

Market trends

A weekly look behind the USA's stock market movements

Dow Jones
industrial average
▲0.7% week
▲4.5% month | ▲3.2% 3 months

USA TODAY
Internet 50
▲2.5% week
▲6.9% month | ▲19.7% 3 months

DJ Wilshire
5000
▲0.9% week
▲4.7% month | ▲8.5% 3 months

S&P 500
▲0.7% week
▲4.2% month | ▲7.0% 3 months

Nasdaq
composite index
▲2.2% week
▲7.2% month | ▲16.5% 3 months

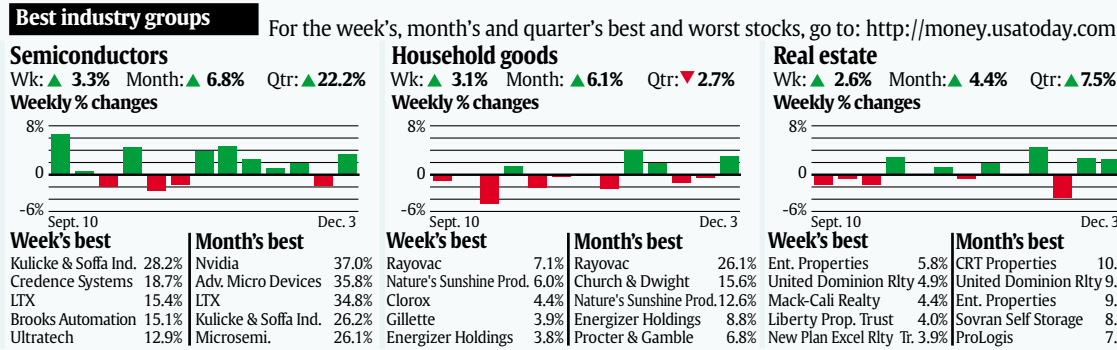
Track the major market indexes updated continuously throughout the day at money.usatoday.com

Sector Watch: Three dimensions of the markets

Software provided by Miner3D; Data provided by Standard & Poor's

Tech stocks hot, but rally broader than investors might think

The lure of tech stocks is just too strong to subside for long. Tech has regained its leadership of the stock market after weeks of sitting on the sidelines while other groups such as retailing took the lead. Semiconductors are the standout leaders, which is exactly what you'd expect given the sudden bullishness over the economy. But the other tech groups, tech hardware and software, are also charging ahead as investors become confident companies will ignite plans to upgrade their high-tech equipment. But don't let the excitement over tech mask what's a pretty broad rally. All but one of the 24 industry groups are up for the month and all but three are up for the quarter. Industry concerns continue to weigh down pharmaceutical stocks.



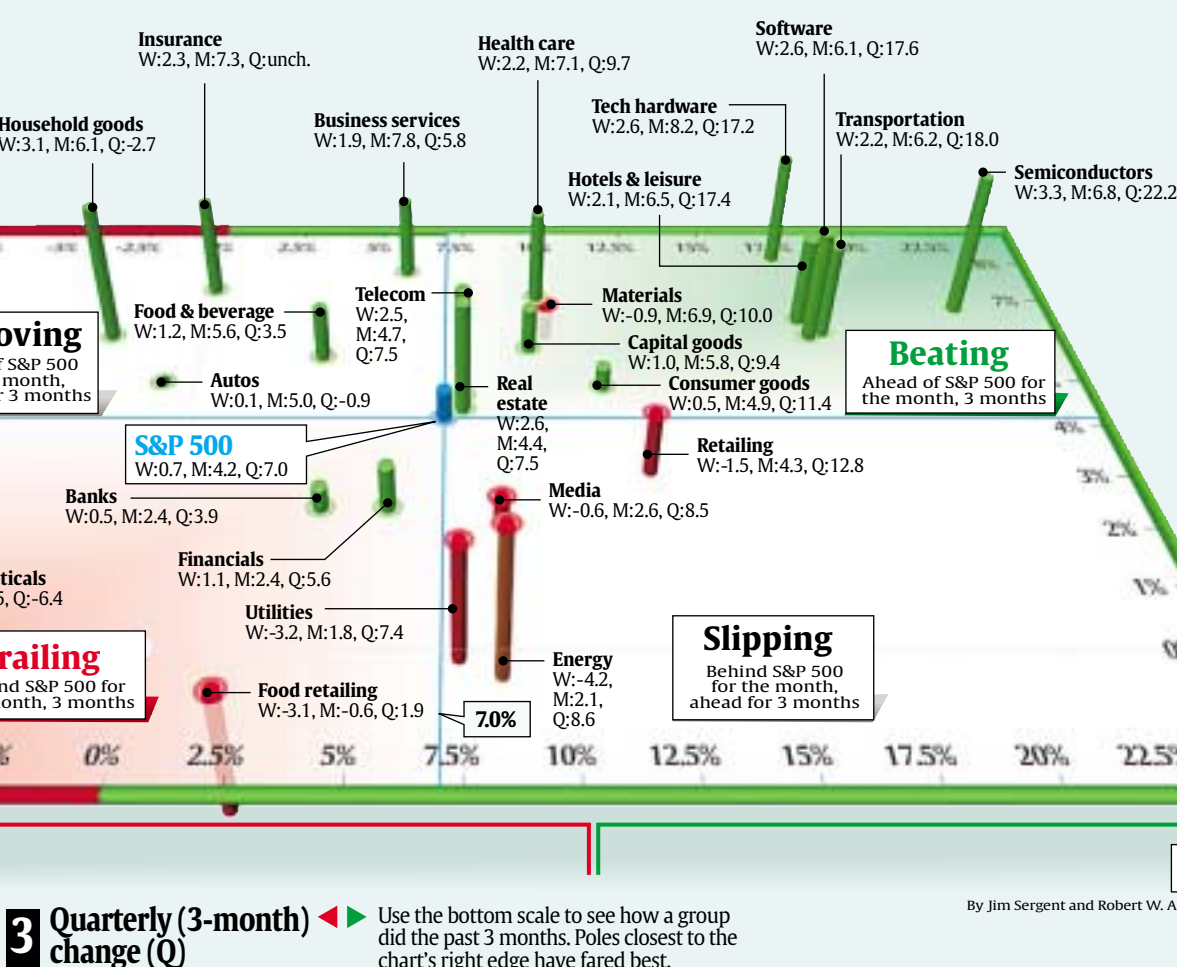
How to use this chart

1 Weekly change (W)

A green pole means the industry group rose for the week – the taller the pole, the better the performance. Red poles mean the group fell for the week.

2 Monthly change (M)

The left-hand scale shows how a group fared the past 30 days. The closer the pole is to the top of the chart, the better.



3 Quarterly (3-month) change (Q)

Use the bottom scale to see how a group did the past 3 months. Poles closest to the chart's right edge have fared best.

Street signs

Money movements

Bullish on small stocks

Investors continue to make bullish bets by gravitating toward small stocks that are in growth mode.

Monthly share-price changes

Company size	10% and up	0 to 10%	0 to -10%	-10% and up
Large	6.4%	9.9%	10.3%	11.1%
Small	4.4%	7.7%	9.2%	10.0%
Value	5.9%	7.1%	9.4%	11.3%
Growth	5.6%	6.7%	9.8%	11.7%

1 - Based on the largest 2,500 companies in the Dow Jones Wilshire 5000

Last month's top small growth stocks

Company	Close	Monthly chg. ¹
Antigenics	\$11.04	76.1%
NeoPharm	\$11.25	56.5%
CTI Molecular Imaging	\$13.49	52.6%
Walter Industries	\$26.10	48.6%
KFX	\$13.90	48.5%

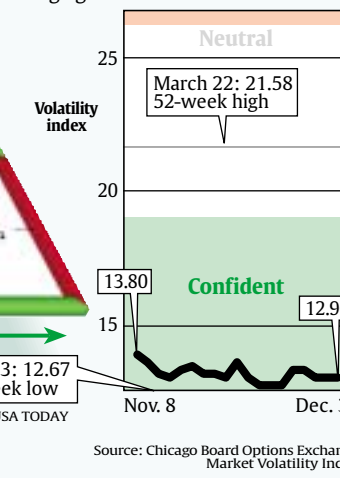
1 - Includes dividends Source: Wilshire Associates

Value vs. growth: Value stocks are cheap compared to the market based on their expected price-to-earnings and price-to-book ratios. Growth companies are more pricey based on those same measures.

Fear gauge: Nov. 8 - Dec. 3

Confidence

When the gauge's reading is low and in the green, as it was last week, investors are confident about the stock market. The number comes from a formula that analyzes how traders are hedging their bets.



Market sifter

Data provided by Reuters Research, Lipper, USA TODAY Stock Meter¹

Aggressive

STOCKS

Conservative

Overlooked growers: One way to make money is to find fast-growing companies before money managers and mutual funds do. These companies have steadily increased their rate of earnings growth the past five years – with the strongest growth coming in the most-recent quarter. Each are less than 40% owned by big institutions.

Stock Meter ² score	Close	5-year EPS growth	3-year EPS growth	EPS growth last qtr.	
Conservative = 1; Aggressive = 5					
Texas Pacific Land Trust	1.3	\$95.50	1.1%	16.8%	819.3%
Friedman Industries	1.6	\$8.00	-6.0%	-5.0%	557.9%
Fidelity Southern	2.3	\$18.05	-0.1%	13.8%	293.9%
Grupo Simex S.A. de C.V.	3.2	\$4.80	-47.5%	54.2%	283.0%
Intier Automotive	2.2	\$30.20	16.9%	23.3%	274.8%
American Locker Group	2.4	\$12.96	-4.0%	1.5%	266.1%
Books-A-Million	2.8	\$8.94	12.6%	40.0%	260.0%
BB&T	2.0	\$43.05	5.4%	10.6%	253.6%
Rotronics Manufacturing	1.8	\$2.95	4.5%	42.5%	243.8%
Charter Financial	3.0	\$40.98	-41.5%	70.6%	242.9%

Growth at a reasonable price: Growth is great, as long as investors don't overpay for it. These large and midsize companies have averaged at least 15% annual revenue growth the past five years and are expected to average at least 15% long-term earnings growth. But their PEG ratio – the stock's price-earnings ratio divided by expected earnings growth rate – is no more than 1.5.

Stock Meter ² score	Close	5-year rev. growth	Expected 5-year earnings growth	PEG ratio	
Conservative = 1; Aggressive = 5					
Maverick Tube	2.4	\$29.69	23.4%	25.0%	0.3
Anglo American (ADR)	2.6	\$24.22	22.6%	32.2%	0.4
United Microelectronics	3.2	\$3.60	39.0%	19.8%	0.5
Taiwan Semiconductor	2.4	\$8.30	32.1%	24.4%	0.6
SanDisk	2.8	\$23.92	51.4%	22.9%	0.7
Unit	3.2	\$37.00	25.5%	30.7%	0.7
CGI Group	3.6	\$6.45	18.1%	17.5%	0.9
Cal Dive International	3.2	\$39.89	21.1%	26.7%	0.9
Carbo Ceramics	1.4	\$73.25	15.1%	30.0%	1.0
Career Education	2.6	\$40.35	52.5%	23.0%	1.0

MUTUAL FUNDS

Saucy sectors: Sector funds home in on one segment of the stock market, such as technology or utilities. The hottest sector funds the past three months:

Phone number	Total return 3 mos.	3 years	
ProFunds Internet	888-776-3637	45.7%	22.9%
Jacob Internet Fund	888-522-6239	37.5%	143.0%
Oppenheimer Global Opportunity	800-225-5677	29.6%	52.6%
RS Inv Internet Age	800-766-3863	29.3%	31.3%
Hartfield Global Comm	888-843-7824	29.3%	33.8%
RS Inv Info Age	800-766-3863	28.5%	13.9%
Turner New Enterprts	800-224-6312	27.6%	16.7%
Turner Technology	800-224-6312	26.6%	-4.3%
Columbia Technology	800-426-3750	26.6%	NA
Saratoga Tech Comm	212-906-7800	26.2%	-26.5%
S&P 500		7.0%	5.4%

Even keels: Balanced funds usually put 60% of their assets in stocks and 40% in bonds. The bonds usually cushion stock losses and increase the fund's dividend payout, too. Top balanced funds the past three months:

Phone number	Total return 3 mos.	3 years	
Green Century Balanced	800-934-7336	14.0%	8.2%
Villere Balanced Fund	866-209-1129	12.4%	36.6%
Valley Forge Fund	800-548-1942	10.2%	20.8%
First Focus Balanced	800-662-4203	10.0%	31.9%
Constell Str Val HII	866-242-5742	9.4%	NA
New Century Balanced	888-639-0102	8.8%	15.5%
USA Growth & Tax Strat	800-531-8181	8.5%	12.4%
Eaton Vance Balanced	800-225-6285	8.2%	16.1%
Transam Prem Balanced	800-892-7587	8.2%	21.9%
CCM Tr Mutual Fund	800-345-4048	8.2%	34.9%
DJ Wilshire 5000		8.5%	12.4%

1 - Thursday closes used to compute all returns; 2 - For more information, go to: <http://stockmeter.usatoday.com>. The stocks and mutual funds listed are not recommendations. Investors should do their own research before buying any securities.

5 places to park it

Lower-risk vehicles for your investments

Highest CD yields

Bank	Phone	Term	Yield
Bank of Internet USA	877-541-2634	5 years	4.40%
Countrywide Bank	800-479-4221	2½ years	3.60%
Corus Bank	800-989-5101	1 year	3.23%
Corus Bank	800-989-5101	6 months	2.87%
Corus Bank	800-989-5101	3 months	2.57%

Source: Lipper

Long-term industry trends

Three industry groups negative for the year

Best for 52 weeks	Worst for 52 weeks
Semiconductors 22.2%	Food retailing 1.9%
Transportation 18.0%	Insurance unch.
Software 17.6%	-0.9% Autos
Hotels & leisure 17.4%	-2.7% Household goods
Tech hardware 17.2%	-6.4% Pharmaceuticals

Complete list Go to money.usatoday.com to see how stocks from the sectors have fared during the past weeks.

About the industry groups in Sector Watch

Each industry group is capitalization weighted, so changes in the largest companies cause bigger swings in each group. Also, some of the industry groups are broader than their names suggest. Some of the groups:

Business services: Printing, data processing, employment agencies, office supplies	Energy: Equipment, drilling, oil and gas production	Hotels & leisure: Hotels, restaurants, casinos	Includes biotechnology
Capital goods: Defense, aerospace, construction, machinery, industrial conglomerates, trading companies	Financials: Consumer finance, financial services, diversified financial services	Household goods: Household and personal products	Retailing: Distributors, Internet, catalogs, stores
Consumer goods: Durable, leisure equipment, clothing	Food & beverage: Beverage, all food products and tobacco	Materials: Chemicals, construction materials, metals and mining, forest products	Software: Computer software and consulting
	Food retailing: Food and drug stores, distributors	Media: Advertising, TV, movies, publishing	Tech hardware: Communications equipment, computers, electronics, semiconductors
		Pharmaceuticals:	Transportation: Air freight, airlines, marine, road and rail

Source: Standard & Poor's

By Jim Sergent, USA TODAY

GM revives Mr. Goodwrench ads, throwing in comedic twist

By Theresa Howard
USA TODAY

NEW YORK — Improvements in vehicle design, manufacturing and parts have resulted in a level of quality that's getting way too good for the auto repair industry's own good.

Such features as 10-year warranties, 100,000 miles until the first tuneup, 10,000 miles until the first oil change and tires that hold up for 50,000 rather than 20,000 miles have been great for consumers. But what's been good for the consumer is taking a toll on the \$187 billion repair and maintenance business.

While the Motor & Equipment Manufacturers Association reports that repair and maintenance sales are up 5% over 2002 and 32% since 1993, those numbers fall far short of the rate of growth in "more miles per car, more miles driven on the road and more cars per family," MEMA spokesman Neal Zipser says.

And he says that cars' needs have become so minimal that consumers are lulled into ignoring the \$43 billion that should be spent annually on scheduled maintenance and repairs.

"Cars have gotten to the point in terms of quality and low maintenance that it's out of sight, out of mind for consumers," says David Cole, chairman of the Center for Automotive Research, an independent firm that tracks the auto industry.

To try to counter this trend in consumer thinking, General Motors last year resurrected its longtime symbolic service technician, Mr. Goodwrench, and put him in national TV ads for the first time in a decade. Ads are intended to help lure more GM owners back to the company's network of 7,000 dealers and 80,000 certified Goodwrench technicians.

"Mr. Goodwrench still lived in the minds of consumers, even though we hadn't advertised him in 10 years," says Beth Grotz, marketing director for GM parts and GM Goodwrench.

While Mr. Goodwrench was a buttoned-up white man when he first appeared in the 1970s, today's Mr. Goodwrench has changed. The mechanic now could be black, white, Asian — or even a Ms. Goodwrench. "The idea is that Mr. Goodwrench is all technicians in

Looking for Mr. Goodwrench

Ad Track A weekly look at how much consumers like a major advertising campaign compared with other ads rated by this poll — and how effective they think the ads are in helping to sell the product.

Today's ad **Mr. Goodwrench** Comedian Stephen Colbert uses surveillance techniques along with sidekick Brian Posehn to try to find the real GM Mr. Goodwrench. In one ad, Colbert, is staked out in a parking lot of a GM dealership and uses a telescope to try to find him. When he's unsuccessful, he opens the vehicle door to ask Posehn, who wears headphones and sits at a keyboard, if he's found him. The response: "They're all experts, but I can't tell one from the other." In another ad, Colbert sits in the vehicle in a park and asks a mounted police officer to issue an all points bulletin for Mr. Goodwrench.

Source: USA TODAY research by Kelly Barry

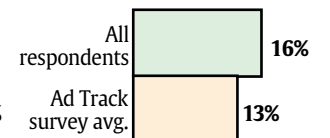


On the case: Comedian Stephen Colbert, left, and sidekick Brian Posehn try to find the "real" Mr. Goodwrench.

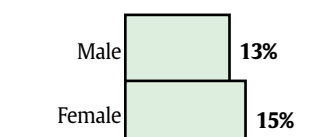
Like the ads a lot



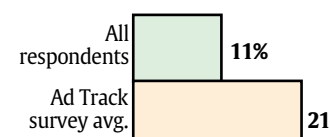
Dislike the ads



Among key target groups



Think the ads are very effective



For information about Harris Ad Track, contact David Krane of Harris Interactive at 212-539-9648 or at dkrane@harrisinteractive.com. Based on a nationwide poll of 931 adults who had seen the Mr. Goodwrench ads. Poll was conducted Nov. 11-15; margin of error is ± 2 percentage points. Overall average based on 436 ads.

USA TODAY

all GM dealerships," Grotz says.

Since last spring, the ads have featured comedian Stephen Colbert of *The Daily Show* fame. They show him on a quest to identify the real Mr. Goodwrench.

The latest ads, which began in October, introduced a sidekick, comedian Brian Posehn, who assists Colbert in his quest. The two bumbling adventurers travel around in a small, covered golf cart as they try to find Mr. Goodwrench.

"The thing about Stephen Colbert is that he's an idiot," says Daniel Hennessy, creative director at Chem-

istri, the Troy, Mich., ad agency that created the ads. "Even though he comes across as smart, he can't figure it out that we know who is Mr. Goodwrench."

In one ad, Colbert, wearing a safari vest, is on a stakeout in a GM dealer's parking lot. He uses a telescope, while Posehn uses high-tech surveillance gear to try to find which technician is the real Mr. Goodwrench. Both are unsuccessful. "They're all experts, but I can't tell one from the other," Posehn says.

In another ad, Colbert sits on a stakeout in a park and asks a mounted police officer if he could issue an



APB, please: Stephen Colbert, left, works with Brian Posehn and a police officer to find Mr. Goodwrench.

all points bulletin for Mr. Goodwrench. He explains to the officer that Mr. Goodwrench purports to have more than "1 million hours of training" a year and that he is in "violation of labor laws."

Auto service is "a very low-interest category," Grotz says. "Your typical automotive service ad is a technician or service manager pleading with you to come in. We thought we'd take a little different approach to see if we could get more interest in the category."

The ads didn't spark a high level of interest among consumers surveyed by Ad Track, USA TODAY's weekly consumer poll. Of those familiar with the ads, 14% like them a lot vs. the Ad Track average of 21%. Only 11% consider the ads "very effective" compared with the average of 21%.

Part of the challenge may be the topic, auto expert Cole says.

"If you talk too much about service, you're implying that your products are going to need more service," he says. "There's a very fine line. They have to be careful about that."