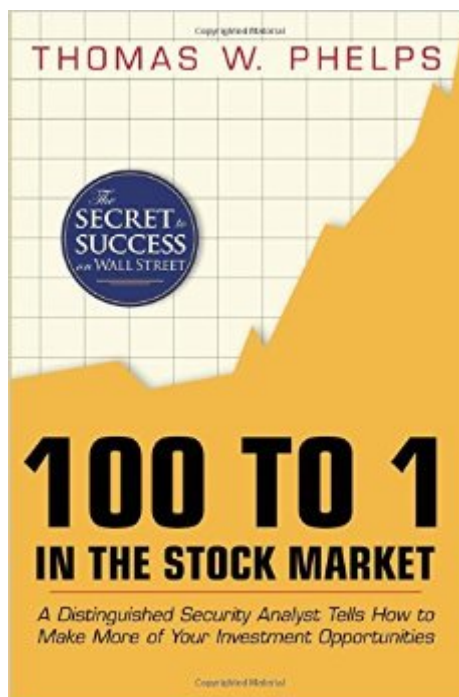


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# 100 To 1 In The Stock Market: A Distinguished Security Analyst Tells How To Make More Of Your Investment Opportunities



## Synopsis

In 100 to 1 in the Stock Market, Thomas Phelps discloses the secrets and strategies to increasing your wealth one hundredfold through buy-and-hold investing. Unlike the short-term trading trends that are popular today, Phelps's highly logical, yet radical approach focuses on identifying compounding machines in public markets, buying their stocks, and holding these investments long term for at least ten years. In this indispensable guide, Phelps analyzes what made the big companies of his day so profitable for the diligent, long-term investor. You will learn how to identify and invest in profitable business models without visible growth ceilings that will quickly increase your earnings. Worth its weight in gold (and then some), 100 to 1 in the Stock Market illuminates the way to the path of long-term wealth for you and your heirs. With this classic, yet highly relevant approach, you will pick companies wisely and watch your investments soar! Thomas William Phelps (1902–1992) spent over 40 years in the investing world working as a private investor, columnist, analyst, and financial advisor. His illustrious investing career began just before the stock market crash in 1929 and lasted into the 1970s. In 1927, he began his career with The Wall Street Journal where he was a reporter, news editor, and chief. Beginning in 1936, he edited Barron's National Financial Weekly. From 1949 to 1960, he served as an assistant to the chairman and manager of the economics department at Socony Mobil Oil. Following this venture, he was a partner in the investment firm of Scudder, Stevens & Clark until his retirement in 1970. "One of the five greatest investment books you've never heard of" — The Daily Reckoning "Of all the books on investing that I've read over the years, 100 to 1 in the stock market one was at once, the most pleasurable and most challenging to my own beliefs." — Value Walk (ValueWalk.com) "For years we handed out copies of Mr. Phelps book as bonuses." — Timothy Lutts, Cabot Investing Advice, one of the largest investment advisories and newsletters in the country since 1970

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## Customer Reviews

Of all the books on investing that I've read over the years, this one was at once, the most pleasurable and most challenging to my own beliefs. Mr. Phelps spent over 40 years in and around Wall Street and the world of investing. His activities included being a private investor, columnist, analyst, author and financial advisor. His career spanned from just before the Crash of 1929 to the 70's. In spite of the rather glamorous title, the book is actually about Buy and Hold investing. Yes, it is true that you could have made a million dollars by buying any of about 350 stocks he mentions if you had invested \$10,000 and just sat back and watched it grow over time! Doesn't sound that exciting, does it? However, I hope you didn't miss the point that he mentions AT LEAST 350 opportunities to have done this! Most of the companies' names will be quite familiar to most readers. With the histories of many of these companies available, Mr. Phelps goes back in time to examine what it was about these companies that made their potential as great as it was. How can one begin to see what it takes for a company to do well? Well enough to drive its stock from \$1.00 to \$100.00 over a period of time? This is the heart of Mr. Phelps' book. He comes up with common characteristics that show up in many of the stocks he uses as examples. Now, what about his strategy of stock ownership? He says that the best way to preserve the wealth you accumulate from investing is to NOT SELL your stocks! Uncle Sam always wants a piece of the pie when you decide to cut it! Mr. Phelps says that no matter how long it takes, it's better to pass on stocks to your heirs than it is to sell them too soon!!

How can a book be largely true, but not be a good book? By offering people a way to make a lot of money that is hard to do, but portraying it as easy. It can be done, and a tiny number succeed at it, but most of the rest lose money or don't make much in the process. This is such a book. Let me illustrate my point with an example. Toward the end of every real estate bull market, books come out on how easy it is to make money flipping homes. The books must sell to some degree or the publishers wouldn't publish them. Few actually succeed at it because: \* It's a lot of work \* It's competitive \* It only works well when you have a bunch of people who are uneducated about the value of their homes and are willing to sell them to you cheap, and/or offer you cheap financing while you reposition it. \* Transaction costs are significant, and improvements don't always pay back

what you put in. You could make a lot of money at it, but it is unlikely. Now with this book, "100 to 1 in the Stock Market," the value proposition is a little different: \* Find one company that will experience stunning compound growth over 20-30+ years. \* Invest heavily in it, and don't diversify into a lot of other stocks, because that will dilute your returns. \* Hold onto it, and don't sell any ever, ever, ever! (Forget Lord Rothschild, who said the secret to his wealth was that he always sold too soon.) \* Learn to mention the company name idly in passing, and happily live off of the dividends, should there be any. ;) Here are the problems. First, identifying the stock will be tough. Less than 1% of all stocks do that. Are you feeling lucky? How lucky? That lucky? Wow.

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