

The Rhodes Report

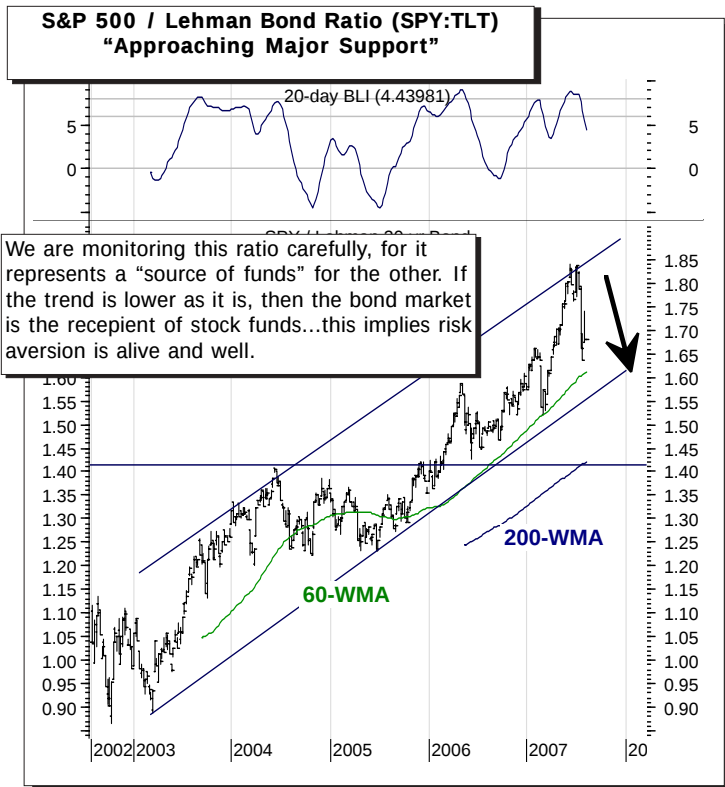
"ETF Playbook"

Telephone: 1-610-667-0360

Email: rhodesreport@gmail.com

Web Address: <http://www.rhodes-capital.com>

TUESDAY – AUGUST 14, 2007



TRR - Relative Sector / Industry Calls (3-month time horizon)		
	Sector	Ticker
Out-perform	Consumer Staples	XLP
	Healthcare	XLV
Under-perform	Consumer Discretionary	XLY
	Energy	XLE
	Financials	XLF
	Industrials	XLI
	Materials	XLB
	Pharmaceutical	PPH
	Technology	XLK
	Utilities	XLU
	Biotechnology	BBH
	Homebuilders	XHB
	Oil Service	OIH
	Real Estate	IYR
	Retail	RTH
	Semiconductor	SMH
Changes to Call:		
1) Biotechnology to "UNDER-PERFORM"		
2)		
3)		
4)		

SUMMARY OF ETF OBSERVATIONS

"THE HIGHS" ARE IN

➔ **THE VOLATILE MANNER IN WHICH THE "OPENINGS" ARE MATERIALIZING — MEANS IT'S DIFFICULT TO TRADE EFFECTIVELY. WE'LL LOOK TO PUT ON SHORT POSITIONS AS RALLIES DEVELOP IN THE DAYS OR EVEN WEEKS AHEAD**

➔ **A NASCENT "BULLISH SIGN":** The Russell 2000 Small Caps (IWM) continues to hold major support at the 380-day exponential moving average in rather bullish fashion; this is the major bull market moving average that has held every major decline from 2003 to present. If it continues to hold — then this must be construed at least as "short-term bullish" given its recent underperformance to the S&P 500. However, once it fails in earnest — and we believe it shall — then we can expect the other indices to follow hard upon it.

➔ **S&P Financials (XLF)** — As go the financials, so goes the broader market. Presently, prices are trading violently around the 550-day moving average major support level, with no discernible direction. For now, we'll take this a fumbling for a bullish short-term bottom; but ultimately, we expect it to "fail" and result in lower prices.

➔ **World Stocks versus the S&P 500 Spysders** — The recent declines in the country ETFs markets such as Asian Pacific, Emerging Market and Latin American bourse ETFs have turned the relative ratios versus the S&P 500 large caps nascently higher. This means the US is showing signs of outperforming international ETFs — a circumstance most pundits can't understand. For us, it simply means that when we become short — we will short the country ETFs first and foremost.

➔ **POTENTIAL TRADES:** If we were to be "long", we would be interested in the Homebuilders (XHB) and DJ Real Estate (IYR) ETFs; while we will consider short positions via the S&P Materials (XLB) and Semiconductors (SMH).

ETF SECTION: SUMMARY DATA

Index	TKR		Last	Chg.	% Chg.	YTD	YTD % Chg	2006 % Chg
US ETFs								
S&P 500 "Spyders"	SPY	up	\$ 145.23	\$ 0.52	0.36%	\$ 3.54	2.84%	13.8%
Dow "Diamonds"	DIA	up	\$ 132.18	\$ 0.24	0.18%	\$ 7.77	7.27%	16.3%
NASDAQ 100	QQQQ	up	\$ 47.60	\$ 0.32	0.68%	\$ 4.44	10.99%	6.8%
Russell 2000 Sm Caps	IWM	down	\$ 77.67	\$ (0.39)	-0.50%	\$ (0.36)	-0.54%	17.0%
WORLD REGION ETFs								
World (ex-US)	EFA	up	\$ 76.78	\$ 0.15	0.20%	\$ 3.56	5.99%	23.2%
Pacific (ex-Jap)	EPP	up	\$ 142.30	\$ 1.40	0.99%	\$ 17.06	17.29%	26.9%
European Union	EZU	up	\$ 111.65	\$ 0.66	0.59%	\$ 8.30	10.69%	33.1%
Emerging Market	EEM	up	\$ 128.81	\$ 1.26	0.99%	\$ 14.64	16.59%	29.4%
Latin America	ILF	down	\$ 203.40	\$ (0.37)	-0.18%	\$ 33.47	27.24%	38.3%
COUNTRY ETFs								
Japan ETF	EWJ	up	\$ 13.94	\$ 0.02	0.14%	\$ (0.27)	-2.00%	5.1%
S. Korea ETF	EWY	up	\$ 62.30	\$ 0.15	0.24%	\$ 12.90	28.83%	10.4%
China ETF	FXI	down	\$ 129.67	\$ (0.78)	-0.60%	\$ 18.22	29.57%	80.9%
Brazil ETF	EWZ	down	\$ 59.10	\$ (0.40)	-0.67%	\$ 12.25	36.71%	40.4%
Mexico ETF	EWX	up	\$ 56.87	\$ 0.33	0.58%	\$ 5.87	16.44%	42.8%
India ETF	IFN	up	\$ 45.40	\$ 0.21	0.46%	\$ (0.50)	-1.26%	15.5%
Russia ETF	TRF	down	\$ 64.40	\$ (0.10)	-0.15%	\$ (22.90)	-41.93%	59.9%
FUTURES / BONDS ETF's								
Gold ETF	GLD	down	\$ 66.26	\$ (0.31)	-0.47%	\$ 3.05	5.91%	22.55%
Crude Oil Trust	USO	up	\$ 53.85	\$ 0.21	0.39%	\$ 2.25	3.31%	-24.14%
Euro Currency	FXE	down	\$ 136.25	\$ (0.80)	-0.58%	\$ 3.94	3.32%	11.64%
Lehman Bond Fund	TLT	up	\$ 86.33	\$ 0.25	0.29%	\$ (2.10)	-2.29%	-3.78%
Emerging Mkt Bond	MSB	up	\$ 9.41	\$ 0.03	0.32%	\$ (1.43)	-13.14%	-0.37%
US SECTOR ETFs								
Consumer Discretionary SPDR	XLY	up	\$ 36.56	\$ 0.20	0.55%	\$ (1.86)	-5.70%	17.67%
Consumer Staples SPDR	XLP	down	\$ 27.02	\$ (0.08)	-0.30%	\$ 0.84	3.61%	12.41%
Energy SPDR	XLE	up	\$ 67.80	\$ 0.08	0.12%	\$ 9.17	18.23%	16.54%
Financial SPDR	XLF	down	\$ 33.05	\$ (0.30)	-0.90%	\$ (3.69)	-11.65%	16.01%
Healthcare SPDR	XLV	up	\$ 34.00	\$ 0.10	0.29%	\$ 0.51	1.61%	5.58%
Industrials SPDR	XLI	up	\$ 39.05	\$ 0.52	1.35%	\$ 4.04	12.86%	11.43%
Materials SPDR	XLB	up	\$ 38.85	\$ 0.17	0.44%	\$ 3.97	13.11%	15.19%
Technology SPDR	XLK	up	\$ 25.59	\$ 0.35	1.39%	\$ 2.31	11.05%	11.39%
Utilities SPDR	XLU	up	\$ 39.21	\$ 0.20	0.51%	\$ 2.49	7.93%	16.98%
US INDUSTRY ETFs								
Biotechnology HOLDRS	BBH	up	\$ 162.20	\$ 1.65	1.03%	\$ (21.64)	-10.78%	-8.43%
Homebuilders SPDR	XHB	down	\$ 25.90	\$ (1.16)	-4.29%	\$ (11.49)	-25.52%	-16.95%
Oil Service HOLDRS	OIH	down	\$ 171.70	\$ (0.17)	-0.10%	\$ 32.04	24.88%	8.43%
Pharmaceutical HOLDRS	PPH	up	\$ 78.14	\$ -	0.00%	\$ 1.08	1.55%	10.64%
DJ Real Estate ETF	IYR	down	\$ 71.70	\$ (0.30)	-0.42%	\$ (11.65)	-18.16%	29.93%
Retail HOLDRS	RTH	down	\$ 99.75	\$ (0.43)	-0.43%	\$ 0.40	0.42%	4.16%
Semiconductor HOLDRS	SMH	down	\$ 37.46	\$ (0.23)	-0.61%	\$ 3.76	10.26%	-8.02%

ETF SECTION: CHART COMMENTS

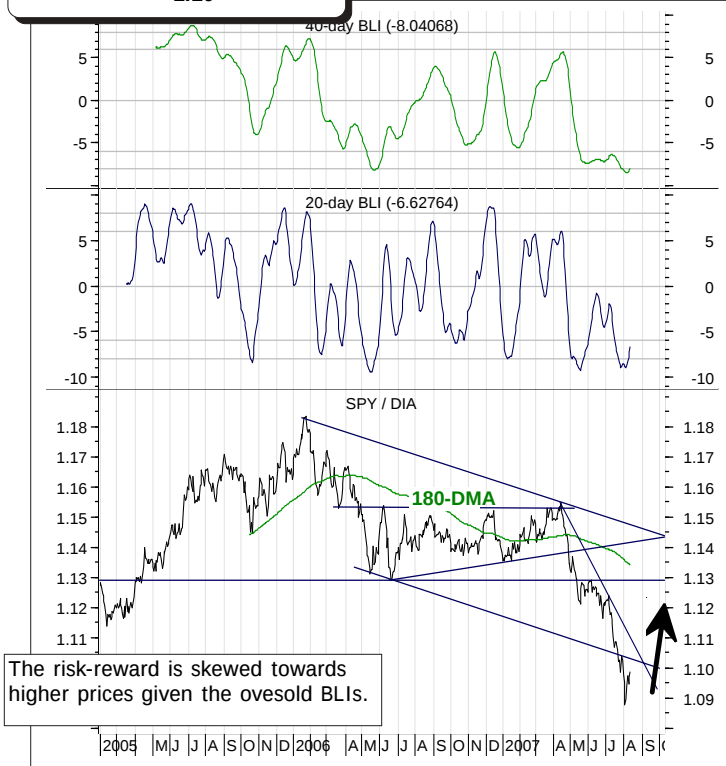
SP 500	SPY
Last: \$ 145.23	TGT: \$ -
Entry: \$ -	STP: \$ -



Dow Industrials	DIA
Last: \$ 132.18	TGT: \$ -
Entry: \$ -	STP: \$ -



RATIO: SPY / DIA
1.10



ETF SECTION: CHART COMMENTS

NASDAQ 100 **QQQQ**

Last: \$ 47.60 TGT: \$ -
Entry: \$ - STP: \$ -



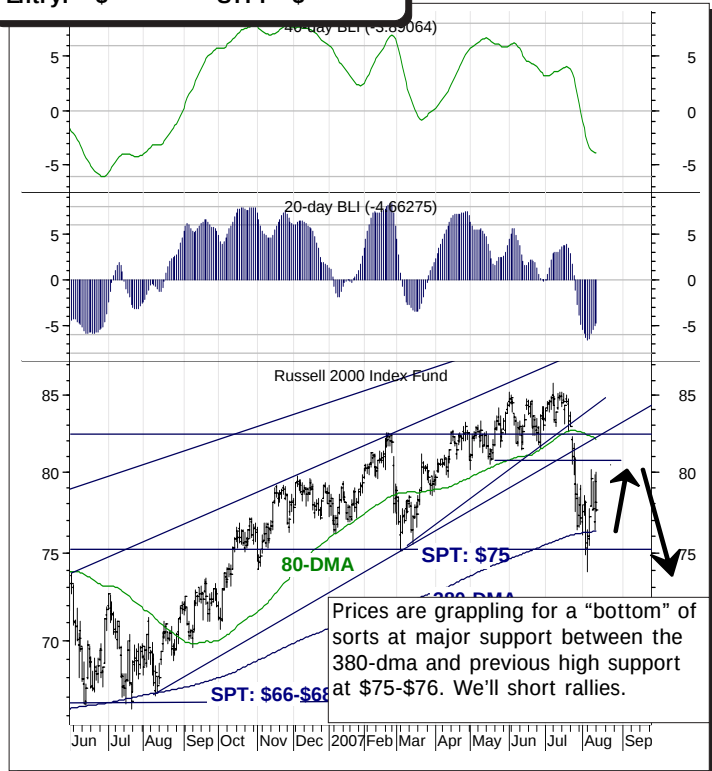
RATIO: SPY / QQQQ

3.05



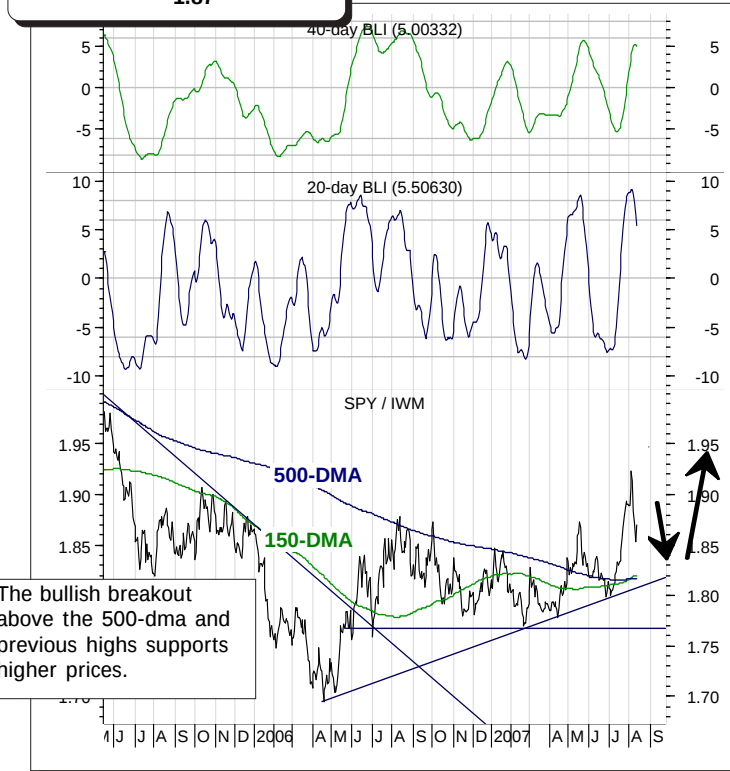
Russell 2000 **IWM**

Last: \$ 77.67 TGT: \$ -
Entry: \$ - STP: \$ -



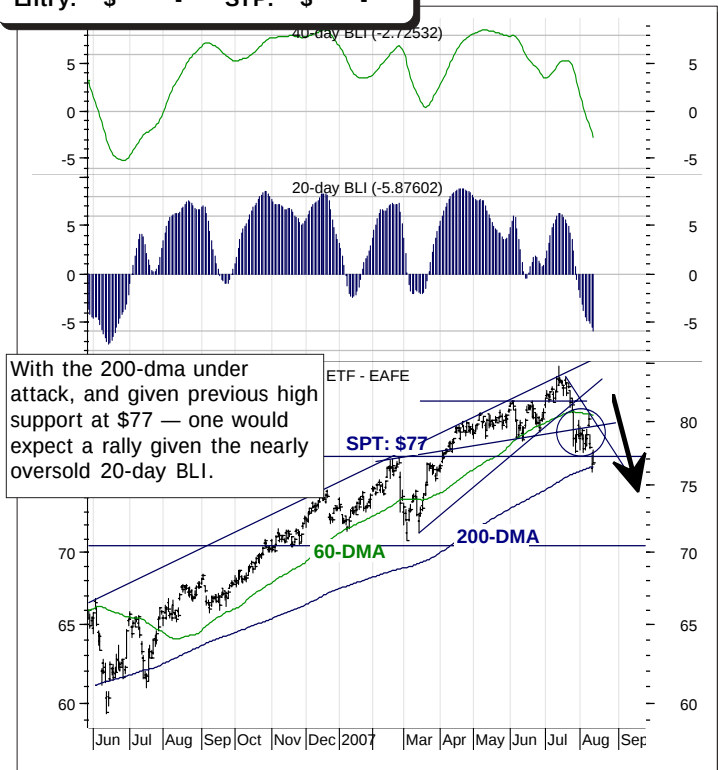
RATIO: SPY / IWM

1.87



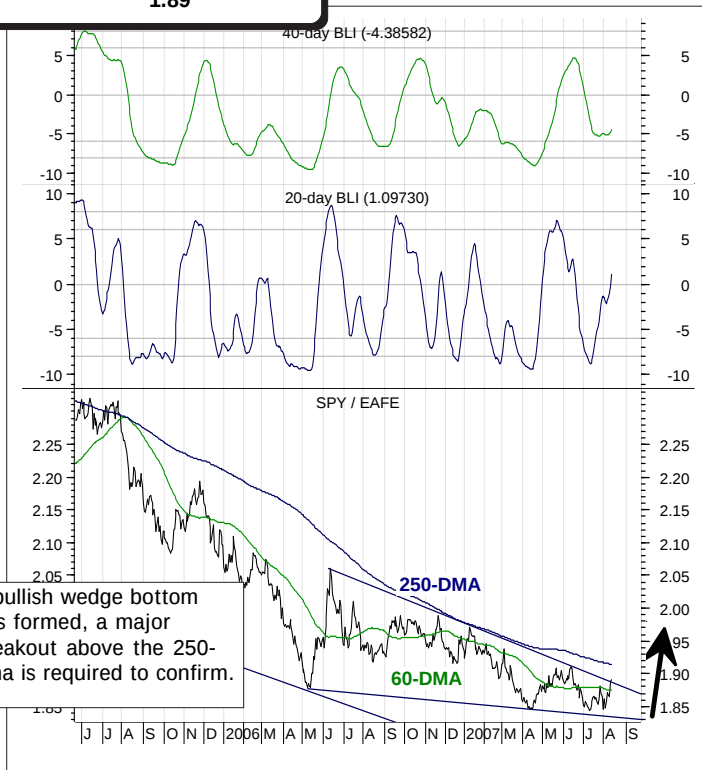
ETF SECTION: CHART COMMENTS

World (ex-US)	EFA
Last: \$ 76.78	TGT: \$ -
Entry: \$ -	STP: \$ -

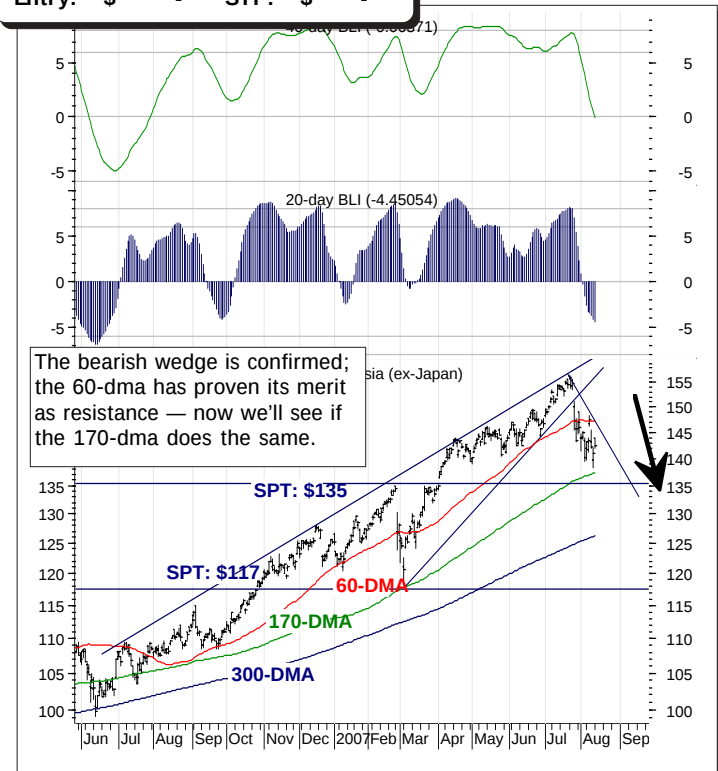


RATIO: SPY / EFA

1.89

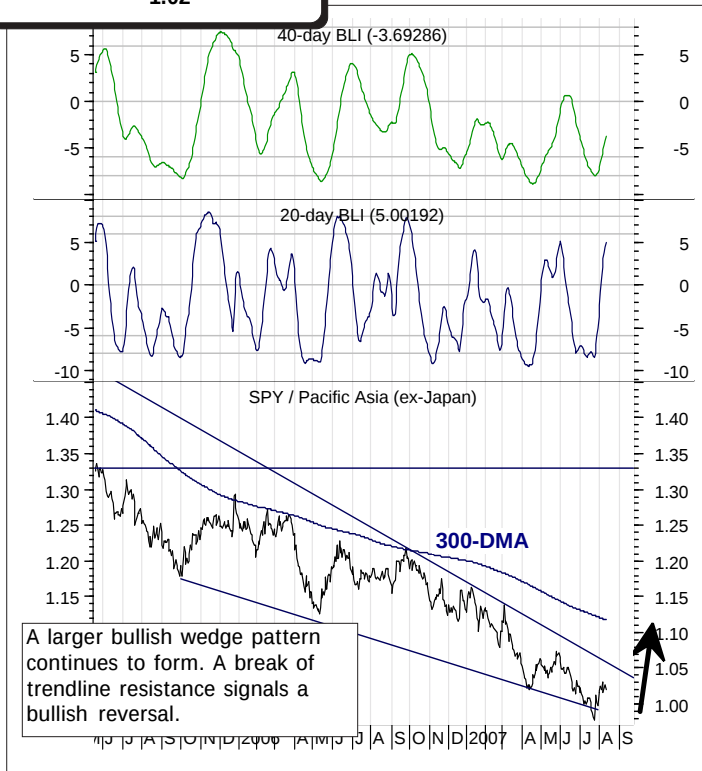


Pacific (ex-Jap)	EPP
Last: \$ 142.30	TGT: \$ -
Entry: \$ -	STP: \$ -



RATIO: SPY / EPP

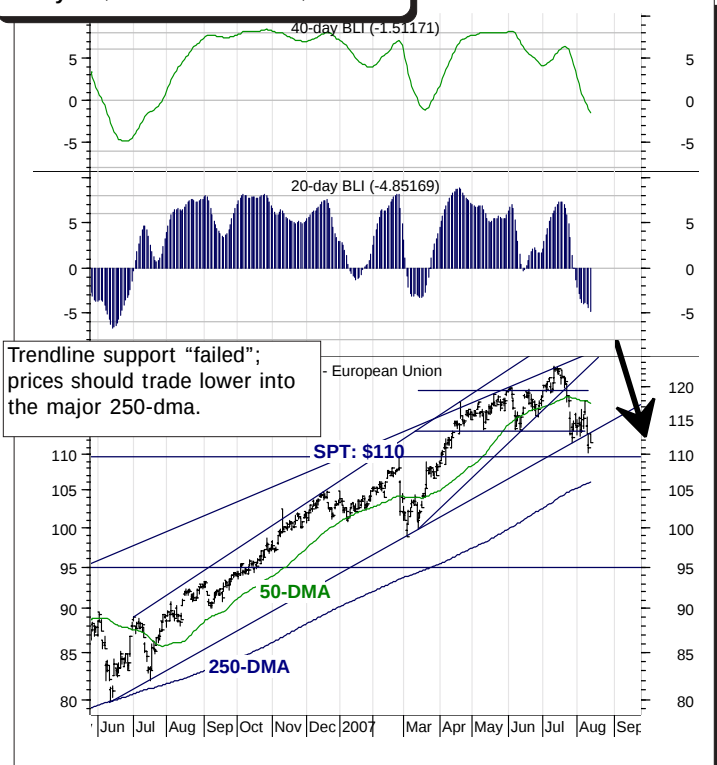
1.02



ETF SECTION: CHART COMMENTS

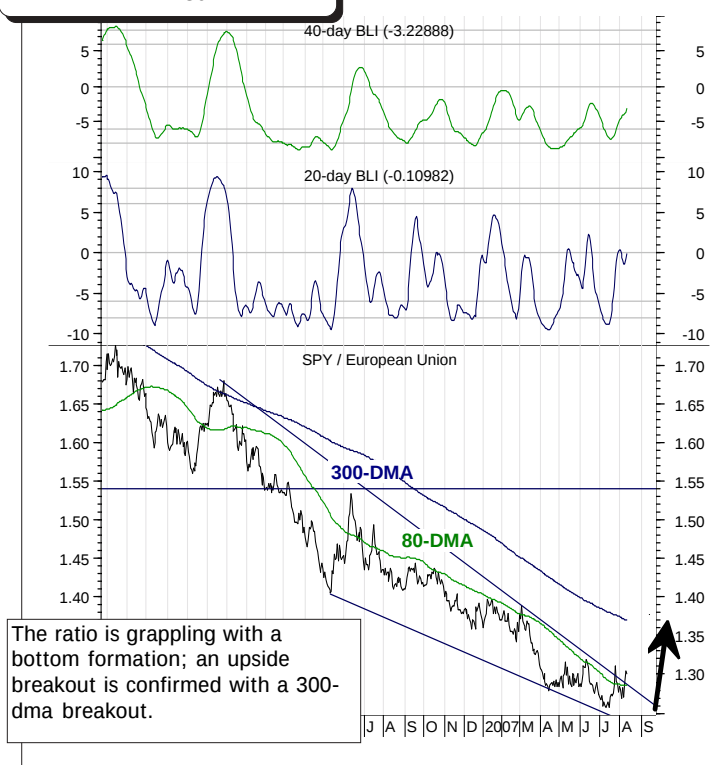
European Union EZU

Last: \$ 111.65 TGT: \$ -
Entry: \$ - STP: \$ -



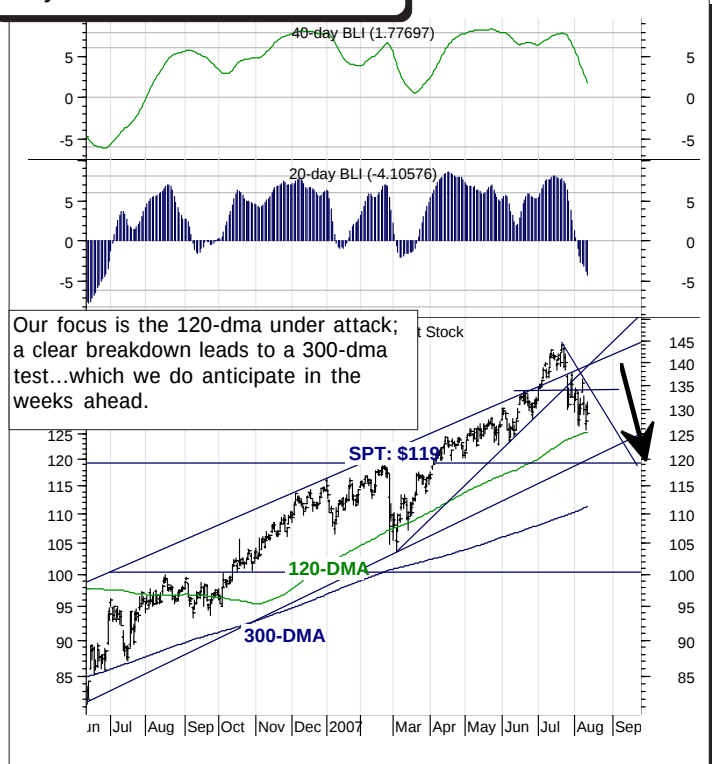
RATIO: SPY / EZU

1.30



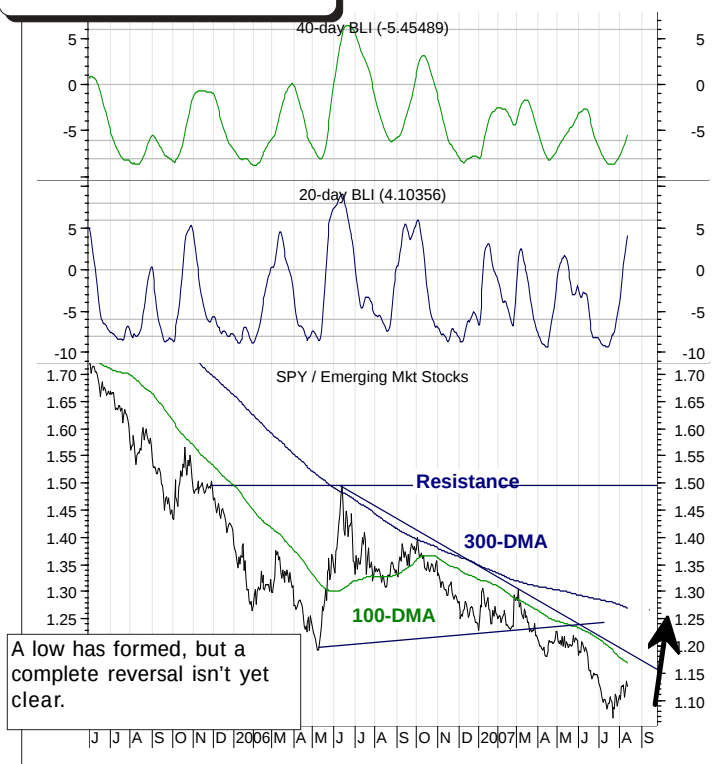
Emerging Mkt Stk EEM

Last: \$ 128.81 TGT: \$ -
Entry: \$ - STP: \$ -



RATIO: SPY / EEM

1.13



ETF SECTION: CHART COMMENTS

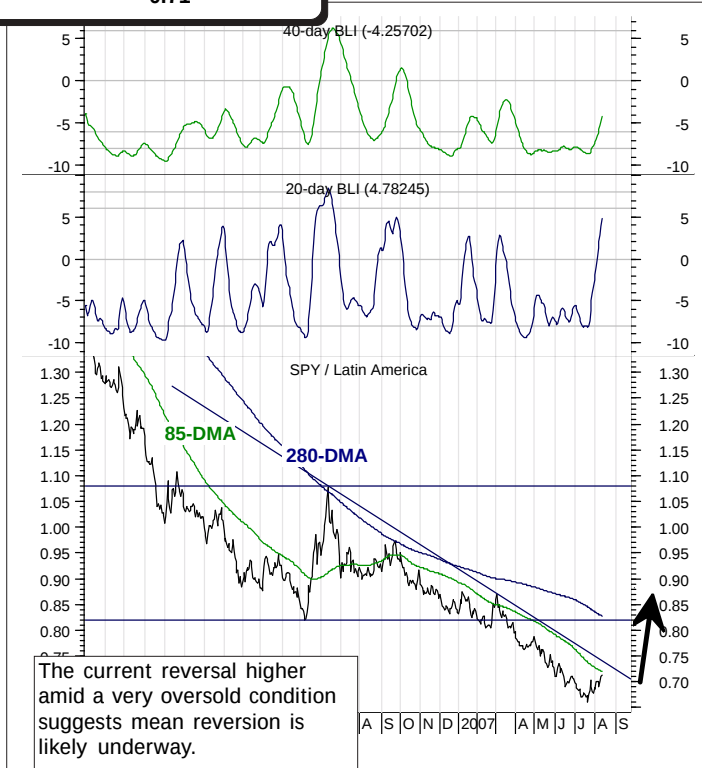
Latin America ILF

Last: \$ 203.40 TGT: \$ -
Entry: \$ - STP: \$ -



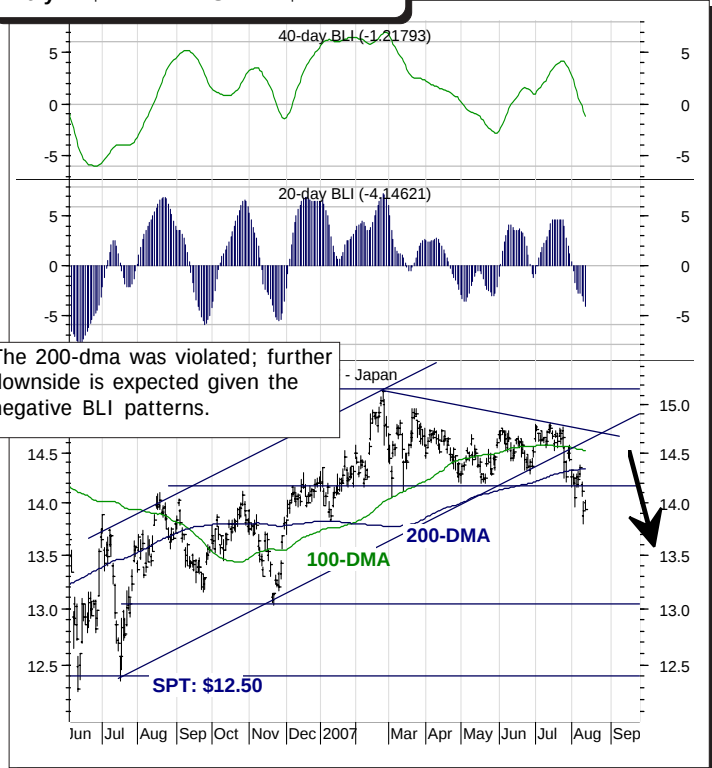
RATIO: SPY / ILF

0.71



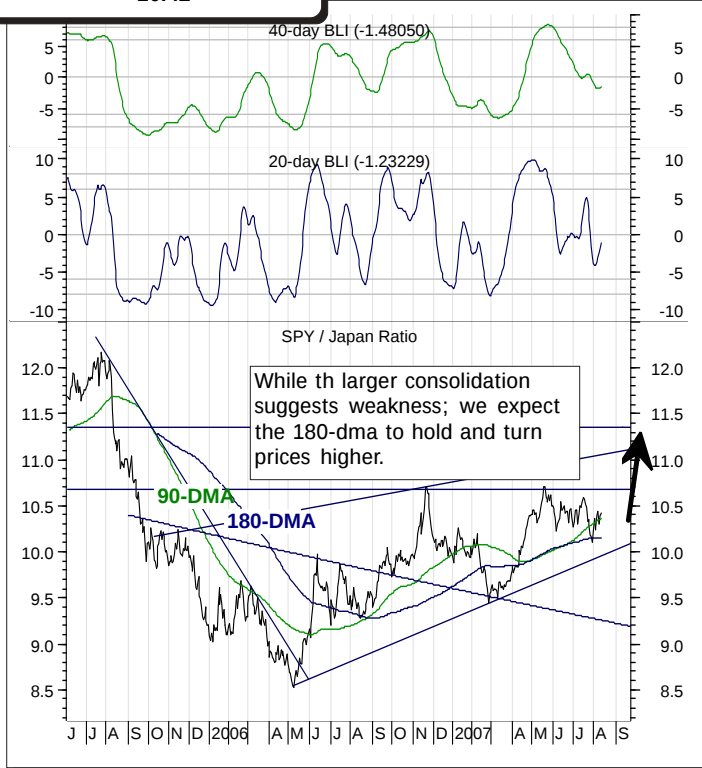
Japan ETF EWJ

Last: \$ 13.94 TGT: \$ -
Entry: \$ - STP: \$ -



RATIO: SPY / EWJ

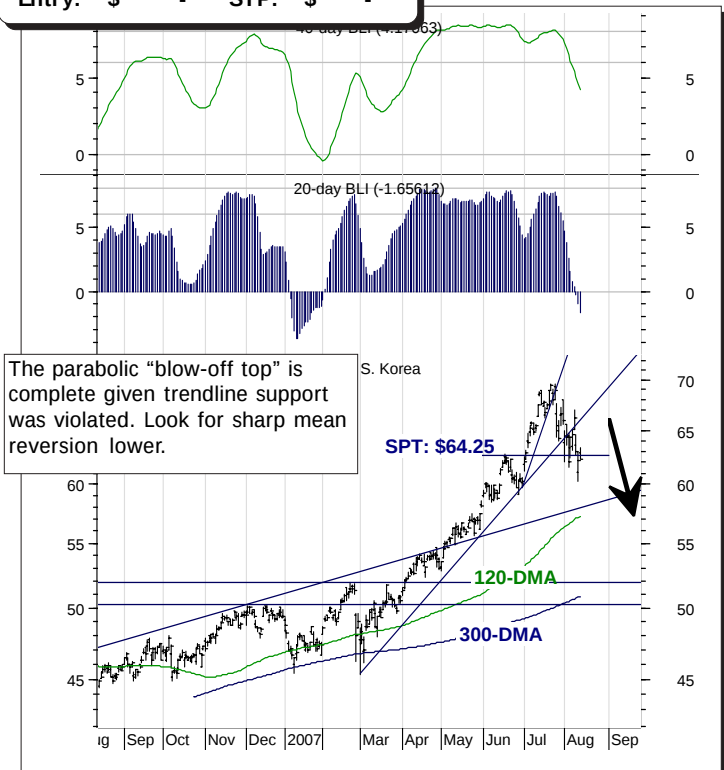
10.42



ETF SECTION: CHART COMMENTS

S. Korea ETF EWY

Last: \$ 62.30 TGT: \$ -
Entry: \$ - STP: \$ -



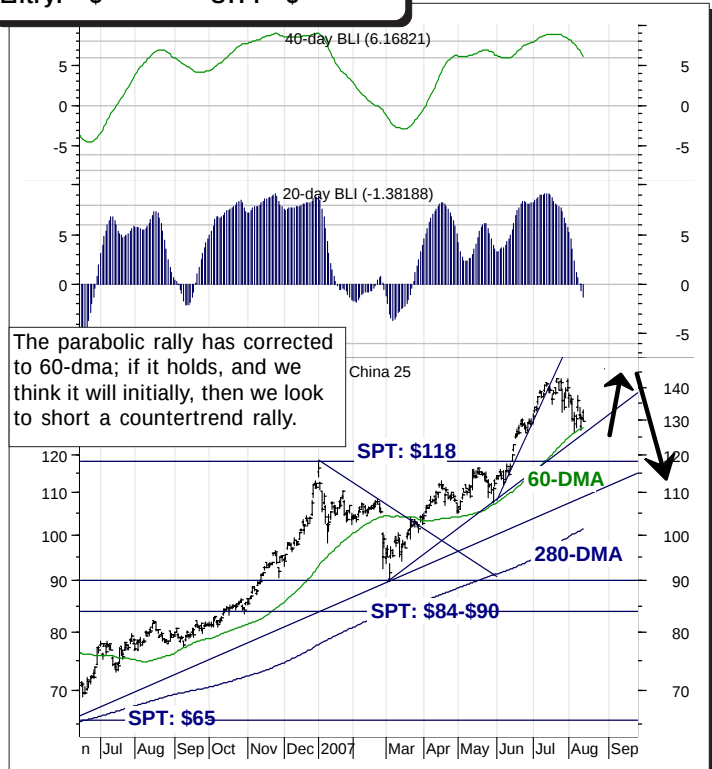
RATIO: SPY / EWY

2.33



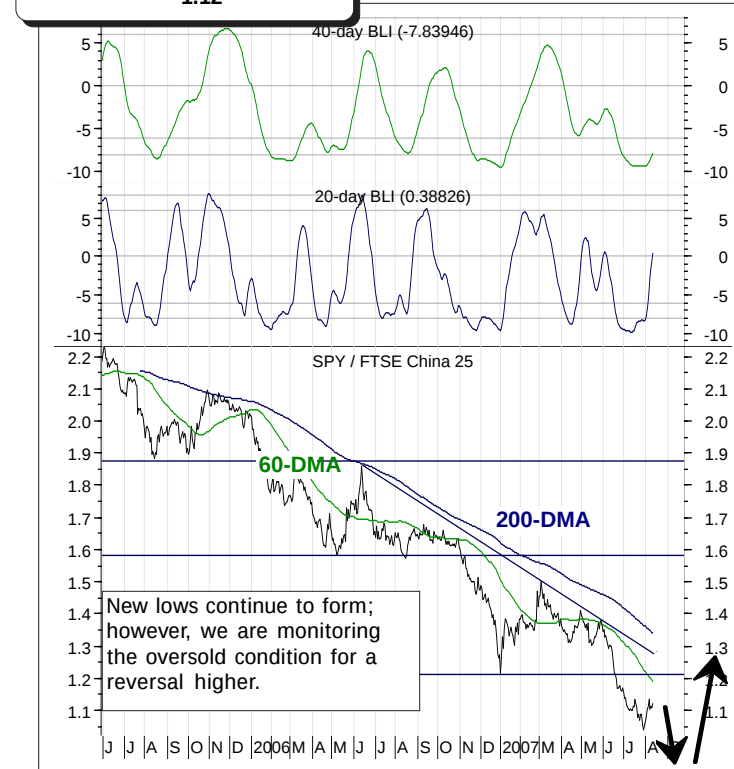
China ETF FXI

Last: \$ 129.67 TGT: \$ -
Entry: \$ - STP: \$ -



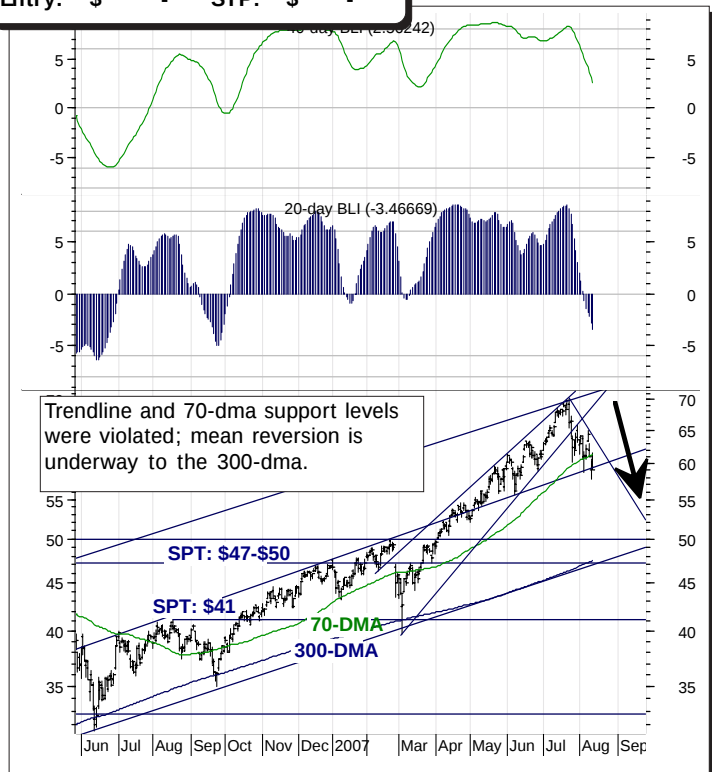
RATIO: SPY / FXI

1.12



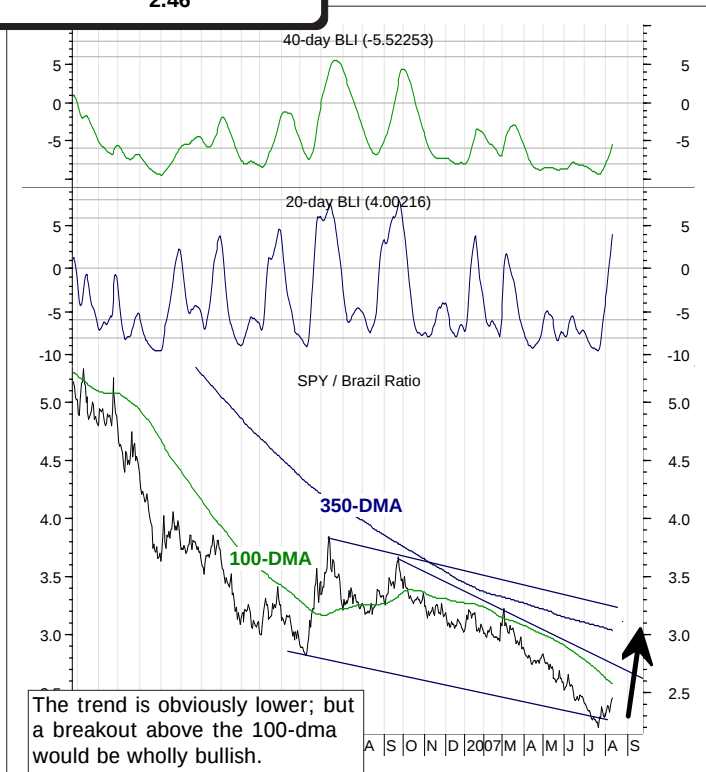
ETF SECTION: CHART COMMENTS

Brazil ETF EWZ
 Last: \$ 59.10 TGT: \$ -
 Entry: \$ - STP: \$ -



RATIO: SPY / EWZ

2.46

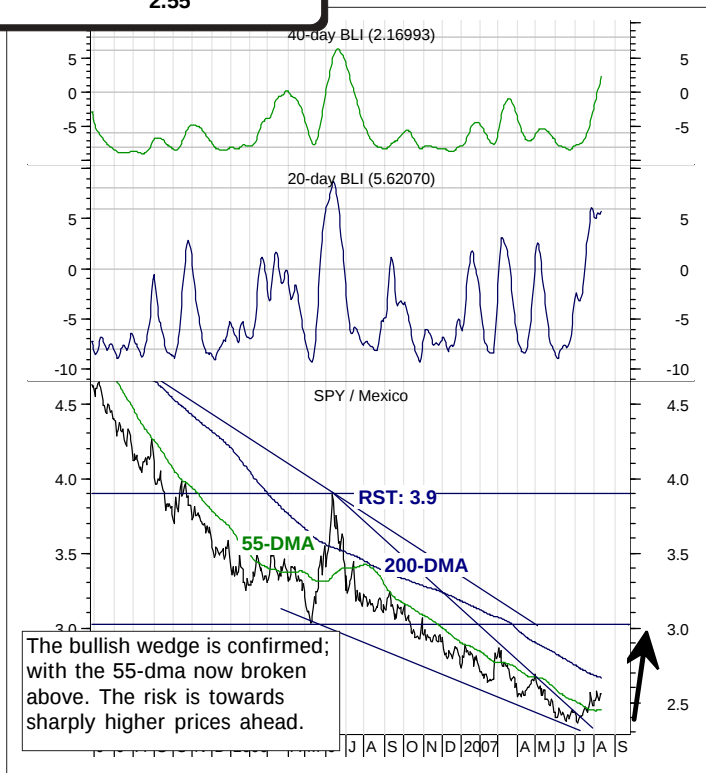


Mexico ETF EWW
 Last: \$ 56.87 TGT: \$ -
 Entry: \$ - STP: \$ -



RATIO: SPY / EWW

2.55

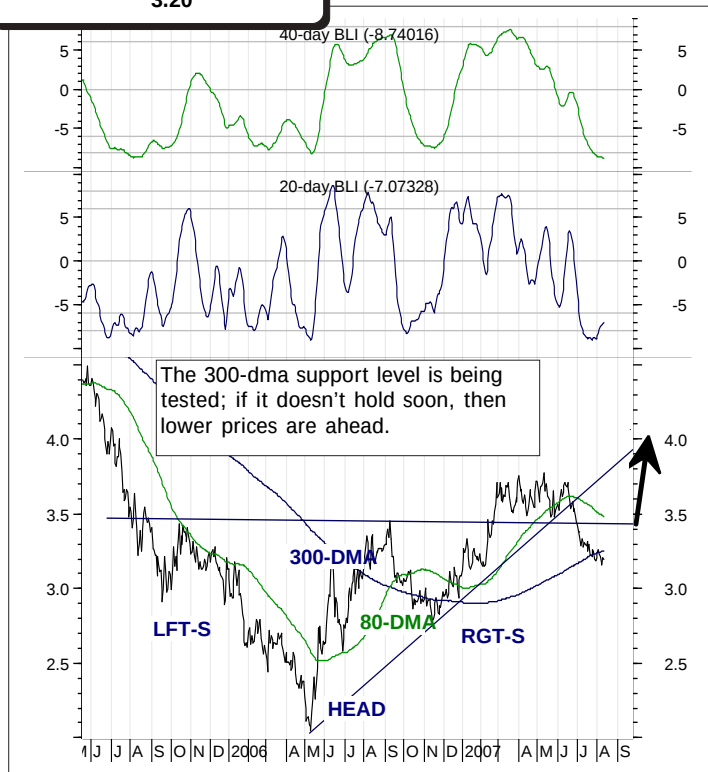


ETF SECTION: CHART COMMENTS

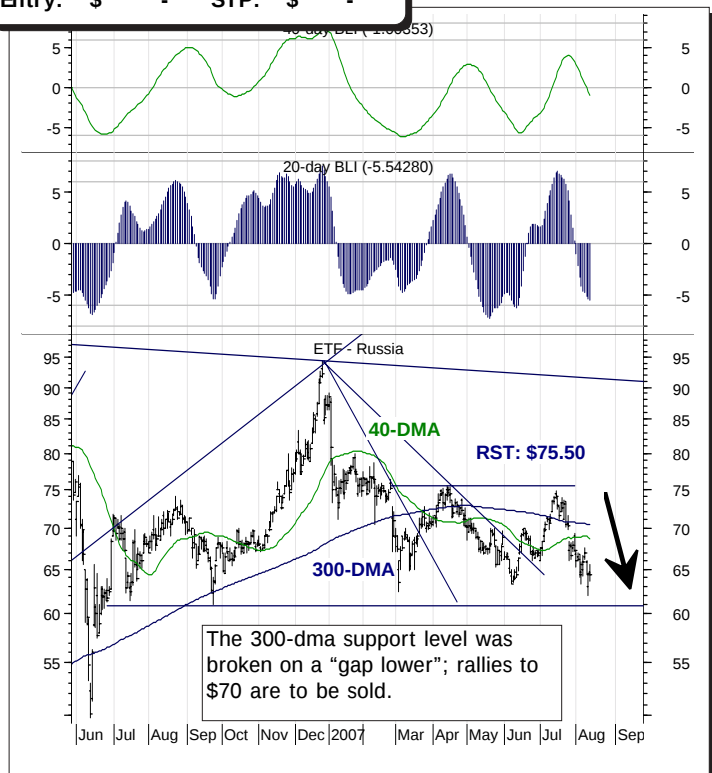
India ETF	IFN
Last: \$ 45.40	TGT: \$ -
Entry: \$ -	STP: \$ -



RATIO: SPY / IFN
3.20



Russia ETF	TRF
Last: \$ 64.40	TGT: \$ -
Entry: \$ -	STP: \$ -



RATIO: SPY / TRF
2.26



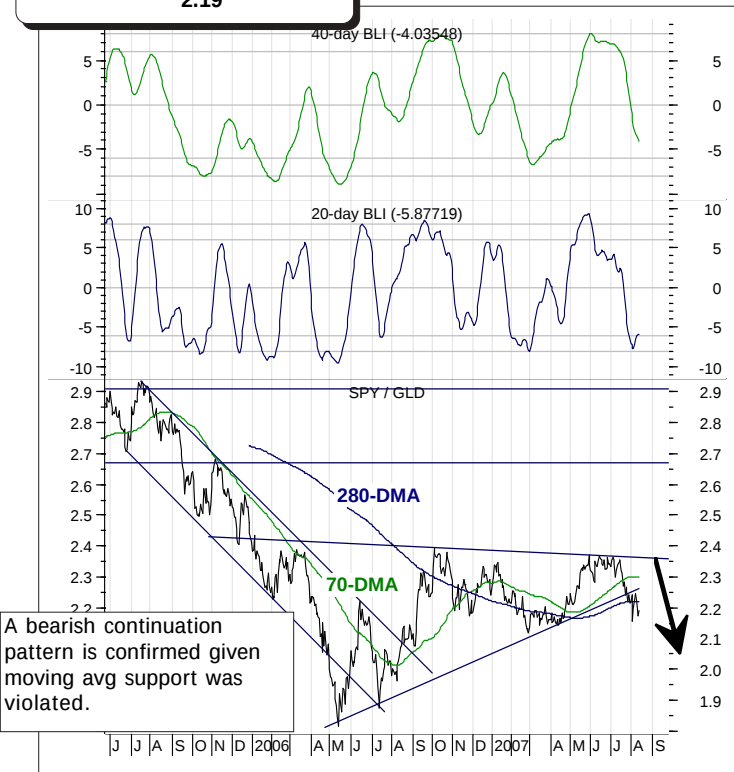
ETF SECTION: CHART COMMENTS

Gold ETF	GLD
Last: \$ 66.26	TGT: \$ -
Entry: \$ -	STP: \$ -

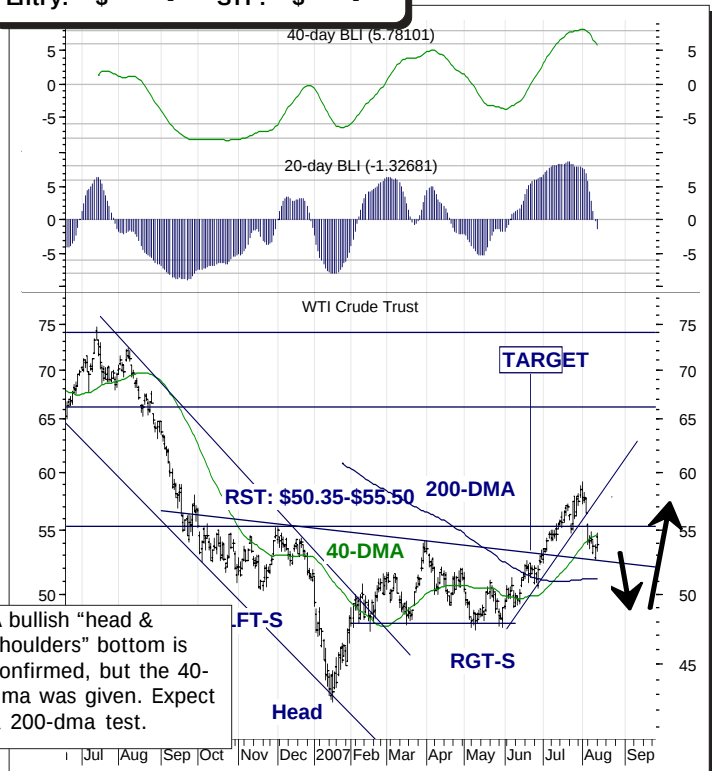


RATIO: SPY / GLD

2.19



WTI Crude	USO
Last: \$ 53.85	TGT: \$ -
Entry: \$ -	STP: \$ -



RATIO: SPY / USO

2.70



ETF SECTION: CHART COMMENTS

Euro Currency FXE

Last: \$ 136.25 TGT: \$ -
Entry: \$ - STP: \$ -



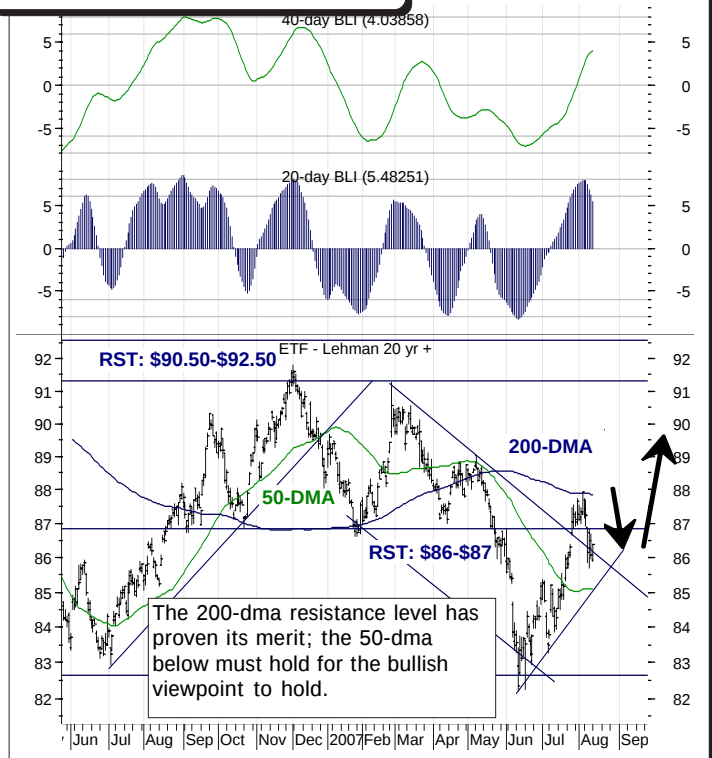
RATIO: SPY / FXE

1.07



Lehman Bond TLT

Last: \$ 86.33 TGT: \$ -
Entry: \$ - STP: \$ -



RATIO: SPY / TLT

1.68



ETF SECTION: CHART COMMENTS

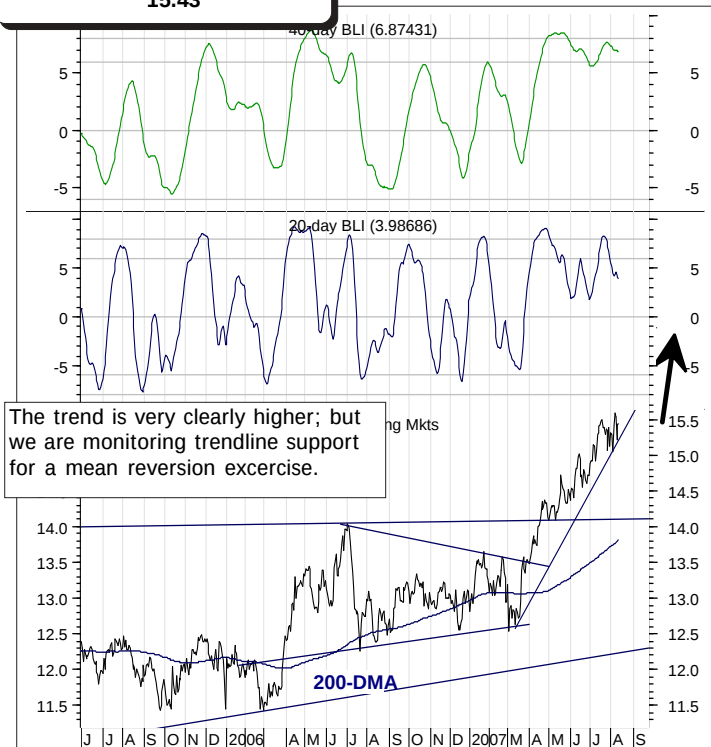
Emerg. Mkt Bond MSD

Last: \$ 9.41 TGT: \$ -
Entry: \$ - STP: \$ -



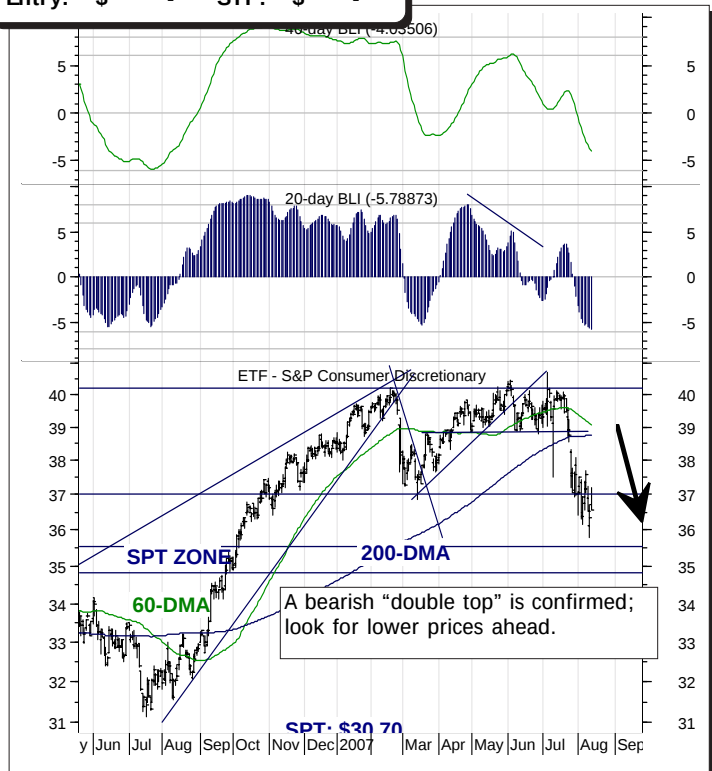
RATIO: SPY / MSD

15.43



Consumer Discr XLY

Last: \$ 36.56 TGT: \$ -
Entry: \$ - STP: \$ -



RATIO: SPY / XLY

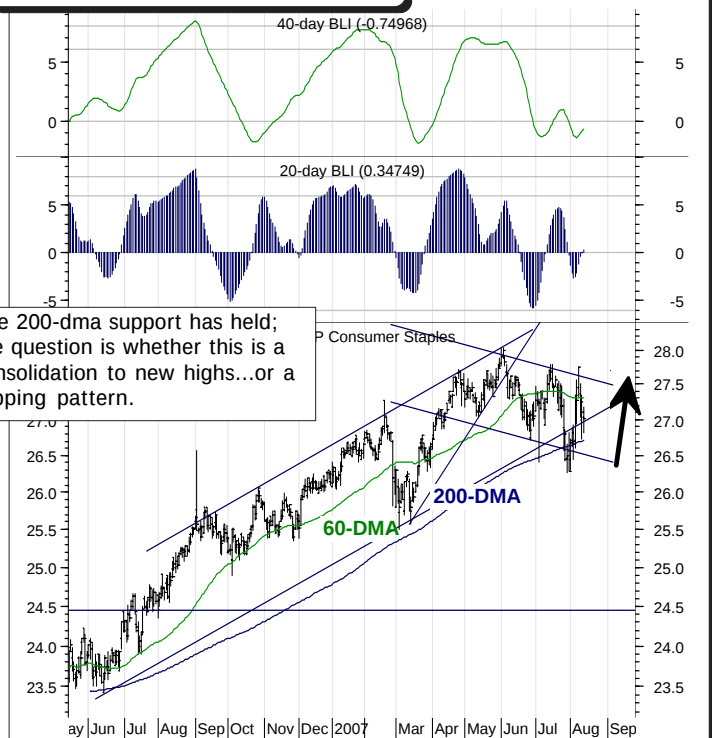
3.97



ETF SECTION: CHART COMMENTS

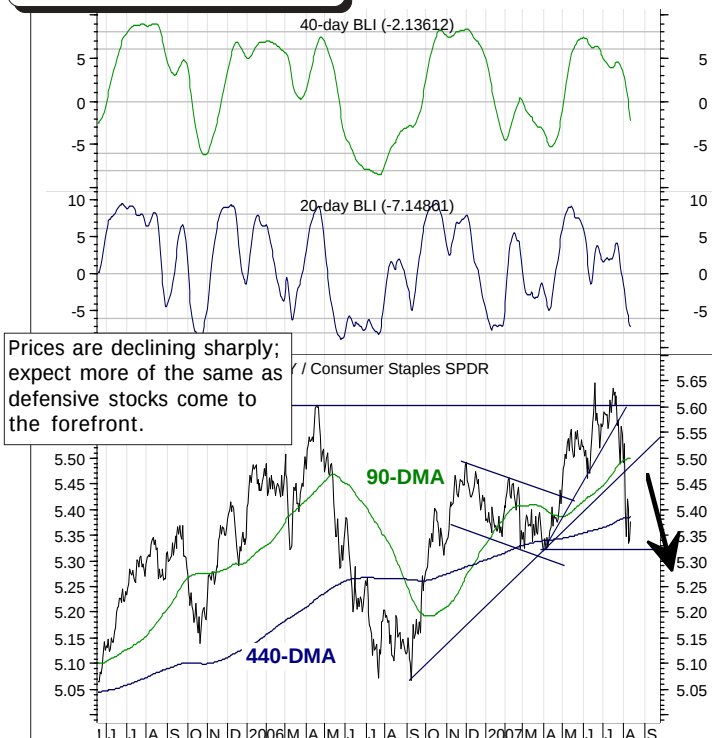
Consum Staples XLP

Last: \$ 27.02 TGT: \$ -
Entry: \$ - STP: \$ -



RATIO: SPY / XLP

5.37



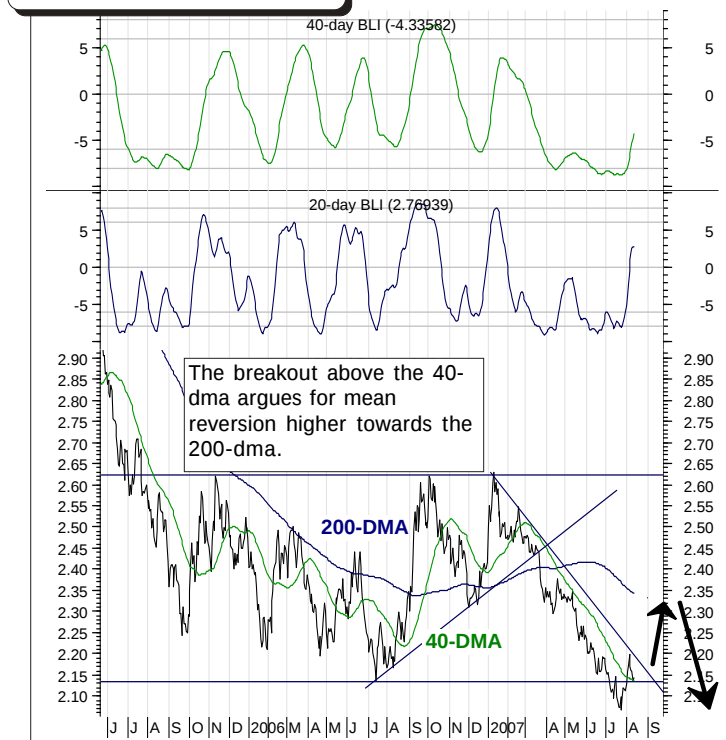
Energy XLE

Last: \$ 67.80 TGT: \$ -
Entry: \$ - STP: \$ -



RATIO: SPY / XLE

2.14



ETF SECTION: CHART COMMENTS

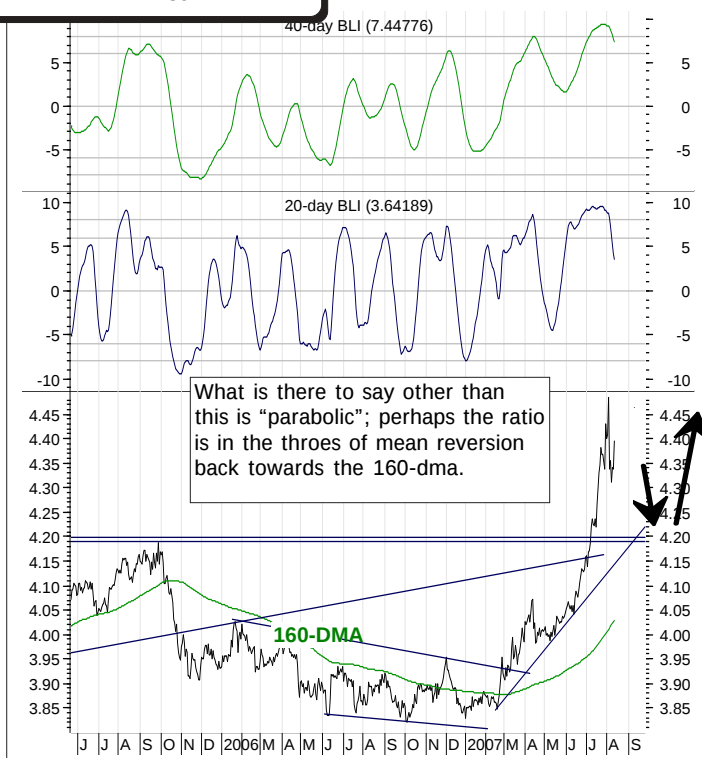
Financial XLF

Last: \$ 33.05 TGT: \$ -
Entry: \$ - STP: \$ -



RATIO: SPY / XLF

4.39



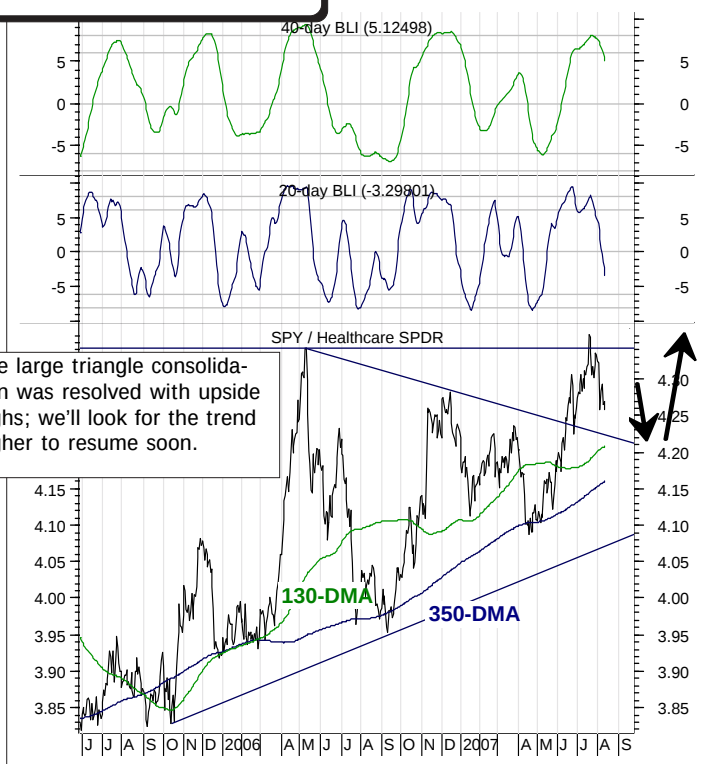
Healthcare XLV

Last: \$ 34.00 TGT: \$ -
Entry: \$ - STP: \$ -



RATIO: SPY / XLV

4.27



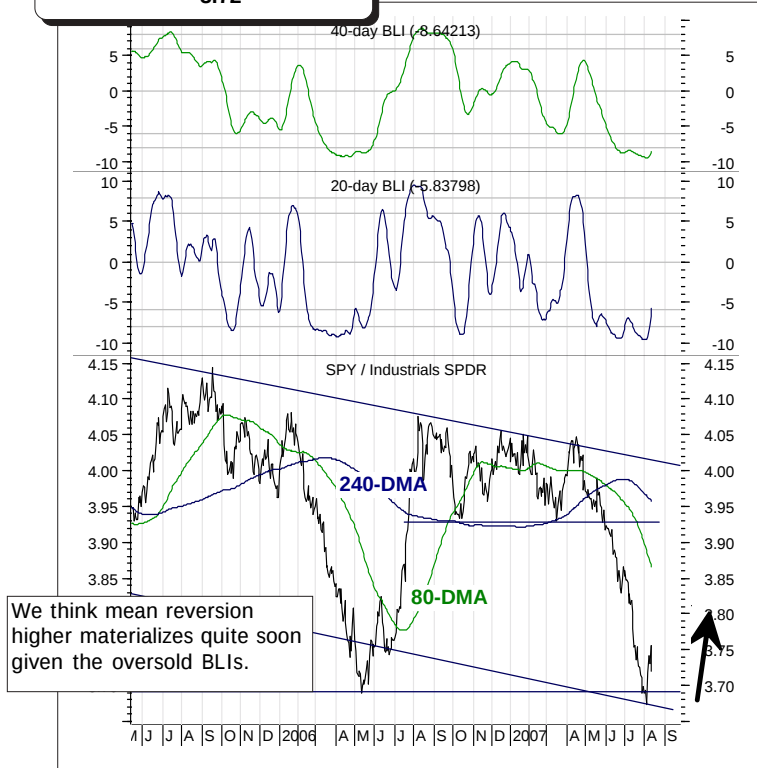
ETF SECTION: CHART COMMENTS

Industrials	XLI
Last: \$ 39.05	TGT: \$ -
Entry: \$ -	STP: \$ -

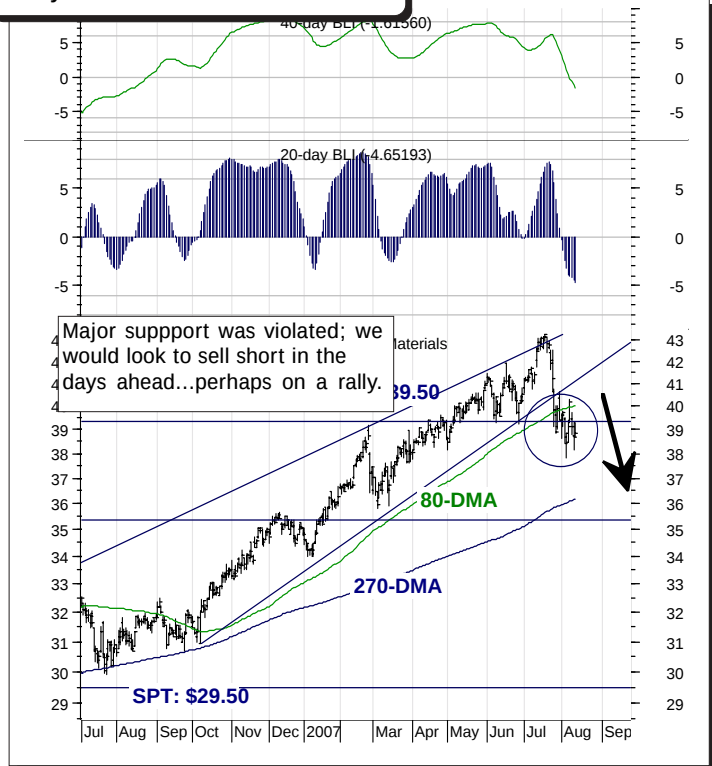


RATIO: SPY / XLI

3.72

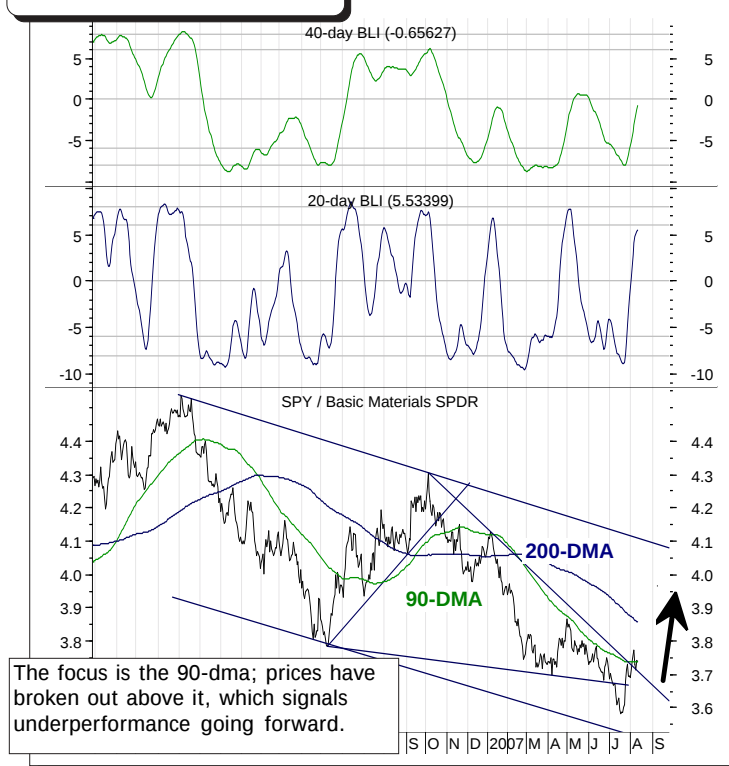


Materials	XLB
Last: \$ 38.85	TGT: \$ -
Entry: \$ -	STP: \$ -



RATIO: SPY / XLB

3.74



ETF SECTION: CHART COMMENTS

Technology XLK

Last: \$ 25.59 TGT: \$ -
Entry: \$ - STP: \$ -



RATIO: SPY / XLK

5.68



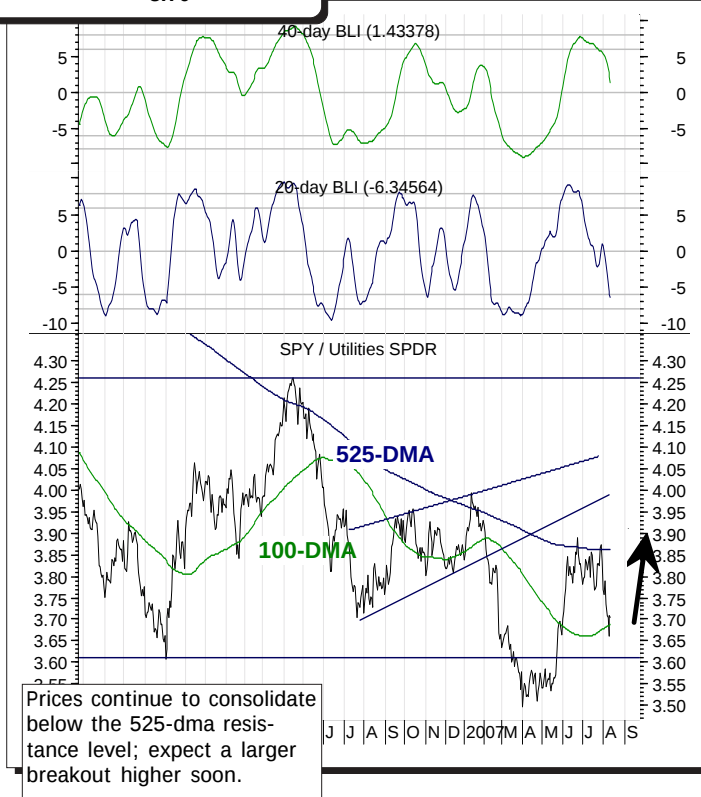
Utilities XLU

Last: \$ 39.21 TGT: \$ -
Entry: \$ - STP: \$ -



RATIO: SPY / XLU

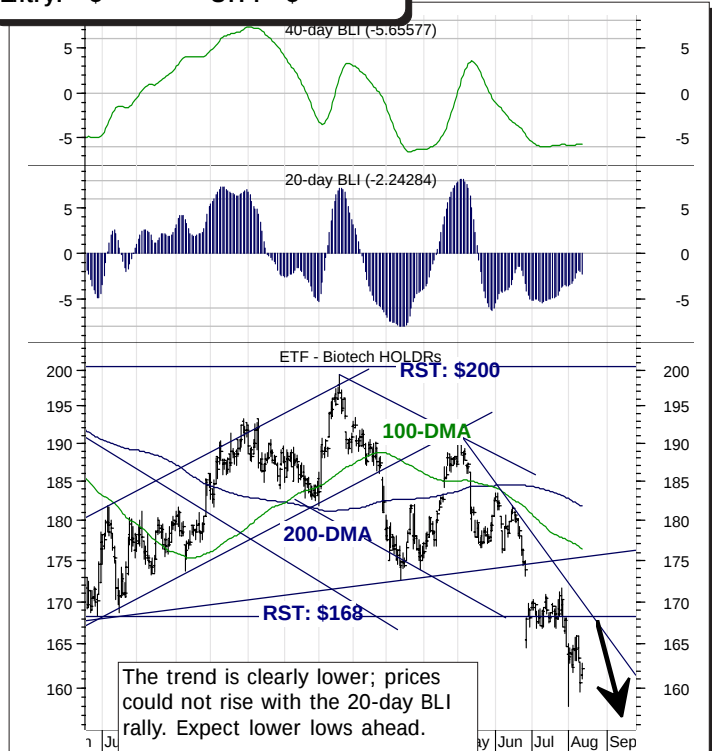
3.70



ETF SECTION: CHART COMMENTS

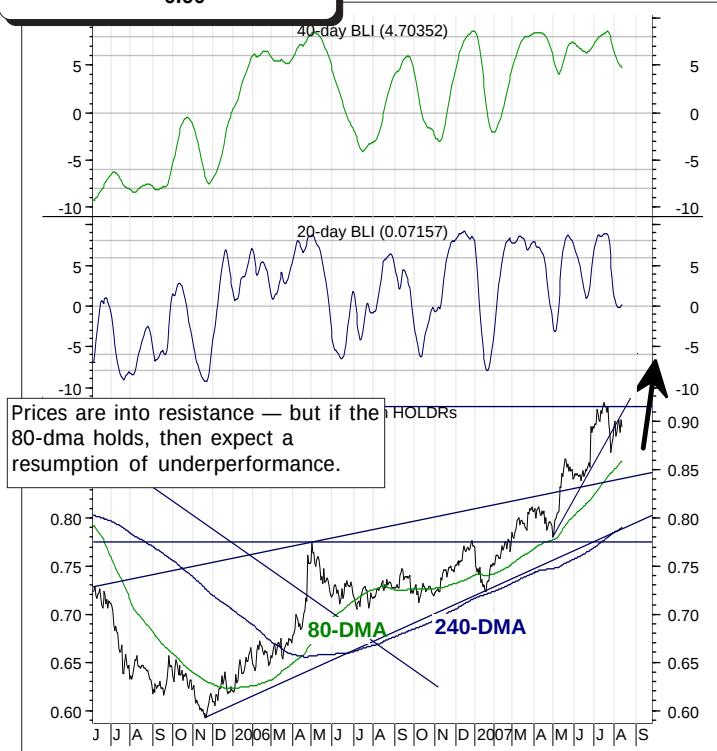
Biotechnology BBH

Last: \$ 162.20 TGT: \$ -
Entry: \$ - STP: \$ -



RATIO: SPY / BBH

0.90



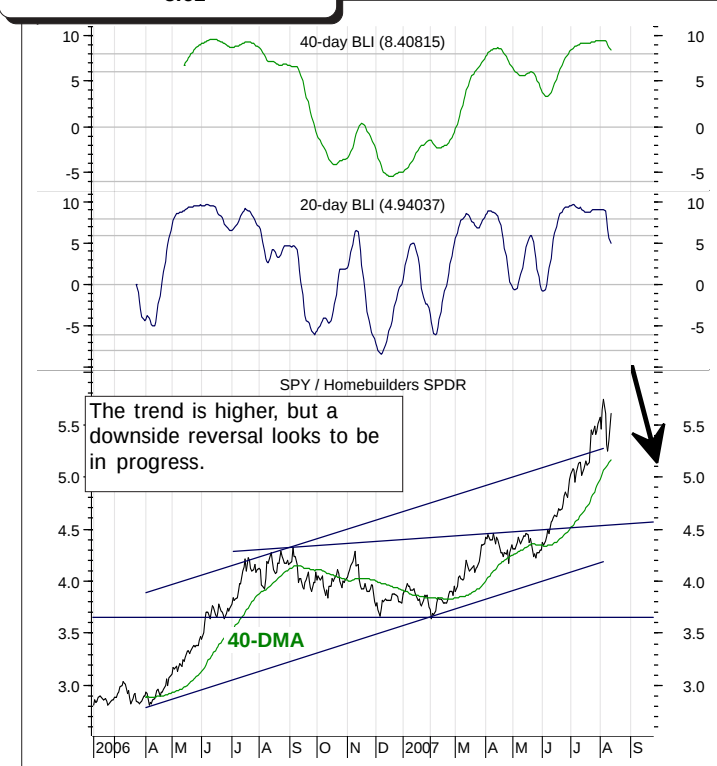
Homebuilders XHB

Last: \$ 25.90 TGT: \$ -
Entry: \$ - STP: \$ -



RATIO: SPY / XHB

5.61



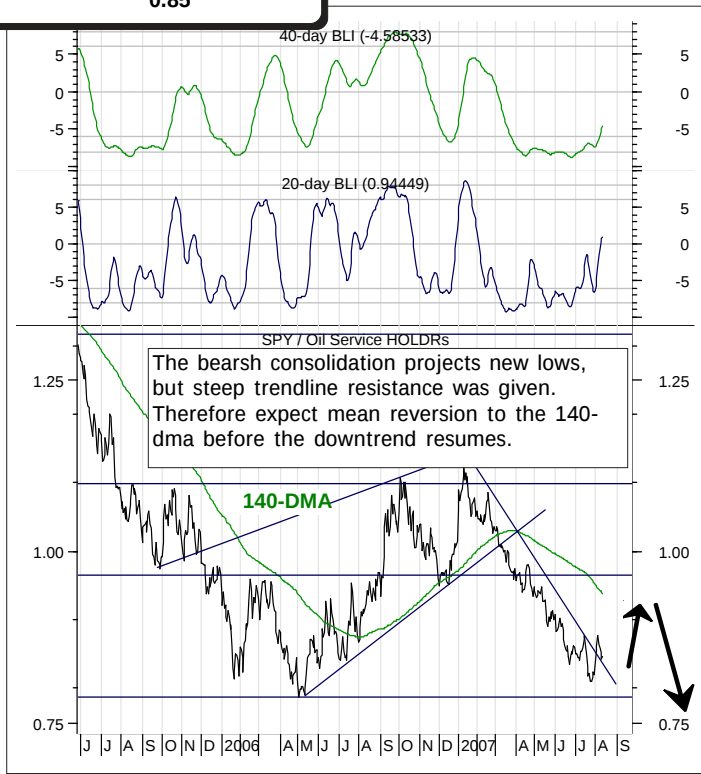
ETF SECTION: CHART COMMENTS

Oil Service OIH
 Last: \$ 171.70 TGT: \$ -
 Entry: \$ - STP: \$ -



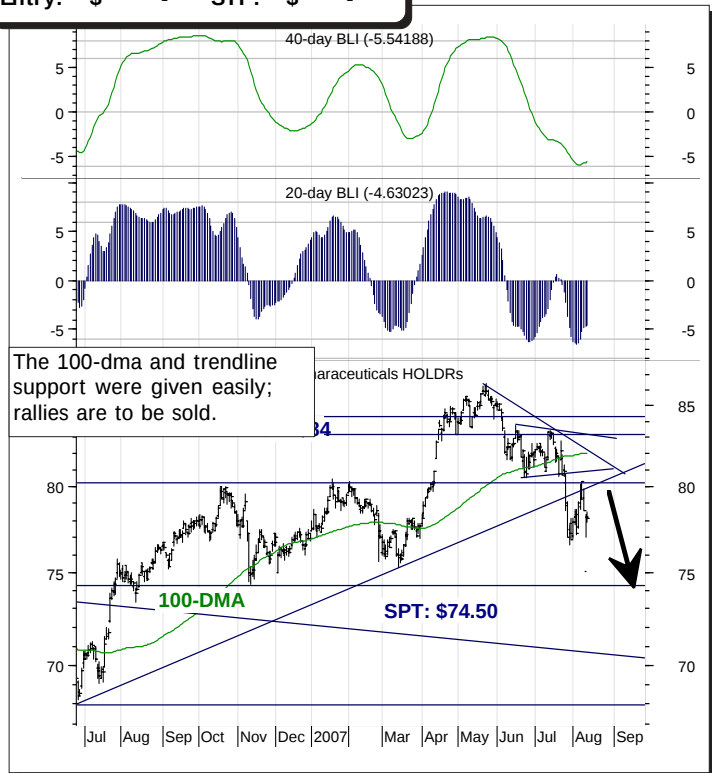
RATIO: SPY / OIH

0.85



Pharmaceutical PPH

Last: \$ 78.14 TGT: \$ -
 Entry: \$ - STP: \$ -



RATIO: SPY / PPH

1.86



ETF SECTION: CHART COMMENTS

Real Estate IYR

Last: \$ 71.70 TGT: \$ -
Entry: \$ - STP: \$ -



RATIO: SPY / IYR

2.03



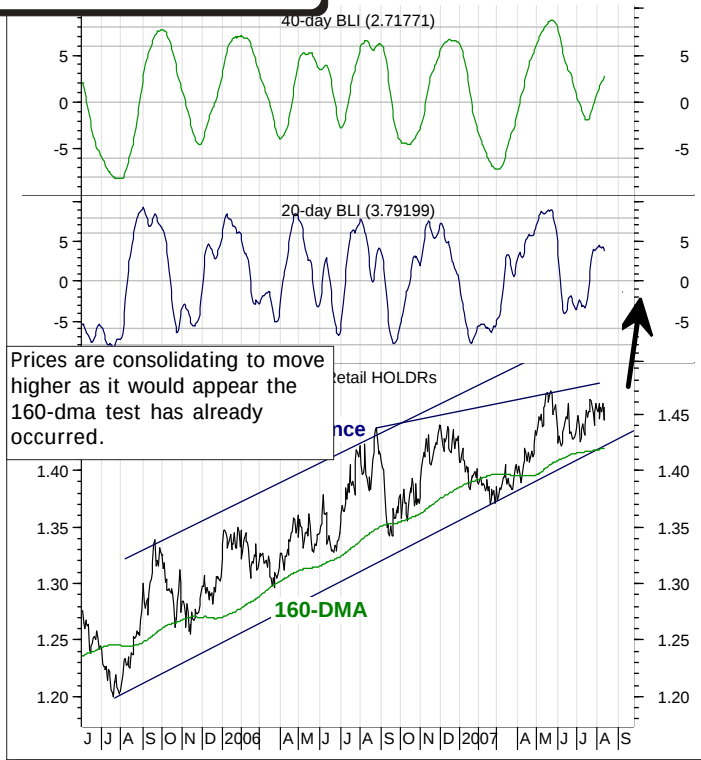
Retail RTH

Last: \$ 99.75 TGT: \$ -
Entry: \$ - STP: \$ -



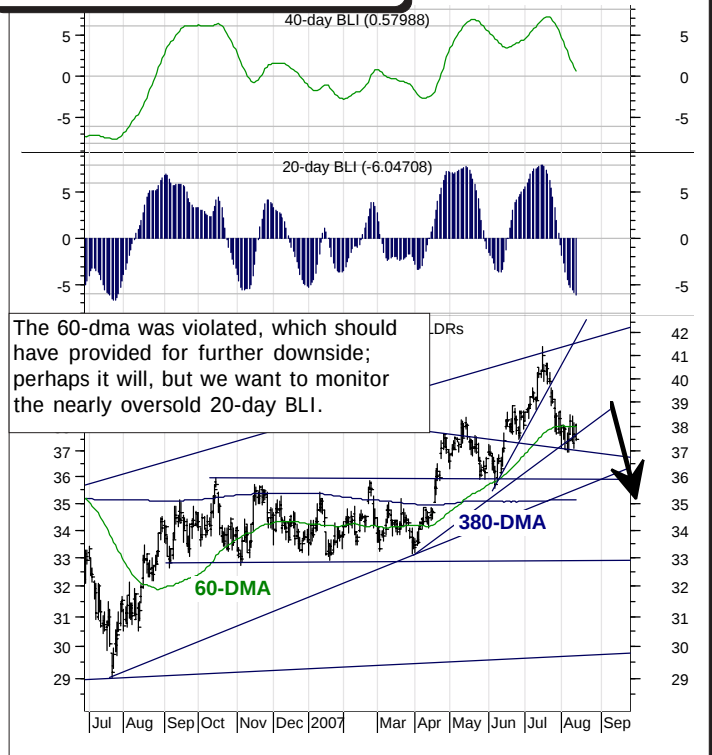
RATIO: SPY / RTH

1.46



ETF SECTION: CHART COMMENTS

Semiconductor	SMH
Last: \$ 37.46	TGT: \$ -
Entry: \$ -	STP: \$ -



RATIO: SPY / SMH
3.88

