

Traders: DO NOT RELAX!

The downward cycle in crude oil prices can be likened to a drive down a long tortuous mountain pass. Here, a sign on Interstate 70 west of Denver offers a stark reminder. Interstate 70 descends over five thousand feet from the Eisenhower Tunnel to Denver. Approaching Denver, one comes over a ridge and sees the city and the American Great Plains stretching over one hundred miles to the east. A driver is tempted to relax. A huge yellow sign with this text is carefully positioned to wake them up:



We would amend the sign to read as follows:



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