

## "The Worst Stock Tickers In History"

- A quick April Fool's stroll through the stock market's most ridiculously named tickers.
- Securities marketing at its finest - not.
- Was something lost in translation?.

Greetings SA Editors,  
Please forward to Michael Hopkins. Please publish this article at 9:15 am, on Sunday, 4/1/18. Please don't add the stock's name to the title. Many thanks!

We recently came across what simply must be the worst-named ticker in securities history on Bloomberg. Believe it or not, a company actually voluntarily chose this ticker:

**ATURD:US**

**Atom Energy Inc**

**TICKER CHANGE**

**ATURD:US has changed to a new ticker symbol**

(Source: Bloomberg)

They changed it?! Really? But why?! Whatever reason could they possibly have had for making such a rash decision?!

After we picked ourselves up off the floor, (where we'd been convulsed for several minutes in howling paroxysms of merriment - seriously, all of that laughing made our head hurt), we began to imagine the ramifications of such a ticker.

We envisioned the kind of conversation that a ticker like this could inspire between an unflappable investment adviser, (played by Paul Lynde), and his rather, uh, skeptical client, (played by William Frawley, aka Fred Mertz):

Client: Why did you drop ATURD into my portfolio?! Are you nuts?!

Adviser: Well sir, our crack research team just pumped this one out, and I figured that it fit your profile.

Client: Fits my profile?! What other stinkers are in there?!

Adviser: Oh, well, I did recently add this one also. It goes by the ticker, ...hmmm, well, you can see for yourself:

**Caisse Régionale de Crédit Agricole Mutuel Alpes Provence  
(CRAP.PA)**

Paris - Paris Delayed Price. Currency in EUR

**104.20 +1.20 (+1.17%)**

Client: That's just great! So now I have ATURD and CRAP in my portfolio. Any other ideas?

Adviser: Well, as it turns out, sir, one of these stocks has a sister company - you see, CRAP kinda comes in 2 flavors:

## **Caisse Régionale de Crédit Agricole Mutuel Alpes Provence (CRAP.NX)**

Euronext - Euronext Delayed Price. Currency in EUR

(Source: Yahoo)

Client: And did that crack research team of yours come up with this CRAP in 2 flavors also, or did you dig these up on your own?

Adviser: Oh no sir, I found them here:

## **BB Fartaria FIC FIA (BBFARTARIAFI.SA)**

Swiss - Swiss Delayed Price. Currency in BRL

**0.0000 0.0000 (0.0000%)**

(Source: Yahoo)

Client: Is that right? So you just gassed up, and went shopping at the fartaria?

Adviser: Well, not exactly, I consulted one of my partners on that one. In fact, you may want to invest in some of his new funds. They have awfully catchy names. He even named one of them after his first son.

## **Santander PB Dumbo FIC FIM C Priv (F00000PZZ6.SA)**

YHD - YHD Delayed Price. Currency in BRL

**0.0000 0.0000 (0.0000%)**

As of 9:01AM EDT. Market open.

(Source: Yahoo)

Client: Dumbo! Doesn't the kid resent being called that?

Adviser: Well sir, we'll never know. He's no longer with us, which is why my partner came up with this other fund, in his honor:

# (DEAD.NX)

Euronext - Euronext Delayed Price. Currency in EUR

**100.00** 0.00 (0.00%)

(Source: Yahoo)

Client: Very touching. What other new ideas do you geniuses have?

Adviser: Well, we were considering a new up and coming aggressive fund, which really has a bold name:

# Scottish American Ord (SCAM.L)

LSE - LSE Delayed Price. Currency in GBp

**359.00** +4.50 (+1.27%)

At close: 4:35PM BST

(Source: Yahoo)

Client: SCAM? What do you think I'm stupid?! Why that name spells disaster!

Adviser: Well, here in the office we like to refer to it as the "Scottish Play" - it has a much better ring to it, don't you think?

Client: Sounds tragic. That may be too aggressive for me. Do you have anything more conservative?

Adviser: Actually, I have just the fund for you - it's virtually guaranteed:

# LOFDCHSWCPEXSMI P (LOSE.SW)

Swiss - Swiss Delayed Price. Currency in CHF

**0.00** 0.00 (0.00%)

(Source: Yahoo)

Client: LOSE?! AGGHHHH! Hold the line, I'm not feelin' so hot, after all of these tickers, my head is pounding....

Minutes pass...

Adviser: Sir, sir, are you there? I forgot to tell you about one final one, it's been buried in my files for the longest time:



(Source:

Fondo Mutuo Corp Selecto

+ Watchlist

**CORPSEB:CI**

↑ 1,883.18 CLP

+0.13  
+0.01%

Bloomberg)

**Summary:** We rate all of these entities a sell, unless, of course, you'd rather hold them, but, then, that could lead to you buying them, which may lead you to the following situation.

**(DEAD.NX)**

Euronext - Euronext Delayed Price. Currency in EUR

**100.00 0.00 (0.00%)**

(Source: Yahoo)

Happy April Fools Day!

CLARIFICATION: We have 2 investing services - in which we try to avoid any of the tickers mentioned in this article.

Our new Seeking Alpha service, [Hidden Dividend Stocks Plus](#), focuses on undervalued and undercovered dividend stocks and income vehicles, with yields ranging from 5% to 10%-plus. Unlike the SA public site, where articles now disappear behind a pay wall after 10 days, you'll have unlimited access to these exclusive articles, as an HDS+ subscriber. There's a 2-week free trial period for this service.

Our independent, legacy site, [DoubleDividendStocks.com](#), has been specializing in increasing yields via

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selling options on quality high dividend stocks since 2009. With volatility returned to higher levels in 2018, we're now finding much higher option-selling yields.

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