

Long-Short Idea List: 09-26-19

HOW TO READ THE CHARTS

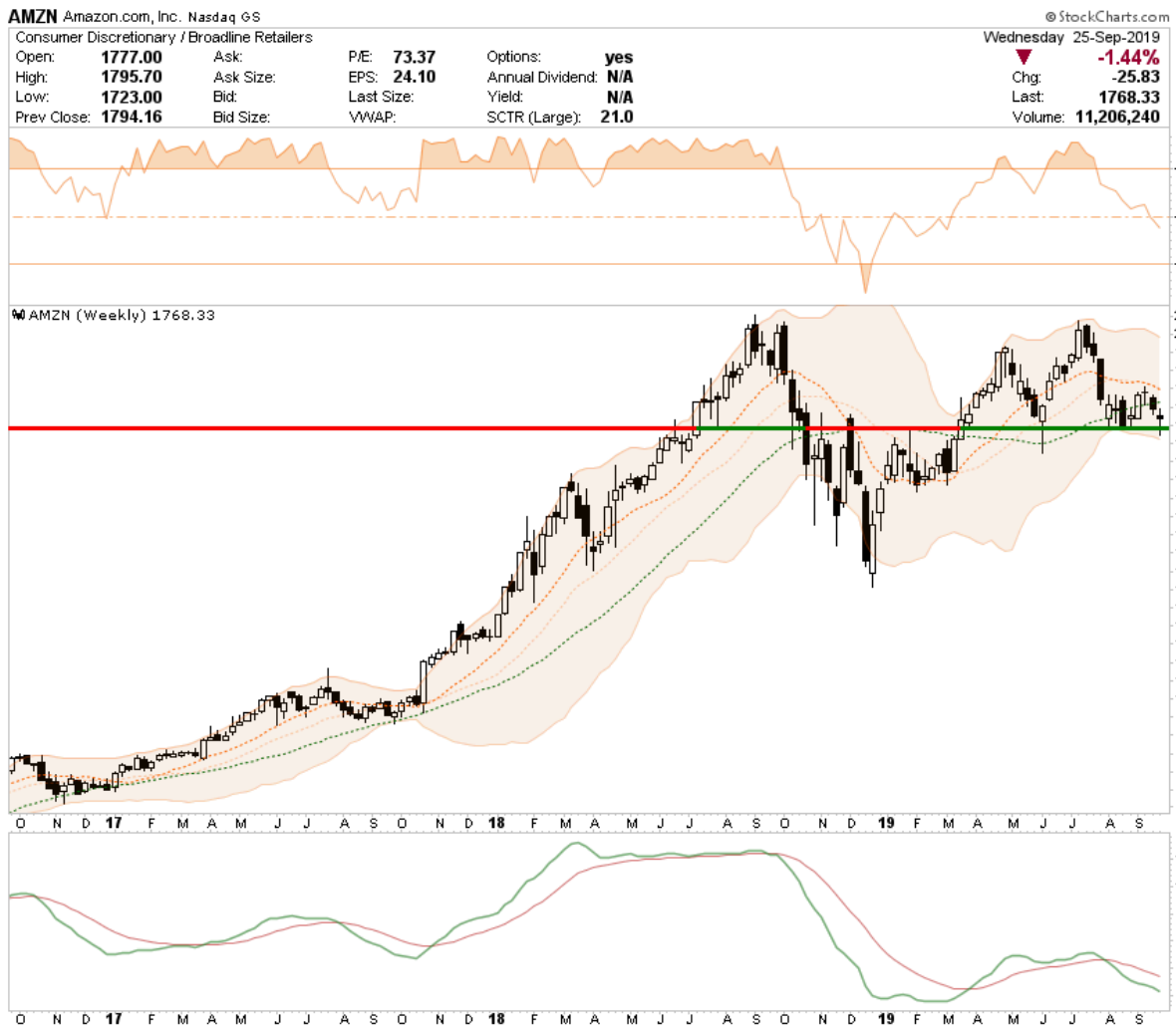
There are four primary components to each chart:

- 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 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



- *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

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Consumer Discretionary / Apparel Retailers

Wednesday 25-Sep-2019

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

▲	+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**



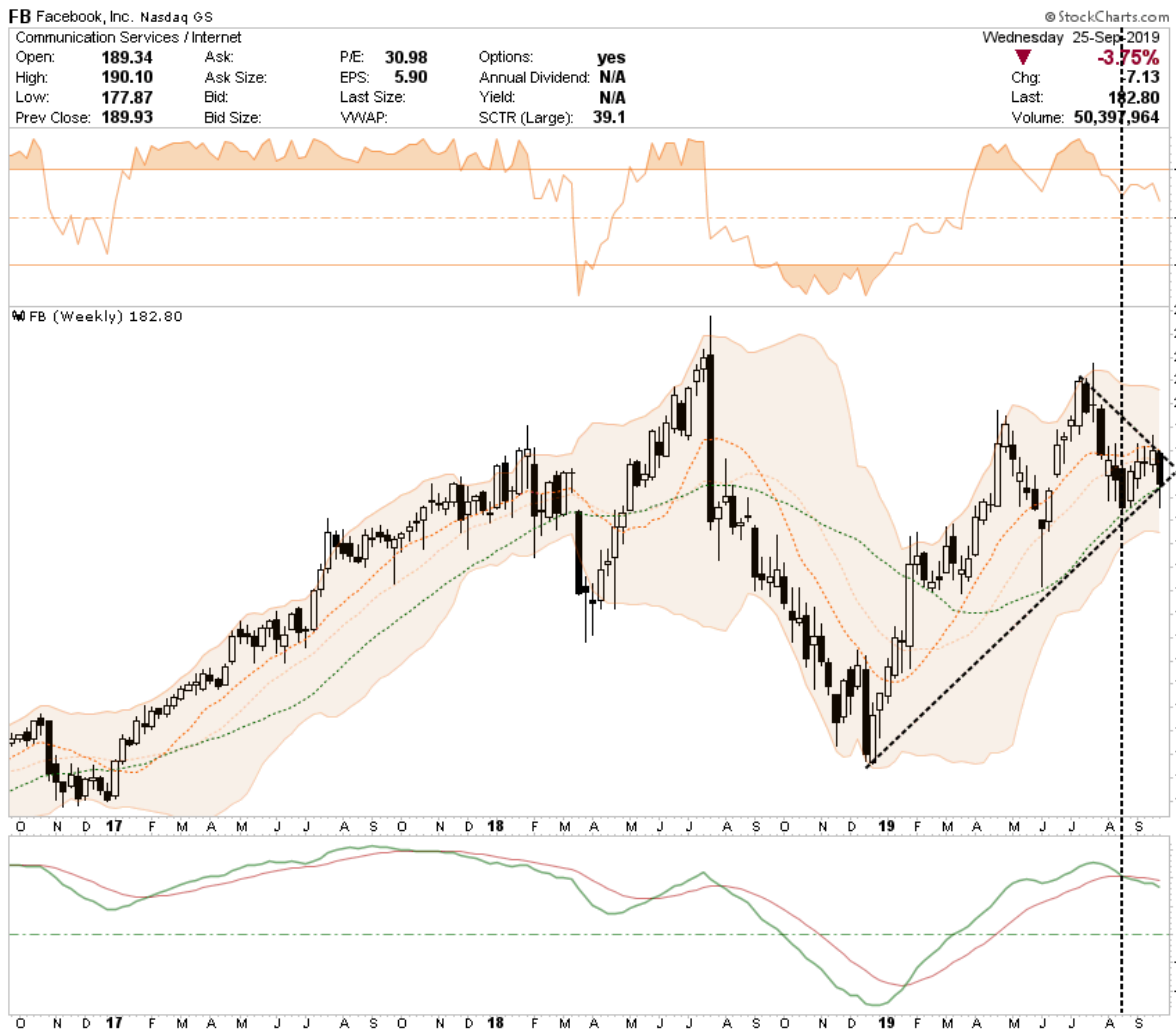
- Last week, we suggested AVY for a long-trade on a breakout above \$117.50.
- That didn't happen and the "sell signal" is just about to trigger.
- Look to short AVY on a break below the previous stop of \$112.50
- Target for trade is initially \$100
- Stop-loss is \$115

BLL - Ball Corp.



- 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

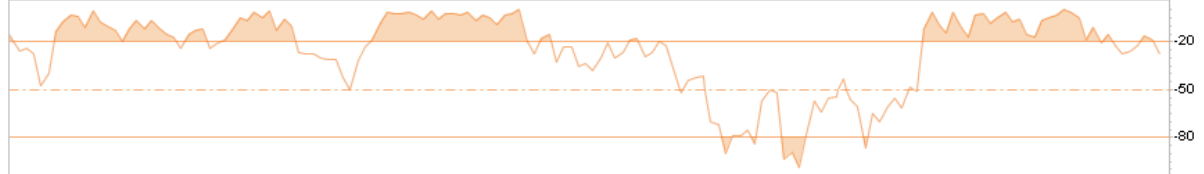
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Consumer Discretionary / Hotels

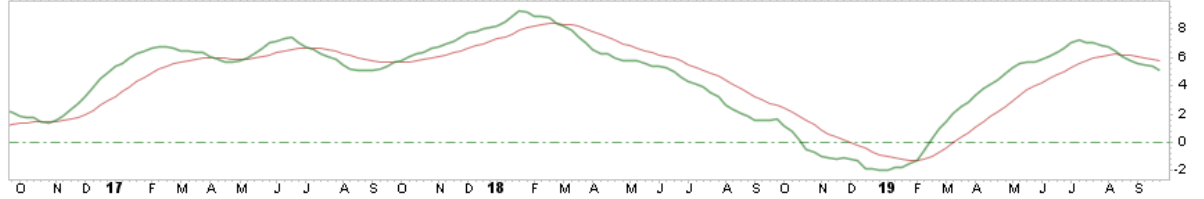
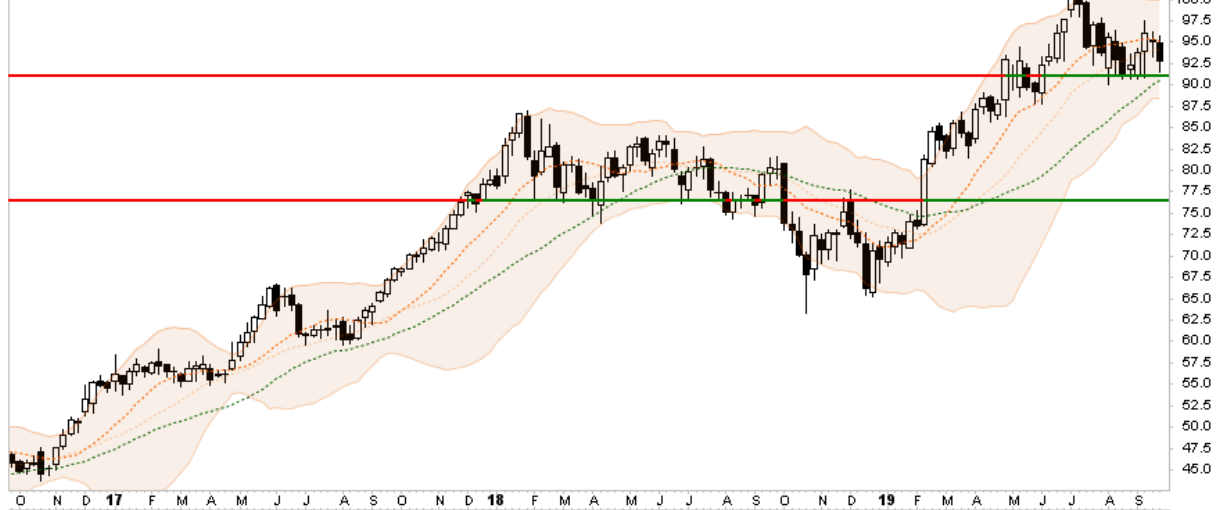
Wednesday 25-Sep-2019

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: 0.65%	Yield: 0.65%
Prev Close: 95.22	Bid Size:	VWAP:	SCTR (Large): 49.5

Chg: -2.45
Last: 92.77
Volume: 5,066,997



HLT (Weekly) 92.77



- *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*