

Long-Short Idea List: 09-26-19

HOW TO READ THE CHARTS

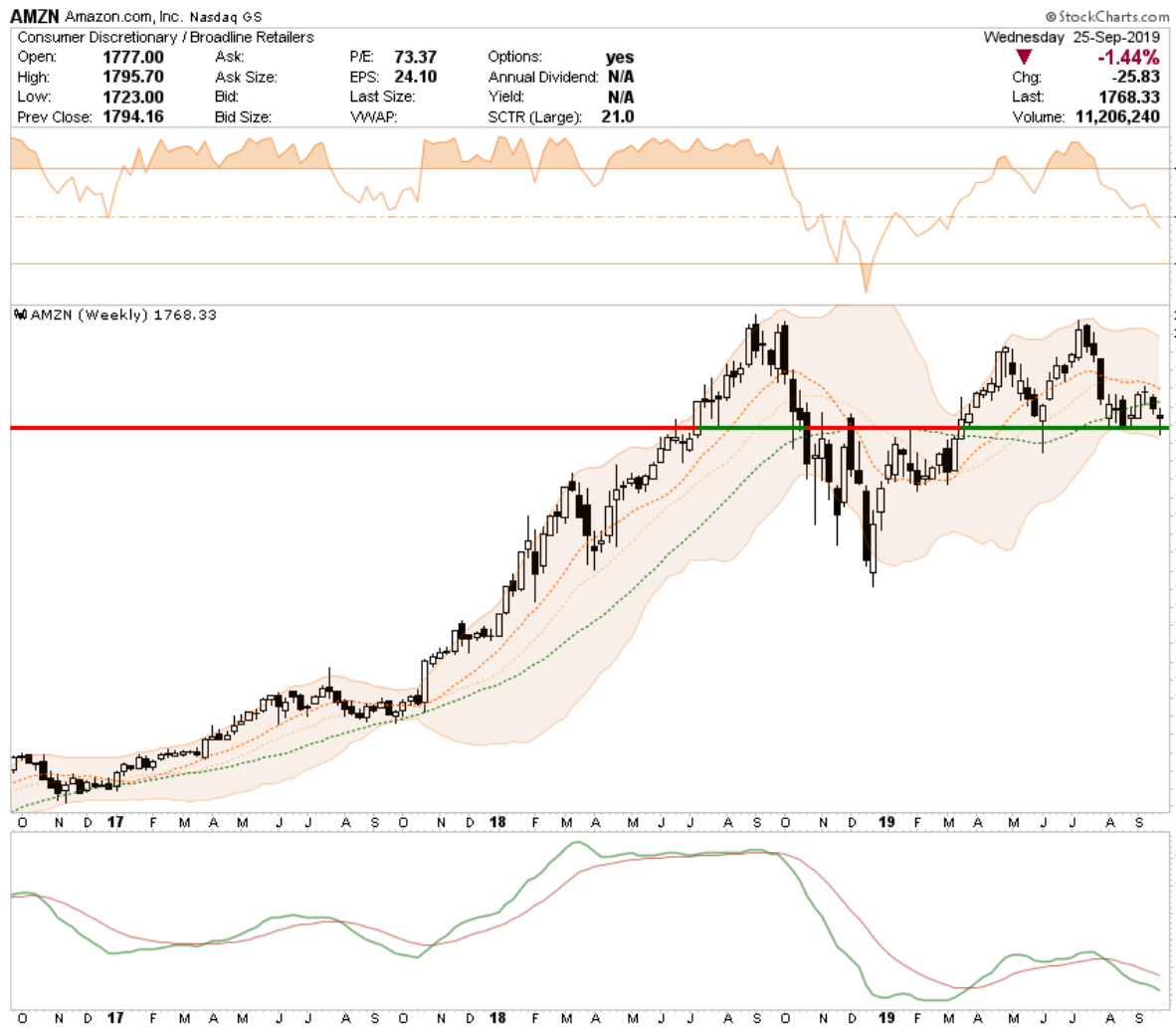
There are four primary components to each chart:

- The price chart is contained within the shaded area which represents 2-standard deviations above and below the short-term moving average.
- The Over Bought/Over Sold indicator is in orange at the top.
- The Support/Resistance line (green) is the longer-term moving average which also acts as a trailing stop in many cases.
- The Buy / Sell is triggered when the green line is above the red line (Buy) or vice-versa (Sell).



LONG CANDIDATES

AMZN - Amazon.com



- Last week, we stated that "if the market is going to move higher into year-end, then AMZN should lead the way particularly as we head into holiday shopping season."
- The trade setup didn't change much this past week, and with AMZN's sell signal pretty deeply oversold there is a decent entry point.
- Buy at current levels.
- Stop is \$1740

AVT - Avnet, Inc.



- AVT is at the top of a very volatile downward trending trading range.
- With the buy signal close to turning up, look for a breakout above \$44 for a tradeable opportunity up \$48-49.
- Buy a position on a breakout of the downtrend at \$44.50-45
- Stop is \$42.50

KSS - Kohls Corp.

KSS Kohls Corp. NYSE

Consumer Discretionary / Apparel Retailers

Open: **48.71** Ask: P/E: **10.96** Options: **yes**
 High: **50.19** Ask Size: EPS: **4.54** Annual Dividend: **2.62**
 Low: **48.20** Bid: Last Size: Yield: **5.26%**
 Prev Close: **49.02** Bid Size: VWAP: SCTR (Large): **6.8**

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Wednesday 25-Sep-2019

▲ **+1.55%**Chg: **+0.76**Last: **49.78**Volume: **6,414,104**

- *KSS has been basing near the lows as of late and the sell signal has gotten deeply oversold.*
- *Buy at current levels with a very tight stop at \$47.50*
- *If KSS announces improved earnings it could get a decent pop higher.*
- *Target for trade is \$55 initially.*

GT - Goodyear Tire & Rubber

GT Goodyear Tire & Rubber Co. Nasdaq GS

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Consumer Staples / Tires

Wednesday 25-Sep-2019

Open: **13.68** Ask: P/E: **7.37** Options: **yes**
 High: **14.19** Ask Size: EPS: **1.91** Annual Dividend: **0.64**
 Low: **13.33** Bid: Last Size: **4.54%** Yield:
 Prev Close: **13.82** Bid Size: VWAP: SCTR (Mid): **24.6**

Chg: **+1.95%**
 Last: **14.09**
 Volume: **8,485,251**



- I always try and include one very speculative, "if it works its going to make a lot of money" trade idea.
- GT has a P/E 7x, has earnings and throws off a 4.5% yield. Yet it looks like no one is driving cars anymore.
- The trade set up is very good with limited risk.
- Buy at current levels with an initial rally target of \$16.50
- Stop-loss is set at \$12.50

GPS - Gap, Inc.

GPS Gap, Inc. NYSE

Consumer Discretionary / Apparel Retailers

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Open: **17.02** Ask: P/E: **7.04** Options: **yes**
 High: **17.80** Ask Size: EPS: **2.45** Annual Dividend: **0.97**
 Low: **16.89** Bid: Last Size: Yield: **5.63%**
 Prev Close: **17.19** Bid Size: VWAP: SCTR (Large): **2.6**

Wednesday 25-Sep-2019

▲ **+0.23%**Chg: **+0.04**Last: **17.23**Volume: **13,557,841**

- *GPS has been beaten up but we are heading into its best time of year, as the shopping season is getting ready to start.*
- *Risk/reward is easy for this trade.*
- *Buy a position in GPS at current levels.*
- *Target for trade is \$23*
- *Stop loss is set at \$16.50*

SHORT CANDIDATES

AVY - Avery Dennison Corp.

AVY Avery Dennison Corp. NYSE

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Materials / Specialty Chemicals

Wednesday 25-Sep-2019

Open: 112.55	Ask:	P/E: 40.88	Options: yes
High: 114.50	Ask Size:	EPS: 2.75	Annual Dividend: 2.2
Low: 111.05	Bid:	Last Size: 1.96%	Yield: 1.96%
Prev Close: 112.82	Bid Size:	VWAP:	SCTR (Large): 30.9

Chg: **-0.56**
Last: **112.26**
Volume: **1,203,673**



- Last week, we suggested AVY for a long-trade on a breakout above \$117.50.
- That didn't happen and the "sell signal" is just about to trigger.
- Look to short AVY on a break below the previous stop of \$112.50
- Target for trade is initially \$100
- Stop-loss is \$115

BLL - Ball Corp.

BLL Ball Corp. NYSE

Materials / Containers & Packaging

Open: 74.00	Ask:	P/E: 48.04	Options: yes
High: 75.82	Ask Size:	EPS: 1.53	Annual Dividend: 0.5
Low: 72.83	Bid:	Last Size:	Yield: 0.68%
Prev Close: 73.84	Bid Size:	VWAP:	SCTR (Large): 85.9

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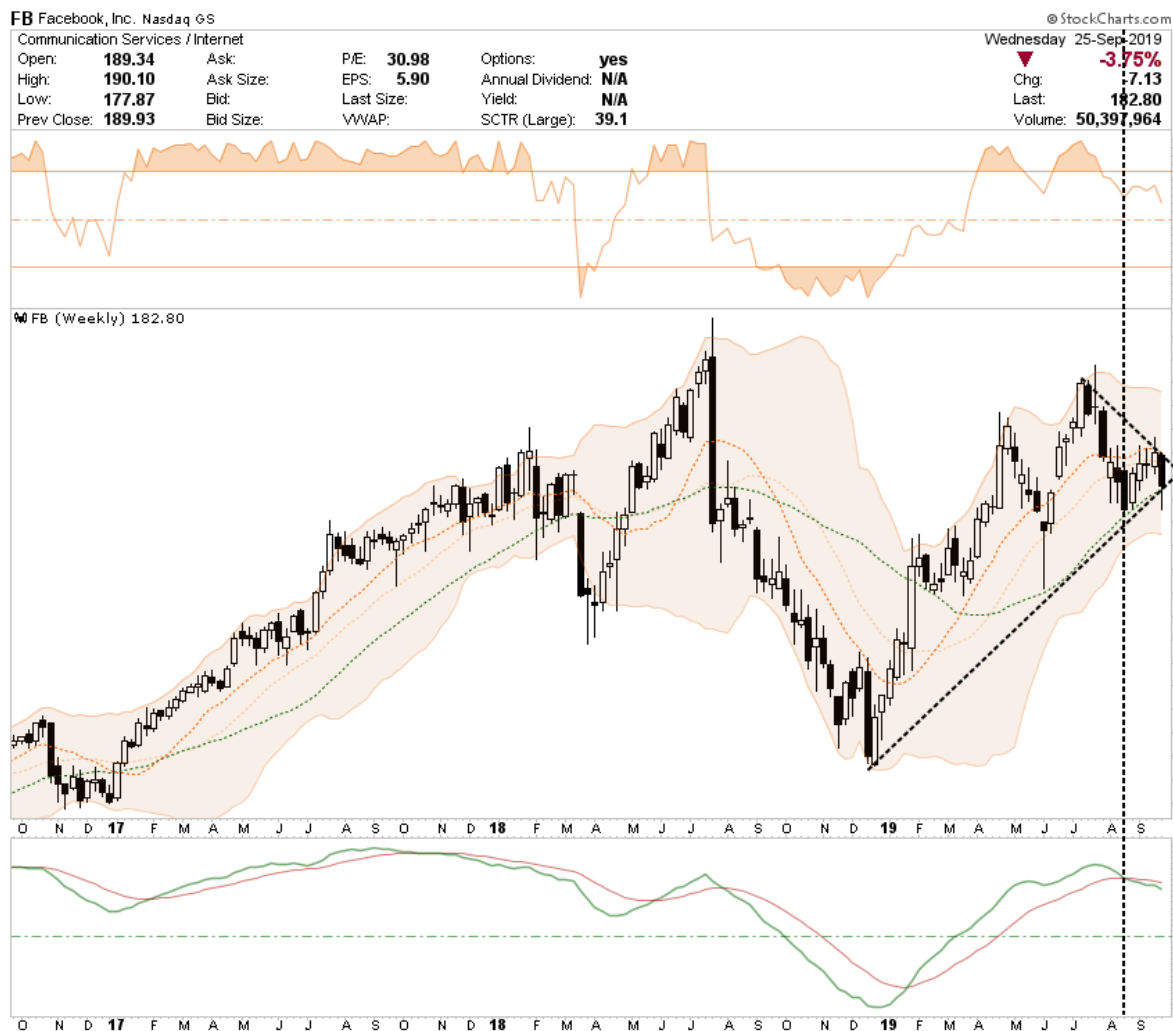
Wednesday 25-Sep-2019

▼ **-0.46%**
Chg: **-0.34**
Last: **73.50**
Volume: **7,317,825**



- Quite a while back we suggested a long on BLL corp. It is now time to close that trade out and look at a potential retracement of the extreme extension.
- *Sell on a break below \$72.50*
- *Target for trade is \$60*
- *Stop-loss is \$75*

FB - Facebook, Inc.



- Last week, we discussed shorting FB which had been consolidating in a tightening pattern over the last couple of months.
- With a "sell signal" now triggered at a fairly high level, downside risk remains decent.
- Sell short FB on a break below the trendline at \$182.50
- Target for trade is \$160
- Stop-loss is set to \$185

INCY - Incyte Corp.



- When we initially discussed INCY we suggested that it could break either way out of the very tight consolidation it had been building.
- It broke to the downside and triggered the "Sell signal."
- Short INCY on any bounce that fails to get above \$80.
- Stop loss is \$82.50 after entry.
- Target for trade is \$60

HLT - Hilton Worldwide Holdings.

HLT Hilton Worldwide Holdings Inc. NYSE

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Consumer Discretionary / Hotels

Wednesday 25-Sep-2019

Open: **94.88** Ask: P/E: **34.10** Options: **yes**
 High: **95.74** Ask Size: EPS: **2.72** Annual Dividend: **0.6**
 Low: **91.52** Bid: Last Size: Yield: **0.65%**
 Prev Close: **95.22** Bid Size: VWAP: SCTR (Large): **49.5**

Chg: **-2.57%**
 Last: **92.77**
 Volume: **5,066,997**



- *HLT has also recently registered a "sell signal" and is trading at fairly overbought levels.*
- *Sell Short HLT on a break below \$90*
- *Target for trade is \$70*
- *Stop-loss after shorting the position is set at \$92.50*