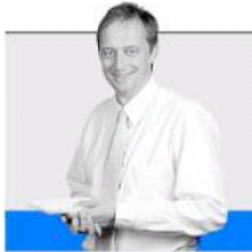




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FULLY FRANK

JOHN BEVERIDGE

Timely stocktake of clock idea

TOUGH times call for old-fashioned measures — like learning to tell the time on the stock market.

First printed in 1937 in London's *Evening Standard*, the idea of the investment clock is that markets and the economy move through predictable cycles.

And while each boom and bust cycle may have different features and duration, there are always broad similarities you can look out for.

So to see what dangers and opportunities might be around the corner, the average investor just needs to adjust the hands of the clock to reflect current events.

The most contentious feature of the clock is deciding exactly where the hand should point at any given time, with a reasonable guess being around 4.30 at the moment.

The speed of the hands is also debatable, with most people saying it takes between seven and 11 years for a full cycle.

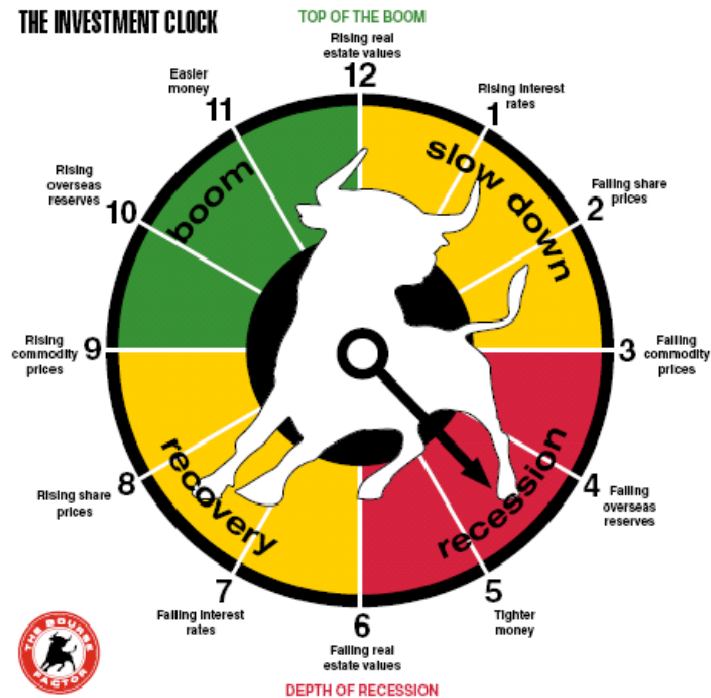
Bourse Communications executive director Rod North is such a fan of the clock that he has printed a desktop model to distribute to leading fund managers and brokers.

He is also trying to recruit 20 of Australia's leading fund managers to sign and date giant clocks and a graph of the All Ordinaries index, together with an estimate for the All Ords in 2010.

To celebrate the 21st anniversary of the 1987 sharemarket crash next Monday, Rod is also ambitiously sending copies of the clock to internationally renowned investors Chris Lynch (of Fidelity's Magellan fund fame), Warren Buffett and Donald Trump.

When all of the signed copies are collected and framed, he wants to auction them for charity.

THE INVESTMENT CLOCK



"My son has a bet with me that I can't get Warren Buffett's signature, so I have a lot of incentive," said Rod yesterday.

What he probably didn't tell his son first is that back in the 1980s, Rod managed to get New Zealand's most famous investor Sir Ron Brierley to sign up to advertise a fund management company he was then working for.

In that case the chairman of

Brierley Investments threatened legal action against Rod but had to sheepishly withdraw when he discovered that Sir Ron had indeed uncharacteristically agreed to front the campaign.

Fully Frank readers who would like an investment clock of their own should send their request and mail address to:
 info@boursecommunications.com.au