

## If You Could Love Only One...

Big losers offset big winners for the June '97 picks, but our pros' December '97 picks beat the S&P 500 average. A correction, especially in large caps, is way overdue, so our famous money managers mostly selected neglected small-cap stocks for their new picks.

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Article by George Brooks)

### Peter Janssen

Abusive, naked short sellers who were charged by a SIPIC trustee of causing chaos when they bankrupted an underwriter and inadvertently also several clearing firms awhile ago are back using *Barron's*. Now under attack is Janssen/Meyers Associates and three of the pioneering medical start ups it helps to finance. Using the media like a mimeograph machine, short sellers have blackened the reputation of CEO Peter Janssen and put an evil spin on every move.

However, back in April 1995 *EQUITIES* wrote "New Kid in the Planet" about this would be disciple of Sir John Templeton. Admittedly, Peter has made some mistakes, like starting off at penny stock bucket shop Blinder Robinson and years later at D.H. Blair he was censured for supervisory problems. He is not perfect. Yet he won our admiration in attempting to follow the Christian principles of positive thinking. To *EQUITIES*, he is another in the line of businessmen and venture capitalists who are trying to build companies which help mankind and also create wealth for investors and backers.

The Presbyterian John Wesley brought positive thinking into the Christian mainstream. Grand old men like the late Norman Vincent Peale and the late Phillip Carret proved that the power of positive thinking worked—at least for them—as they turned each negative into a positive.

Janssen's own philosophical thinking comes from Scottish immigrant Andrew Carnegie, whose steel company became the basis for J.P. Morgan's U.S. Steel. Carnegie left most of his fortune to charity so his children would be motivated to grow themselves and not be corrupted by inherited wealth. Inspired, Janssen proclaimed to *The New York Times* in 1992 that he wanted to become a great philanthropist too.



Peter Janssen

To keep up or restore his energy when he's down Janssen reads daily from "The Master Key to Riches" by positive thinker Napoleon Hill. It says we can all succeed by superseding bad crippling thoughts with enabling positive ones. Janssen was first introduced to the philosophy of success by Hill's "Think Rich and Grow," which describes some of the greatest success stories of all time and advises everyone to emulate them.

Partner Bruce Meyers lauds Janssen, "He has a vision, works very hard, and is ultimately committed to the cause of giving back. He is also one of the best salesmen in the business."

Treating his companies like his children, Janssen tries to instill the combination of "a magnificent obsession," "focus" and "a burning desire." This must lead to unparalleled success. His books say so.

In contrast a July 5th *Barron's* blast on Janssen was a totally negative one-sided hatchet job while the short seller was portrayed as a saint. His simultaneous bear raid on three Janssen/ Meyers companies caused a July plunge in the stocks of cancer fighter Cytoclonal Pharmaceutical (Nasdaq: CYPH-7<sup>1</sup>/<sub>2</sub>); Chromatics Color Sciences (Nasdaq: CCSI-5<sup>5</sup>/<sub>32</sub>), pioneering a device for non invasive diagnosis and monitoring of chromogenic diseases and MacroChem (Nasdaq: MCHM-7<sup>3</sup>/<sub>8</sub>) which treats male erectile dysfunction.

While Janssen believes all three of his bear raid savaged tots, down respectively 41%, 68%, and 50% from their highs, will grow into large successful companies, *EQUITIES'* Favorites of the Famous format forced him to choose only one as his favorite stock. It is MacroChem. □