

July 5, 2008

Dear Reader,

How many times do we take advice from the media before or instead of consulting a professional who understands our financial situation?

**A man lived by the side of the road.....
and sold hot dogs**

**He was hard of hearing, so he had no radio.
He had trouble with his eyes, so he had no newspaper.
But he sold good hot dogs.**

**He put up a sign on the highway, telling how good they were.
He stood by the side of the road and cried, "Buy a hot dog, mister!"
And people bought.**

He increased his meat and bun order, and he bought a bigger stove to take care of his trade.

**He got his son home from college to help him. But then something happened.
His son said, "Father, haven't you been listening to the radio? There's a big Depression on. The International Situation is terrible, and the Domestic Situation is even worse."**

Whereupon the father thought, "Well my son has gone to college. He listens to the radio and reads the newspapers, so he ought to know"

So, the father cut down on the bun order, took down his advertising signs, and no longer bothered to stand on the highway to sell hot dogs.

**His hot dog sales fell almost overnight.
"You were right, son" the father said to the boy.
"We are certainly in the middle of a Great Depression"**

This fable appeared in American Metal Marketing, January 15, 1958.

Occasionally, you will have questions about how best to invest your money. That's where I come in. Here at Scovan Financial Services we are dedicated to helping you receive the best advice possible so that all of the media attention doesn't steer you the wrong way. Please don't hesitate to call me at (540) 943-4311 to receive the information you need.

Thank you for allowing me to share this story with you to put advice in the media into proper perspective.

Sincerely,

