotten *cheaper*. Tech investors fared *even better*, as leading companies like Microsoft lost *nearly 5% on the day*, making them *even more affordable*. That comes on *top* of the *good* news of the past year, in which stocks have *already* lost 50%, putting them at *bargain* levels not seen in *years*. And some prominent analysts are *optimistic* that prices may drop *still further* in the weeks and months to come."

The newscast cuts over to market strategist Ignatz Anderson of the Wall Street firm of Ketchum & Skinner, who says, "My forecast is for stocks to lose *another 15%* by June. I'm cautiously *optimistic* that if *everything goes well*, stocks could lose 25%, maybe more."

"Let's hope Ignatz Anderson is *right*," the anchor says cheerily. "*Falling* stock prices would be *fabulous* news for *any* investor with a very long *horizon*. And now over to *Wally Wood* for our *exclusive* AccuWeather forecast."