
Some Portfolios Go Up During A Crash

We recently noted an advertisement for The Investment Reporter, a Canadian advisory letter that we have followed for a long time and consider to be one of the best. In the add they claimed that when referring to the 1987 Black Monday market crash, Forbes said the following about The Investment Reporter, "Survived the test posed by the worst crash in stock market history". It was astonished to discover that "Their portfolios have actually made money. Who would have thought it possible?"

Well, if you have been reading this letter for a long time, you know that we believe that while it is not something to expect, it is possible. We cannot attest to the accuracy of the ad or the actual context, however, we have followed The Investment Reporter for a long time and many of the stocks in our personal portfolios are there to some extent because of their recommendations. The Investment Reporter follows a philosophy very similar to our own. We will not presume to speak for its authors, however we can speak for ourselves. We look for high quality stocks with above average potential. Then we try to buy them when they are reasonably priced. It is our belief that this approach will outperform the market a lot of the time. Further, it usually significantly outperforms the market during bear markets and corrections as this is often when there is a flight to quality. This is nothing new to our readers. We are constantly harping on the importance of holding quality. Sometimes so much so that we wonder if our readers are not tiring of it. However, we think that Forbes comments about The Investment Reporter are a good example of why we continue to stress this approach. We hope you agree.

To get more information on The Investment Reporter, you can call them at 1-800-804-8846. It is also interesting to note that Patrick McKeough use to be the publisher of The Investment Reporter. Patrick is now editor of The Successful Investor, whose web site we highlighted last month under our Interesting Web Sites section,

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