

University of Wyoming-
American Heritage Center

Guide to the

ROBERT H. STOVALL COLLECTION

Accession # 8807

Copy

PRELIMINARY INVENTORY

THE ROBERT H. STOVALL COLLECTION, ACC.#8807-85-09-05

Donor: Robert H. Stovall
Inventory Date: November 21, 1985
Number of Containers: 17
Type of Containers: Record Boxes
Linear Feet: 17
Location: 15th Street and Coe
Subject: CO
Date Received: January 3, 1985, March 26, 1985; September 5, 1985
Restrictions: None
Inventoried By: Sandy R. Streeter

Box 1:

Biographical File: 1960 - 1980

Robert H. Stovall: Family history, newspaper clippings, newsletter, memorandum, photos.

Correspondence Files: 1981 - 1985

Business between Robert H. Stovall, colleagues, and associates at Dean Witter Reynolds regarding memoranda, appointments, telephone log, trips, lectures, conferences, comments on articles by Robert H. Stovall; includes periodicals, newspaper clippings, and pamphlets, 13 file folders.

Box 2:

Correspondence File: 1957 - 1985

Business between Robert H. Stovall, colleagues, and associates at Dean Witter Reynolds Inc. regarding memoranda, advertising, lectures, trip accommodations, expenses, meetings, articles by Robert H. Stovall, and economic trends; includes pamphlets, 13 file folders.

Box 3:

Correspondence File: 1957 - 1985

Business between Robert H. Stovall, colleagues, and associates at Dean Witter Reynolds Inc. regarding lectures, meetings, articles by Robert H. Stovall, includes brochures, newspaper clippings, 1957 - 1985, 16 file folders.

Box 3: (continued)

Correspondence File: (continued)

Personal between Robert H. Stovall, family, and friends regarding social engagements, children's activities, 1965 - 1966.

Box 4:

Manuscripts: 1983 - 1985

By Robert H. Stovall: rough drafts, typescript, includes correspondence, articles for Financial World, 3 file folders

- "Opportunities In Medical Sciences"
- "Historical Market Patterns In Step"
- "The Sweet Smell Of Money," 2 items
- "Performance Picking From The Dow 30"
- "Winners And Losers Within The Dja Over The Past Nine And Twelve Months"
- "Portfolio For Monthly Income Or Utilities For Regular Income"
- "Coal Coming Up From The Cellar"
- "Retail Stocks: Pre-Holiday Clearance Sale"
- "Enjoying The Ride"
- "Trading Trends Predict Prices"
- "Year End Rallies"
- "Splits Past And Future Or Second Chance At Performance Stocks"
- "Volume Leads Prices: To New Heights"
- "Comments On The Market"
- "Trading Activity In Selected Years"
- "Stocks For The Next Leg"
- "Best Of All Worlds"
- "Waiting For The Great Connection Or Downdraft For The Airlines?"
- "A Downdraft For The Airlines"
- "Cellular Radio Aids Car Talk"
- "The Year Ahead: Inflation Down, Securities Up"
- "General Motors Bellwether Ring Out All Clear"
- "Matchplay In 1984: What Rules"
- "The Market's Waves"
- "Long Term Logic," 2 items
- "Consumer Concepts," 2 items
- "Predictable Dividend Boosters"
- "What Do You Really Want?"
- "General Motors Bellwether Rings Out All Clear," 2 items
- "Drug Stocks A Drag - Drugs For Contrarians"
- "Growth Package Play"
- "Brightening Outlook For The Light Metal," 3 items
- "Comments On The Market"
- "Five For '85," 2 items
- "Utilities In Leadership Role," 4 items
- "Beating The Market"
- "Comments On The Market - Waves and Cycles"
- "Comments On The Market - Super Bowl Predictor 18 - The Skeptics O"
- "The 1985 Investment Cycle," 2 items
- "Bear Market In 1985?" 2 items
- "Market Comments"

Box 4: (cont)

Manuscripts (cont.)

"Third Quarter Dow:30 Performance Rankings," 2 items
"De Profundis Or Banking Off The Bottom"
"Bedrock Basics Or Right Statistics," 2 items
"Spelunker Stocks," 2 items
"Three Step And Stumble Rule"
"Summer Rally 1984 - 1200 Dja?"
"Bonds Lead Secondary Stocks"
"Perpetual Options"
"A Light Dimly Seen Or Brightening Outlook For Utilities," 3 items
"Hedging Convertibles," 2 items
"Capital Spending - It Could Be Better"
"On The Laser's Twenty-fifth Birthday -- It's Truly Amazing"
"Cash Flow Trend Superior," 3 items
"Takeover Candidates In The Limelight," 2 items
"What's In Among The Megatrendy"
"Margin Requirements Changes -- Do They Matter"
"LIFO Inventory Values:Hidden Assets For Some Oils," 2 items
"Strong As A Dollar"
"The Fed's Straight Jacket"
"January Barometer Signals Up Market"
"Stocks Tend To Fluctuate," 2 items
"Summer Rally 1984"
"How Can We Improve Upon The O&O Service?"
"Oil And Gas Reserves At A Discount"
"Election Year Lexicon And Other Holiday Exercises"

Subject Files:1971-1985

Regarding Economics:

Wall Street Week: Correspondence, Newspaper clippings, memoranda,
program plans, contract summary, 1983-1985.

WEDU - Seminar at Sea- correspondence, program, newspaper clippings,
1984

Miscellaneous C - Corporate financial communications, commissions;
memoranda, reports, programs, newspaper clippings, correspondence,
1970-1976

Biography:Personnel placement; biographical sketches, memoranda,
newspaper clippings, programs, 1971-1976

Business Week:Correspondence, newspaper and magazine clippings, notes,
1973-1974

Witter World:Newsletter, memoranda, 1984

Box 4: (cont)
Subject Files (cont.)

Media labels: Mailing lists; reference report, 1984

Expenses: Expense account records, 1982-1984, 4 file folders

Twentieth Annual Contrary Opinion Forum; addresses, newsletters, 1982

Box 5:
Subject Files: 1970-1984
Regarding economics:

Portfolio Valuation: Memoranda, newspaper clippings, confidential portfolio valuations, 1973-1979

Mountain Lakes: Newspaper clippings, memorandum, magazine articles, newsletters, will, 1970-1981

Business Trips: Newsletters, memorandum, pamphlets, conference itinerary, 1980-1982

Clippings: Copies, memorandum, newsletters, 1980-1982

Business trips: Nametag, itineraries memorandum, brochures, pamphlets, newsletters, newspaper clippings, 1980-1982

Clippings: Newspaper clippings, memorandum, newsletters, brochure, 1976-1980

R.H.S. Clippings: Memorandum, newspaper clippings, newsletter, 1979-1980

Clippings: Newspaper clippings and copies, 1979

Clippings: Memorandum, newsletters, newspaper clippings, pamphlets, business conference proceedings, 1979

Portfolio Valuation: Memorandum, itineraries, photos, notes, newsletters, magazine articles, computer printout, 1980-1984

Berkeley: Memorandum, agenda, 1983

Bellevue: Memorandum, newspaper clippings, 1985

Clippings: Brochures, memorandum, newspaper clippings, 1981-1982

Box 6:

Subject Files: 1976-1985
Regarding Economics:

R.H.S. Promotional Material: Magazines, articles, newspaper clippings, photos, notes, newsletters, 1982

NYSSA File: Memorandum, reports, magazines, newspaper clippings, newsletters, 1976-1981

Securities Industry Assoc.: Articles, pamphlets, newsletters, newspaper clippings, memorandum, reports, 1976-1981

Sears, Roebuck and Company (financial and general file), memorandum, newsletter, pamphlets, newspaper clippings, 1981

Miscellaneous Publications: Memorandum, articles, notes, newsletters, 1981-1985

Window on Wall Street: Statistics, memorandum, newsletters, newspaper articles, 1981:1985

AAII Journal, Arizona Republic: Memorandum, statistics, journal, 1984

Preliminary Five Year Plan - 1981-1986

Box 7:

Subject Files: 1959-1983
Regarding Economics:

Clippings: Newspaper Clippings and newsletters, memorandum, 1980-1982

Corporate Finance Department: Dean Witter Reynolds investment banking brochures, memorandum, 1980

Portfolio Valuation: Newsletters, major economic issues of the 1970's, magazines, newspaper clippings, notes, 1970

Portfolio Valuation: Cartoons, notes, magazine articles, newspaper clippings, newsletters, pamphlets, 1981-1982

Technical Analysis of Stock Markets: Stovall's manuscripts of a pamphlet, "Technical Analysis," charts, reports, correspondence, pamphlets, 1976

Rotary Club International: Correspondence, newsletters, 1976-1980

Dean Witter Reynolds News Releases: Correspondence, charts, broadsides, newspaper clippings, memoranda, brochures, 1976-1981

Box 7: (cont.)

Subject Files: (cont.)

New York University Graduate School of Business Administration: Correspondence, membership directory of New York University Finance Club, Report: "The NYU Schools of Business: The Next Five Years," Annual Business Conference, Graduate School of Business Administration, 1980, 1981

Purchase of Reynolds Securities, Inc. stock by Banque Arabe et Internationale d'Investissement (BAII): Clippings, in-house memorandums, news releases, brochures, 1976.

Reynolds Securities, Inc. Fiscal Year: News releases, annual report, 1977

Reynolds Securities, Inc.: Fiscal year, first quarter report, news releases, prospectus, 1976

Reynolds Securities Inc.: First Quarter Report, Proxy Statement And Notice of Annual meeting of shareholders, news releases, second quarter and midyear report, balance sheet, 1975

Financial Reports: Sears, Roebuck and Co., 1980 Annual Report, tender offer statement, periodical, 1981

Financial Reports: Annual Reports, brochure, newspaper and magazine clippings, newsletter, 1978-1980

Stocks of the Year: Inter-office memoranda, tabulations, 1961-1981

Broker Stocks: Brochures, industry report, statistics, 1980, 1981

Public Broadcasting "Wall Street Week": Maryland Center for Public Broadcasting schedules, artist agreements, notes, letters of transmittal, correspondence, 1980, 1981

Brokerage Stocks: Newspaper and magazine clippings, correspondence, report "An Analysis of the Inter-Relationship and Predictive Value of Brokerage House Stocks on General Stock Market Trends," Paine Webber 1979 centennial annual report, newsletters, statistics, brochures, speeches, 1975-1980

Dean Witter Reynolds Inc.: News releases, merger discussions, agenda, brochures, merit award, memoranda, public relations recommendations, newsletter, annual reports, 1976-1983

Guides to Growth Stock Investing: Newsletters, growth charts, 1959, 1981

Box 8:

Subject Files: 1974 - 1985
Regarding Economics:

Analytical Review: Fiscal 1981 memorandum, reports, articles, 1981

Old Speech Material: Notes, speeches, newsletters, memorandum, statistics, articles, 1974-1982

Old Service Material: Pamphlets, newsletters, memorandum, reports, articles, newspaper articles, 1977-1982

Financial Reports: Newsletters, newspaper clippings, memorandum, policies, 1980-1982

Financial World Drafts: Drafts and magazines, 1984-1985

Dean Witter Reynolds Inc. Public Relations: Memorandum, notes, receipts, articles, newsletters, newspaper articles, New York City outlets, 1980-1981

Broker Flexibility: Correspondence, newspaper clippings, 1982-1985

Technical Analysis of the Stock Market: Newspaper clippings, charts, class outline, pamphlets, reprints, reports, 1961-1981

Investment Policy Strategy Meetings: Memoranda, correspondence, agenda, newspaper clippings, 1977-1978

Reynolds Securities Inc.: Newsletters, notes, newspaper clippings, annual reports, press releases, 1974-1976

Historical Economic and Market Examples: Newsletters, notes, speech, pamphlets, newspaper clippings, 1974-1979

Stock Market Volume: Memoranda, notes, correspondence, newsletters, 1968-1979

Box 9:

Subject Files: 1974-1984
Regarding Economics:

Reynolds Securities Inc. Investment Policy: Memoranda, newspaper clippings, broadsides, 1974-1979

The Wilson School: Correspondence, program, speech, notes, 1976-1978

Colleges and Universities: Pamphlets, proceedings, newsletters, correspondence, memoranda, 1981-1985

Box 9 (cont.)

Subject Files (cont.)

Dean Witter Reynolds: In-house forms, memoranda, 1978-1981

New York Society of Security Analysts: Newsletters, agenda, 1974

E.F. Hutton and Company: Memoranda, staff meeting minutes, field surveys, newsletter, 1955-1966 (three file folders)

Dow Theory: Newspaper and magazine clippings, articles, periodicals, correspondence, 1977-1984 (two file folders)

Sears, Roebuck Merger: Discussion outline, memoranda, address, stock offer, prospectus, 1981-1982

College of Insurance: Program, correspondence, brochures, commencement address, magazine clippings, 1983-1984

Stock Margins: Newsletters, newspaper clippings, correspondence, memoranda, 1962:1978

Jay H. Perry: Memoranda, newspaper clippings, newsletters, 1980

Box 10:

Subject Files: 1971-1984

Regarding Economics:

Reynolds Securities Inc. Research Department: Memoranda, newsletters, pamphlets, article with correspondence, summary reports, 1962-1977, 2 file folders

Expenses: Invoices, expense account reports, 1980-1981, 2 file folders

American College: Agenda, correspondence, newspaper clippings, 1984

International Master in Business Administration - IMUA: Pamphlets, brochures, 1984

Muhlenberg College: Newsletters, program, 1984

Marietta College: Correspondence, newspaper clippings, 1980-1984

Wall Street View: Column by Robert H. Stovall in Forbes, 1971-1975

Gustavus Adolphus College: Correspondence, programs, brochures

Conventions-Seminars: Programs, newspaper clippings, pamphlets, broadsides, correspondence, reprint, 1960-1981

Box 10: (cont.)

Subject Files (cont.)
Regarding Economics:

Speech Resources: Newspaper Clippings, newsletters, 1977-1981

New York University: Memoranda, newspaper clippings, correspondence, broadside, programs, newsletters, photos, 1972-1981, two file folders

Box 11:

Subject Files: 1951-1980
Regarding Economics:

Stock Market: Pamphlets, bulletins, annual reports, magazine covers, reprints, 1962-1980

Dean Witter and Reynolds Securities Merger: Reprints, newspaper clippings, newsletters, press releases, photos, annual report, 1977

Retail Sales Offices: List of Offices, photos, 1980

Appointments: Pocket calendars, addresses, 1959-1976, fifteen items

National Distiller Products: Manual of Purchasing Procedure and Sales Training Course; charts, pamphlets, notes, outlines, practice business forms, quizzes, photos, 1951-1952, four file folders

Box 12:

Scrapbooks: 1976-1977

Robert H. Stovall: Newspaper and magazine clippings, photos, three albums

Subject Files: 1950-1951

Regarding Economics:

National Distillers Products: Operational data, process reports, history of distilling industry, management training program course on distilling and bottling alcoholic beverages, 1950-1951, six file folders

Box 13:

Prospectus: 1983

Agreement Process Research Development and Management, Inc.

Scrapbooks: 1973-75

Robert H. Stovall: Newspaper and magazine clippings, photos, two albums

Thesis: 1957

By Robert H. Stovall for Master of Business Administration Degree,
"Grocery Chains - Expansion In A Basic Industry"

The Robert H. Stovall Collection
Page 10

Box 14:

Newsletters: 1975-1985

Regarding economics; includes Doing What's Right, Dean Witter Reynolds World, Outlook And Opportunities, eight file folders

Box 15:

Newspaper Clippings: 1960-1985

Regarding economics, and Robert H. Stovall, 17 file folders

Transferred To Coe:

Audio Tapes: 1976-1978

Featuring Robert H. Stovall

INVESTMENT INSIGHT

"Mid-Year Investment Tactics," 1976

"Taking Stock-Midyear Review," 1977

"Bear Trap Or Bull Market," 1978

"Portfolio Strategy For 1978," 1978

REYNOLDS AND COMPANY

"Proxmire Awards," no date

"Fortieth Anniversary," no date

Video Tapes: 1978-1979

Featuring Robert H. Stovall

"Wall Street Watch," 1978

"Window On Wall Street, 1978-1979," five items

American Heritage Center
P.O. Box 3924
Laramie, Wyoming 82071-3924
(307) 766-4114



Copy

INVENTORY

THE ROBERT H. STOVALL COLLECTION, ACC. #8807-88-12-31

Robert H. Stovall (b.1926) is President and part-owner of the investment advisory firm, Stovall/Twenty-First Advisers, Inc.. He began his career in 1953 with E. F. Hutton & Co. where he stayed 14 years. He then spent 16 years with Dean Witter Reynolds, Inc. where he became Senior Vice President and Director of Portfolio Strategy, a position he left in 1985 to start his own firm. Robert Stovall is also Associate Professor of Finance at New York University Graduate Business School; a regular panelist on PBS's "Wall Street Week"; a commentator for CNN's "Business Morning" and National Public Radio's "Morning Edition"; and a columnist for Financial World magazine.

This collection contains brochures for Stovall/Twenty-First Advisers, Inc. (ca.1985-1986); Preliminary Prospectus and Preliminary Statement of Additional Information for the Stovall/Twenty-First Consistent Return Trust (dated May 16, 1986); news release and newspaper and magazine articles concerning R. Stovall's resignation from Dean Witter to start his own investment firm and his investment outlooks; Stovall's columns for Financial World (1985-1987); and issues of Financial World (1986-1988).

PRIMARY MATERIAL

Box 1:

Brochures: ca.1985-1986

Contains 2 brochures for Stovall/Twenty-First Advisers, Inc. and 1 brochure for Twenty-First Securities Corporation. 1 folder.

News Release: 1985

Contains a news release from Twenty-First Securities announcing the appointment of Robert H. Stovall as President of the new subsidiary operation, Stovall/Twenty-First Advisers, Inc.. 1 folder.

Box 1 (continued):

Newspapers, Newspaper and Magazine Articles: 1985-1987

Contains photocopies of mainly financial newspapers and magazines regarding Robert Stovall's investment outlook and his assumption of the presidency of Stovall/Twenty-First Advisers, Inc. in 1985 (16 items). Also includes several of Robert Stovall's columns from Financial World magazine (8 items):

- "Durant's Legacy", p.180 (Sept. 16, 1986)
- "Targeting the Utilities". p.108 (Sept. 30, 1986)
- "Awash in Profits", p.61 (Oct. 14, 1986)
- "Statistical Purity Prevails", p.104 (Oct. 28, 1986)
- "Permanent Profit", p.68 (Nov. 11, 1986)
- "Playing the Weak Dollar", p.77 (March 10, 1987)
- "Getting the Jump on Bank Buyouts", p.140 (June 16, 1987)
- "From Panic to Enthusiasm", P.54 (June 30, 1987). 1 folder.

Periodicals: 1986-1987

Contains those issues of Financial World with the column, "Market Comments" written by Robert H. Stovall, or other articles regarding his views:

Vol. 155, 1986:

- No. 24 (Nov. 25), "Truckers on the Move", p.120
- No. 25 (Dec. 9), "A Contrary Trio", p.64
- No. 26 (Dec. 23), "A Dissenter's Delight", p.116

Vol. 156, 1987:

- No. 1 (Jan. 6), "'Tis the Season for ADRs", p.86
- No. 2 (Jan. 20), "Is Russia Wrecking Gold?", p.128
- No. 4 (Feb. 24), "12 Winners for 1987", p.140
- No. 6 (March 24), "It's Time to Buy the Throwaways", p.130
- No. 7 (April 7), "Why Some Banks Rate Another Look", p.62
- No. 8 (April 21), "Five Losers That Need Dumping", p.112
- No. 9 (May 5), "Midyear Payoff From the Tax Man", p.113
- No. 11 (June 2), "More Goodies From the Tax Man", p.56
- No. 15 (July 28), "GM Signals a Summer Rally", p.68
- No. 16 (Aug. 11), "Summer Reflections", p.122
- No. 17 (Aug. 25), "Why I'm Worried", p.77
- No. 18 (Sept. 8), "Bottom to Top on the Dow 30", p.121
- No. 19 (Sept. 22), "When Will These Families Sell Out", p.67
- No. 20 (Oct. 6), "Power Hunch", p.127
- No. 21 (Oct. 20), "A Triadic Approach", p.68
- No. 22 (Nov. 3), "Stick With the Consumer", p.137
- No. 23 (Nov. 17), "Earnings Move Into Overdrive", p.152
- No. 24 (Dec. 1), "In Search of Safer Havens", p.122-126: Round-table discussion with Robert H. Stovall as participant
- No. 25 (Dec. 15), "Earnings to the Rescue", p.65
- No. 26 (Dec. 29), "Stocks for Income", p.117

Vol. 157, 1988:

- No. 2 (Jan. 12), "How the Odds Favor a Rally", p.114
- No. 3 (Jan. 26), "The Super Bowl Predictor", p.72
- No. 4 (Feb. 9), "A Temporary Advantage", p.160
- No. 5 (Feb. 23), "Divining Dividends", p.67

Box 1 (continued):

Periodicals (continued):

Vol. 157, 1988:

- No. 8 (April 5), "Back In the Sun", p.138
- No. 9 (April 19), "Battle Winners", p.122
- No. 10 (May 3), "Nobody's Heroes", p.91
- No. 12 (May 31), "Ready to Split", p.132
- No. 14 (June 28), "Don't Discount the Dow", p.96
- No. 15 (July 12), "At the Margin", p.112
- No. 16 (July 26), "High on Chemicals", p.62
- No. 17 (Aug. 9), "More to Come", p.97
- No. 18 (Aug. 23), "Why I'm Still Worried", p.50
- No. 20 (Sept. 20), "Confused? Try Conglomerates", p.61
- No. 21 (Oct. 4), "Wait Till Next Year", p.106
- No. 23 (Nov. 1), "A Powerful Way to Beat Inflation", p.113
- No. 24 (Nov. 15), "Playing the Pentagon", p.77
- No. 26 (Dec. 13), "An Omen From the Street", p.87.

Prospectus: 1986

Contains the Preliminary Prospectus dated May 16, 1986 for the Stovall/Twenty-First Consistent Return Trust. Included here is the Preliminary Statement of Additional Information dated May 16, 1986. 1 folder.

SECONDARY MATERIAL

Box 1 (continued):

Periodicals: 1986-1988

Financial World:

- Vol. 155, No. 17 (Aug. 19, 1986)
- Vol. 156, No. 10 (May 19) and No. 14 (July 14, 1987)
- Vol. 157, No. 1 (Jan. 5); No. 6 (March 8); No. 19 (Sept. 6); and
No. 25 (Nov. 29, 1988).

Donor: Robert H. Stovall

Inventory Date: March 15, 1989

Number of Containers: 1

Type of Containers: Record Storage Box

Linear Feet: 1 ft.

Date Received: February 1986 - December 31, 1988

Inventoried by: Cynthia N. Choy

RECEIVED AND ACKNOWLEDGED

David Baker
David Baker
Acting Director

Date: 2/21/89

American Heritage Center
P.O. Box 3924
Laramie, Wyoming 82071-3924
(307) 766-4114



Copy

INVENTORY

THE ROBERT H. STOVALL COLLECTION, Acc. #8807-84-11-08

Robert H. Stovall (b.1926) is President and part-owner of the investment advisory firm, Stovall/Twenty-First Advisers, Inc.. He began his career in 1953 with E. F. Hutton & Co.. He joined Dean Witter Reynolds Inc. in 1969 where he became Senior Vice President and Director of Portfolio Strategy, a position he left in 1985 to start his own firm. Robert Stovall is also an Associate Professor of Finance at New York University Graduate Business School; a regular panelist on PBS's "Wall Street Week"; a commentator for CNN's "Business Morning" and National Public Radio's "Morning Edition"; and a columnist for Financial World magazine.

This collection consists of 2 cubic feet and contains articles and periodicals with articles by R. H. Stovall, 1968-1984; audiotape, 1978; books; newspaper and magazine clippings regarding R. H. Stovall or market and investment views, 1981-1984; pamphlets and programs, 1984; Dean Witter Reynolds Annual Reports, 1971-1984; and a commencement speech given by R. H. Stovall, 1984.

PRIMARY MATERIAL

Box 1:

Articles: 1970-1984

Contains Robert H. Stovall's published memoranda and his column, COMMENTS ON THE MARKET, written for Outlooks & Opportunities, a sales weekly published for the Account Executives of Dean Witter Reynolds, which also includes articles and panel listings featuring R. H. Stovall.

Memoranda:

COMMENTS ON THE MARKET:

"Strictly for Swingers", June 30, 1978: 2 copies

INVESTMENT STRATEGY REVIEW:

"Volume Leads Prices", March 4, 1975

"The Dow 30 at 1977 1/2 or The Dow is More Relevant Than You Think!", July 8, 1977

"Volume Leads Prices: Up and Down", Aug. 17, 1977

"By October 3 We Should Know About Tax Reform", Sept. 26, 1977

Box 1 (continued):

Articles (continued):

"The A-To-Z Performance Record. How Goes it for Growth?", Sept.
30, 1977

"How Now...Dow Jones?", Oct. 13, 1977

"GM Bellwetherites Look to December 12. - Buy Signal Due -", Nov.
21, 1977: 2 copies

REYNOLDS INVESTMENT COMMENTARY:

January 1970

January 21, 1971

May 30, 1974

September 30, 1974

December 5, 1974: 2 copies

January 31, 1975

"Election Year Theories", Dec. 15, 1975

"GM Bellwether Signal Turns to Yellow from Green, with Auto Pros-
pects Rosy!", Aug. 10, 1976

"The 'A to Z' Performance Technique", Aug. 30, 1976

Outlooks & Opportunities column, COMMENTS ON THE MARKET: 1978

"January 1978 - A Month To Reckon With", Jan. 16

"Don't Be Frozen By History", Jan. 23

"Messages From Mediums", Jan. 30

"Dollar Weakness And Interest Rate Trends", Feb. 6

"On The Use And Abuse of Energy", Feb. 20

"You Don't Have To Be Smart", Feb. 27

"What's Going On Here?", March 6

"Slip-Sliding Dollar Prompts Varying Hedge Strategies Regarding Energy
Prices, Inflationary Expectations And Trade Restrictions", March
13

"Energy Impasse Continues Or Why The Market Enjoys Only Short Rallies",
April 3

"Substantial Relative Values Created By Recent Intra-DJIA Performance",
April 10

"Steel, Inflation And Sluggish World Growth - Statistics Support Con-
cern", April 17

"Utilities vs. Industrials: Time To Transfer Assets On A Selective
Basis", April 24

"Bear Trap Blues", May 8

"Is This The Year The Rule Changes?", May 15

"Prime Rate Not A Leading Market Indicator", May 22

"May-June Trend Reversal In The Offing?", May 29

"Speculation In Real Estate Following Classic Patterns", June 5

"Volume Leads Prices Once Again", June 12

"More On Earnings Leverage In The Securities Industry", June 19

"Let's Hear It For The Securities Industry", June 19

"Stock Selections From WALL STREET WEEK", July 17

"Trading Zone Market", July 24

"Silly Seasons Have Cycles Too", July 31

"Does The Market Lead A Life Of Its Own?", Aug. 7

Box 1 (continued):

Articles (continued):

- "Gold May Be Near An Interim Peak", Aug. 14
- "Anatomy Of A Stock Market Rally", Aug. 21
- "Gold Dips Below \$200 Per Ounce; Recovers", Aug. 28
- "Labor Day Markets Can Set Trend", Sept. 4
- "Values In Domestic Producing Oil Companies", Sept. 11
- "If Margin Requirements Are Increased Stocks Could Rise Further", Sept. 18
- "When Will The Dollar Bottom?", Sept. 25
- "If Carter's STAGE II Is Like Nixon's PHASE I.....Will Equities Display Similar Group Action Patterns?", Oct. 2
- "The Lighter Side of Forecasting...Repatee With The Editors Of FORTUNE Magazine", Oct. 9
- "DJIA...Quo Vadis?", Oct. 16
- "Interest Rates And The Equity Market Far From A Perfect Fit", Oct. 23
- "Buy 'em When They're Sleeping...Hold 'em While They're Creeping...Sell 'em While They're Leaping!!!", Oct. 30
- "One Bank's Interest Rate Outlook", Nov. 6
- "More On Energy Assets In The Ground", Nov. 13
- "The 'Year-End Rally' Lives: The Record Since World War II", Nov. 27
- "Individual Investors...What's On Their Minds? What Are They Doing About It? What Can They Expect in 1979-1980?", Dec. 4
- "October-November 1978 Resembles The Markets of 1962", Dec. 11
- "Where Will We Be In 1982??? A Look Into The Future Of The Brokerage Business", Dec. 18
- "The Hemline Indicator: If You Believe In It, Expect A Rising Year In 1979", Dec. 25
- "Super Bowl Theory Predicts Plus 1979 Stock Market", Dec. 25
- Outlooks & Opportunities column, COMMENTS ON THE MARKET: 1979
- "Forget The 'Recession-1979' Debate...It's Not Really Relevant To The Market", Jan. 1
- "1979 - Off To A Good Start", Jan. 8
- "The Numismatic Levitation Equation", Jan. 29
- "Interest Rates: Quo Vadis?", Feb. 5
- "Oil And Gas Companies' Cash Earnings", Feb. 12
- "Rationality Decays, Syndromes Multiply As Events Overwhelm", March 12
- "The Irrationality Of The 'They', 'Personality Stocks' And Other Oddities", March 19
- "Risk Cutting Investors Snap Up Convertibles, But Professionals Fret Over Price, Liquidity...", April 23
- "Radioactive Clouds Prompt Users To Take Gas", April 30
- "An Update On The Headline Approach To Today's Investment Scene", May 7
- "More 'Gee Whiz' Statistics As To Why Stocks Are Cheap", May 14
- "Assets In The Ground...A Good Place To Put Equity Funds In The 1979 Market", May 21
- "GM Bellwether Buffs About To Go Bonkers", May 28: 2 copies
- "Oil Price Deregulation Sheet", June 4
- "The National Pastime As A Market Indicator", June 18

Box 1 (continued):

Articles (continued):

- "50th Anniversary Of The 1929 Stock Market Crash Coming Up...Here Are Some Lessons We Should Not Forget", July 2
- "Yes, There Is A Summer Rally", July 9
- "WALL STREET WEEK Performance Record. Individual Selections December 29, 1978 - June 29, 1979", July 16
- "What The WALL STREET WEEK Panelists Picked For The Balance Of The Year", July 23
- "Tomorrow's Financial Headlines. A Futurist Approach To Investment Strategy", Aug. 27: 2 copies
- "GM Bellwether - Moving Right Along", Aug. 20
- "The Contrarian Strikes Again!", Aug. 20: 2 copies
- "North Sea Oil Production Up - Exploration Slows", Sept. 3
- "Heavy Oil Decontrol...Who Will Benefit", Oct. 1: 2 copies
- "On Keeping One's Memory Green...Some Lessons From The Crash Of 1929", Oct. 8
- "Oil Share...Islands Of Strength In A Sea Of Turbulence", Oct. 29
- "Buying Cheap Stocks Cheap", Nov. 5
- "Interest Rates Up - Stocks Down", Nov. 12
- "Recession...How Long???...How Deep??? It's Not Really Relevant To The Market", Nov. 19
- "Some Early Ruminations About The 1980's", Dec. 3
- "Year-End Rally And The GM Bellwether - Signals As Confusing As The Operating Environment", Dec. 10
- "Dawning Decade Dimly Seen", Dec. 17
- "Some Hard Questions For a 'Difficult Decade'", Dec. 31

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- "How The WALL STREET WEEK Panelists Fared In 1979...And What They See For 1980", Jan. 7
- "1980 - A Stumbling Start, Then Recovery", Jan. 14
- "The Market Likes Democrats Best...At Least Initially", Jan. 28
- "An Optimistic Forecast For The 1980's", Feb. 4
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- "Stocks Can't Miss: Super Bowl", Feb. 25
- "Interest Rates To Peak By June - One Bank's Opinion", March 10
- "The Cult Of American Energy Assets - Part I", March 17
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- "If Gold Is Down, Is Opportunity Up?", April 7
- "When You See A Stilt Building Up, Let Someone Else Stand On It", April 14
- "Wall Street Likes Energy And Technology", April 21
- "Oil Glut Coming - Which Copes Best?", April 28
- "Brokerage House Stocks - Coincident Or Leading Market Indicators?", May 5
- "Upcoming WALL STREET WEEK Listings", May 12
- "How The Market Rates The 30 DJIA Components", May 19
- "Gold Moves In The Underground Economy", May 26
- "Setting The Stage For The 1980 Summer Rally", June 2

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- "Measuring Recessions: Did The 1980-81 Downturn Begin In January?",
June 16
- "History Teaches That Sometimes We Learn Little From History", June 23
- "Values Abound, Rally Notwithstanding", June 30: 2 copies
- "1980's First Half. How The WALL STREET WEEK Panelists Performed", July
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- "General Motors Bellwether Strikes Again", July 28
- "Securities Industry Shares Maintaining Volatility Leadership Role",
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- "Election Year Economics: Working Against The Democrats For The First
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- "Oil Company Return On Assets Performance: Last Year's Scorecard",
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- "Dow Jones 1000 - Is It That Big A Deal?", Sept. 8
- "If It Looks Like A Bull, Acts Like A Bull, Moves Like A Bull And Hangs
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- "More Takeover Targets", Sept. 22
- "Questions You Have Not Thought To Ask Recently", Sept. 29
- "The Top 100 Economies", Oct. 6
- "North Sea Oil Exploration Spurred By Rising Prices: Governments Move To
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- "How The Net Worth of 99 Oil And Gas Companies Fared During The 1970's",
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- "DOE Budget 25% Of Oil Industry Exploration And Capital Project Out-
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- "NYSE Stockholders-Of-Record", Oct. 27
- "Post Election Withdrawal Pangs...Rationality Decays, Syndromes Multi-
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- "Opportunities Among Oil And Gas Merger/Acquisition Candidates", Nov. 17
- "Interest Rates Riding for A Fall", Nov. 24
- "A Good Guru Is Hard To Find", Dec. 1
- "Minerals - A New Crisis Looms", Dec. 8
- "The Year-End Rally Lives", Dec. 15
- "Canadian Oil And Gas Jurisdictional Struggle Seen As Long-Term Pro-
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- "Ronald Reagan's First 100 Days...A Promise To "Hit The Ground Running"
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- "How The Premier WALL STREET WEEK Panelists Fared in 1980...And What
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- "Where Are 1981's Stock Market Bargains", Jan. 19
- "Oil Producers No Bargains; Better Values In Large Oil Companies",
Jan. 26
- "Oil Price Decontrol Earnings", Feb. 2

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"More On The Great Inflation Debate", Feb. 9
"An "Off-Year" For Labor Negotiations - But Some Dramatics Possible",
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"Broker Stocks Move Five Times Faster Than The Dow", Feb. 23
"Australian Oil And The Pacific Rim Thesis", March 2
"Refiners Face Crude Oil Cost/Price Squeeze", March 9
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"Debt-Free Companies", April 27: missing first page
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"Oil Stocks Have Appeal For Contrarians", May 18
"Volume Leads Prices: Up And Down", May 25
"More Tables On Different Subjects", June 1
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"Long-Term Forecast - Interest Rates Down!", June 22
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"Rallying Yields Spark New Value Theory", Sept. 14
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"Economic Prospects - "Rose Garden", "Root Canal" Or Just More "Yo-Yo",
Nov. 9

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- "Stock Buy-Back Programs - Can 20 Energy Company Managements All Be Wrong?", Nov. 16
- "The Cost Of Coping With The Burdens Of Borrowing", Nov. 23
- "Waiting For The Year-End Rally", Nov. 30
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- "Poles In The Vault", March 8
- "Tracking The Elves - Clues To The WALL STREET WEEK Technical Market Index", March 15
- "The GM Bellwether Flashes "Buy" - A Leading Market Indicator Again?", March 22
- "How Each Of Its 30 Components Performed From DJIA 1024 (4/27/81) To DJIA 795 (3/8/82)", March 29
- "Discounts Grow As Energy Stocks Fade", April 5
- "Impact Estimates Of Lower Oil Prices On Energy Company Earnings And Assets", April 12
- "Humility In Forecasting", April 19
- "Stocks On The Discount Table", April 26
- "Earnings Estimates Volatile This Recession Year", May 3
- "Standout Earnings Gainers In This Recession Year", May 10
- "Leadership Cycles: What Has Been Strong Will Remain Strong", May 17
- "Financial Formula Fingers Future Falterers", May 24
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- "Recession Takes A 11% Bite From First Quarter Profits", June 7
- "The Best Of The Best", June 14
- "Across The Swamps To The Lush Pastures Beyond: Some Thoughts About Fed Policy And Interest Rates", June 21
- "Industry Positioning For The Coming Cycle - Recovery In A Less Inflationary Environment", June 28
- "More On Investing For "Deflation"", July 6
- "Summer Rally 1982", July 12
- "Intra-Dow Movements - Winners And Losers Among The DJIA Components Over The Past Six And Twelve Months", July 19
- "When The Bull Market Really Comes", July 26

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- "Stocks With Accelerating Earnings Growth", Aug. 2
- "Convertible Bonds Look Interesting When Stocks Are Down", Aug. 9
- "Clear Signal From Interest Rates", Aug. 16
- "Record Low P/E's For Growth Oils", Aug. 23
- "Signals 'Go'!", Aug. 30
- "Stock For Income", Sept. 7
- "Thirty Stocks Which Minimize Dividends To Maximize Growth", Sept. 13
- "Takeover Targets", Sept. 20
- "Interest Rate Outlook", Sept. 27
- "The DJIA - Still An Effective Barometer Of The U.S. Stock Market Despite Its Emphasis On Static, Business Cycle Sensitive Issues", Oct. 4: 2 copies
- "Dow-30 Component Performance: Retailers Lead, Steels Lag In 1982 Market", Oct. 11
- "Infrastructure USA - Needed Upgrading Would Produce Jobs", Oct. 18
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- "Stocks For 1983's Profit Rebound", Nov. 8
- "1983 As A Presidential Third Year: The Odds Favor A Strong Stock Market", Nov. 15
- "Stocks Usually Rise Following Mid-Term Elections", Nov. 22
- "The Real Profitable Champs", Nov. 29
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- "Year-End Rally, Where Are You?", Dec. 20
- "Picks From The Top", Dec. 27

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- "Action On The Amex", Jan. 17
- "Flat Tax Fever", Jan. 24
- "No 8% Discount Rate Coming?", Jan. 31
- "Pharmaceutical Research - Costly, Always; Rewarding, Rarely", Feb. 7
- "Will They Pay The Piper?", Feb. 14
- "Gold Price Projections", Feb. 21
- "Gold Bullion Lags Kaffir Price Rise", Feb. 28
- "Wall Street Weeks's Litany Of Lists For 1983", March 7
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- "Cash-Laden Stocks", March 28
- "Stages On Life's Way: Resting Time For The Bull", April 4
- "Consumer Concepts: A Matter Of Discretion", April 11
- "S&P On Dividends", April 18
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- "Lower Interest Rates Seen", May 2: 2 copies
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- "The Surge To Go Public", May 16

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- "The Coming Bear Market", May 23
- "Corporate Liquidity - Sub-Par: A Cause For Concern", May 30
- "Nine Months Later - A Record Of The 30 Dow Industrial Issues During The First Phase Of The Current Bull Market", June 6
- "Summer Rally 1983: An Average 9.5% Gain Of The Past 37 Years Would Lift The Dow-30 To 1315 By Late September", June 13
- "Stocks Vs. Bonds In Market Dichtomy", June 20
- "Hi-Tech Converts = Income Plus Aggressive Equity Exposure", June 27
- "Montezuma's Real Revenge", July 5
- "Insider Transactions: A Chronicle Of Who's Buying Who", July 18
- "A Multinational Bull Market", July 25
- "Maybe The U.S. Dollar Deserves To Be Strong", Aug. 1
- "Volume Leads Prices: To New Highs", Aug. 8
- "The Pleasures Of Going Private", Aug. 15
- "Deregulation's Blunted Thrust", Aug. 22
- "Venture Capital - An Historical Overview", Aug. 29
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- "Wage Inflation Slowdown Seen", Oct. 10
- "Royalty Trusts For Relief From Taxation Of Income", Oct. 17
- "Performance Picking From The Dow-30", Oct. 24
- "So, The Orioles Won The Series; What Does It Mean For Stocks?", Oct. 24
- "All Star" Analysts Pick Stocks For 1984", Oct. 31
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- "Historical Market Patterns In Step", Nov. 14
- "Year-End Rallies - A Repeat Of 1982's 10.3% Gain Would Put The Dow-30 Near 1350", Nov. 21
- "Canada Prepares For Political Change", Nov. 28
- "Election Year Lexicon And Other Holiday Exercises", Dec. 5
- "A Golden Year For 1984", Dec. 12
- "Super Bowl Predictor Scores Again", Dec. 26

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- "Farm Aid Costly For U.S. And Japan", Jan. 16
- "International Stock Picking - The Year That Was And What 1984 May Bring", Jan. 23
- "World Stock Markets In 1983 - Winners And Losers", Jan. 30
- "Performance Reversals Within The Dow-30", Feb. 6
- "The Wright Stuff For 1984", Feb. 13
- "General Motors Bellwether Signal Still At 'Go!'", Feb. 20
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- "January Forecasts Fallibility", March 5
- "Merger Lightning Strikes The Oils", March 12

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- "Oil And Gas Reserves At A Discount", March 19
- "Preliminary 1984 1st Quarter Review - Investors Take Profits, Speculate In Energy And Show Some Panic As They Moved Into Cash", March 26
- "North West Credit Memo: The Decision Can't Be Appealed "But We Still Won't Pay"", April 2
- "Consumers Lead Strong Economy", April 9
- "As The 55th Anniversary Of The Crash Of 1929 Approaches...", April 16
- "What Silver Lining?", April 23
- "DJIA Component Performance Through IQ 1984", April 30
- "Stocks To Sell", May 7
- "Sound As A Dollar", May 14
- "Annual Reports Translations - What The "CEO's Letter To Shareholders" Really Means", May 21
- "P/E Ratios - Lower Levels Seen", May 28
- "A Dependable Crystal Ball", June 4
- "An Explanation Of The WALL STREET WEEK Technical Market Index", June 11
- "Summer Rally 1984: An Average Gain Would Lift The Dow-30 To 1200 By Late September", June 18
- "Oil Stocks At Discounts", June 25
- "Perpetual Options", July 2
- "The World Needs Lower Interest Rates", July 9
- "Disinflation Theme Dominates Dow-30 Performance", July 9
- "Pacific Basin Markets Grow", July 16
- "1984's Second Half - Better Than Four-To-One Odds Favor Higher Stock Prices", July 23
- "Three Step And Stumble Rule", July 30
- "An Auto Workers Strike This Fall?", Aug. 6
- "Superior Returns From Stocks - The Record Supports Long-Term Optimism", Aug. 13
- "Of Motors, Cycles And Sunspots", Aug. 20
- "Psychological Watershed In The Bond Market", Aug. 27
- "Stock Buybacks - Who Benefits?", Sept. 3
- "Election Results Foreshadowed By Stock Price Trends", Sept. 10
- "The Takeover Game - Some Rules And Targets", Sept. 17
- "Volume Leads Prices Toward New Highs", Sept. 24
- "Bond And Stock Prices Move Together...Sometimes", Oct. 1
- "Third Quarter Dow-30 Performance Rankings", Oct. 8.

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Biographical Information: ca.1982

Copy of biographical sketch for publication in WHO'S WHO IN AMERICA, Vol. 42.
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Newspaper and Magazine Articles: 1968, 1973-1974, 1981-1984

Contains photocopies of advertisements and articles from the newspaper financial sections regarding Robert Stovall's investment outlook (34 items). Also includes an interview and Robert Stovall's articles and columns written for commercial financial magazines (8 items):

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Forbes:

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"The Woodchuck & His Hole", p.72 (Feb. 15, 1968)

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"Dream Sequence For A New Bull Market", pp.124-125 (Oct. 15, 1973)

"Stocks For A Scavenger", p.70 (Jan. 15, 1974)

"Hedging Via Convertibles", p.67 (July 15, 1974)

Portfolio & Fund Guide International, "Most Successful U.S. Stock Recommendations Of 1973 Only Delayed Failures", pp.7-8 (Vol. 5, No. 9, Sept. 1973).

Pamphlets and Other Printed Material: 1984

Brochures and pamphlets for conferences and seminars featuring Robert Stovall as a speaker or organizer:

Charles Githler's Sixth Annual New York International Investment and Tax Strategy Conference, Sept. 12-16, 1984

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Issues of Financial World with the column, MARKET COMMENTS, written by Robert H. Stovall:

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No. 1 (Jan. 1), "Trends For the 1980's", p.52

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No. 4 (Feb. 15), "Copper Vs. Gold", pp.76-77

No. 5 (March 1), "Whither The GM Bellwether?", pp.52-53

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- No. 16 (Sept. 1), "Winners And Losers", pp.54-55
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No. 15 (Aug. 15), "Man Vs. Dart", p.6
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Vol. 151, 1982:
No. 1 (Jan. 1), "Mainframe Frame-Up", pp.42-43
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No. 6 (March 15), "Tarnished Metals", pp.80-81
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No. 9 (May 1), "Coming Blue Chips", p.56
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No. 18 (Oct. 1), "Dividends With Tax Breaks", pp.48-49
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No. 2 (Jan. 31), "Cellular Talk", p.70
No. 3 (Feb. 15), "Down On The Farm", p.42
No. 4 (Feb. 28), "Brightening Outlook For The Light Metal",
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No. 6 (March 31), "Predictable Dividend Boosters", pp.68-69
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No. 9 (May 15), "Long-Term Logic", pp.42-43
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No. 11 (June 15), "All Clear From GM", p.41
No. 12 (June 30), "Greasing The Oils", p.57
No. 13 (July 15-31), "A Modest Prescription", p.56
No. 14 (Aug. 15), "Up The Slippery Slope", p.44
No. 15 (Aug. 31), "Benefiting From Stock Splits", p.55
No. 17 (Sept. 30), "High Volume, High Prices?", p.57
No. 18 (Oct. 15), "Blowing Hot And Cold", p.50
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No. 20 (Nov. 15), "Utilities For Regular Income", p.82
No. 21 (Nov. 30), "Picking From The Dow 30", p.48
No. 22 (Dec. 15), "Less Glamour; More Value", p.58
No. 23 (Dec. 31), "Historical Market Patterns", p.48

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Vol. 153, 1984:

- No. 1 (Jan. 10), "What The Rallies Mean", p.57
- No. 2 (Jan. 11-24), "A Golden Opportunity", p.38
- No. 4 (Feb. 8-21), "Presidents And The Dow", p.88
- No. 5 (Feb. 22 - March 6), "The Virtue Of Gas Utilities", p.45
- No. 6 (March 7-20), "Values North Of The Border", p.104
- No. 7 (March 21 - April 3), "GM Still Signals All Clear", p.48
- No. 8 (April 4-17), "The Great Crash Revisited", p.114
- No. 9 (April 18 - May 1), "Some Biotechnology Winners", p.43
- No. 10 (May 2-15), "Chemicals, Banks et al", p.94
- No. 11 (May 16-29), "Six Picks For Today", p.61
- No. 12 (May 30 - June 12), "When The Dollar Declines", p.90
- No. 14 (June 27 - July 10), "A Look At Perpetual Options", p.84
- No. 15 (July 11-24), "Rewards In The Near Term", p.53: 2 copies
- No. 16 (July 25 - Aug. 7), "Seasonal Comings And Goings", p.86
- No. 17 (Aug. 8-21), "The Tarnishing Of A Metal", p.50
- No. 18 (Aug. 22 - Sept. 4), "Searching For Hidden Values", p.85
- No. 19 (Sept. 5-18), "Low P/E's And High Yields", p.36
- No. 20 (Sept. 19 - Oct. 2), "Banking On The Right Stocks", p.101
- No. 21 (Oct. 3-16), "Stocks Outside The Limelight", p.54
- No. 22 (Oct. 17-30), "Volume In Relation To Prices", p.101.

Program: 1984

Commencement Program, The College of Insurance, Oct. 12, 1984. 1 folder.

Reports: 1971-1984

Featuring or edited by Robert H. Stovall.

Annual Reports:

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SECONDARY MATERIAL

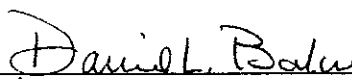
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Backman, J. (Ed.), ENTREPRENEURSHIP AND THE OUTLOOK FOR AMERICA, 1983
Cardiff, G. E. and J. W. English, THE COMING REAL ESTATE CRASH, 1979:
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Fortune, WORKING SMARTER, Introduction by W. S. Rukeyser, 1982: auto-
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Janeway, E., WHAT SHALL I DO WITH MY MONEY?, 1971: autographed
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Klein, R. and W. Wolman, THE BEAT INFLATION STRATEGY, 1975: includes a
letter to R. H. Stovall from W. Wolman and the clipping of the
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Miller, G. W. (Ed.), REGROWING THE AMERICAN ECONOMY, 1983
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Donor: Robert H. Stovall
Inventory Date: April 21, 1989
Number of Containers: 2
Type of Containers: Record Storage Boxes
Linear Feet: 2 ft.
Date Received: November 8, 1984
Inventoried by: Cynthia N. Choy

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Accession Number: 8807

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Dates:

Subject Area: 20th Century American Culture

Restrictions: NONE

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Correspondence

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Various

Prepared by Beth Kordus
March 19, 2002