



# The SRC Blue Book of 12-Year Charts<sup>®</sup>

NYSE, NASDAQ, ADRs & REITs



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# SRC 12-YEAR CHARTS

## GROWTH PERFORMANCE MEASUREMENT

The Growth Performance Measurement on each chart clearly shows the percentage gain or loss for price, earnings, and dividends for the past 1, 5, 10, years – saving you time – no need to look elsewhere.

## COPORATE ACTIONS

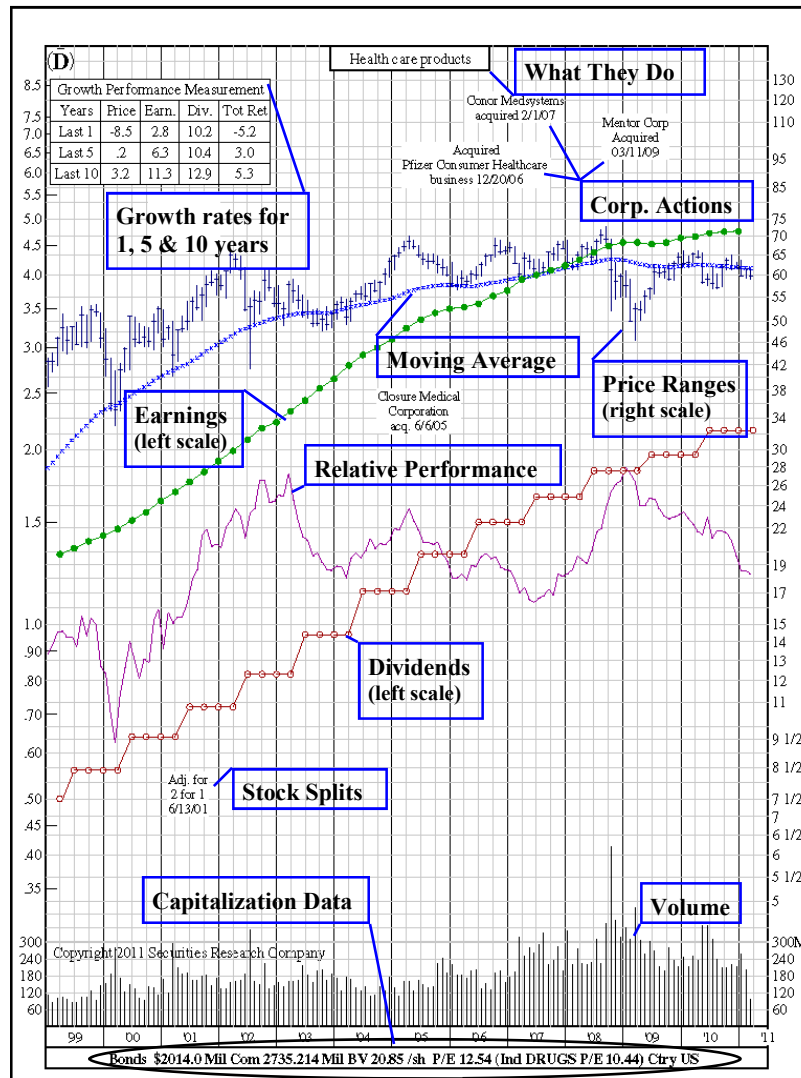
Significant events in a company's history, such as an acquisition, divestiture or stock split are indicated, taking out all of the guesswork.

## PRICE RANGES

A quick glance at the high, low, and closing prices will show you if your stock's price trend is up, down or sideways. (Read from right scale.)

## RELATIVE PERFORMANCE

This handy indicator shows you each stock's relative-to-market action compared to the S&P 500.



## ADJUSTED EARNINGS

Earnings have been adjusted by removing extraordinary items –giving you the most accurate picture of earnings performance. (Read from left scale.)

## MOVING AVERAGE

This line represents the average of closing prices for the most recent period. (Read from right scale.)

## DIVIDENDS & STOCK SPLITS

Charts show dividend and stock splits. This allows for easy calculation to determine "basis" price and helps you establish reference markers to determine growth rates for prices, earnings, and dividends. (Read from left scale.)

## VOLUME

Let's you track the easy way the number of shares traded. (Read at the very bottom)

## CAPITALIZATION DATA

Includes the company's capitalization structure, shares outstanding, book value, P/E ratio, industry P/E ratio, and location of the company.

## SEMI-LOGARITHMIC SCALE

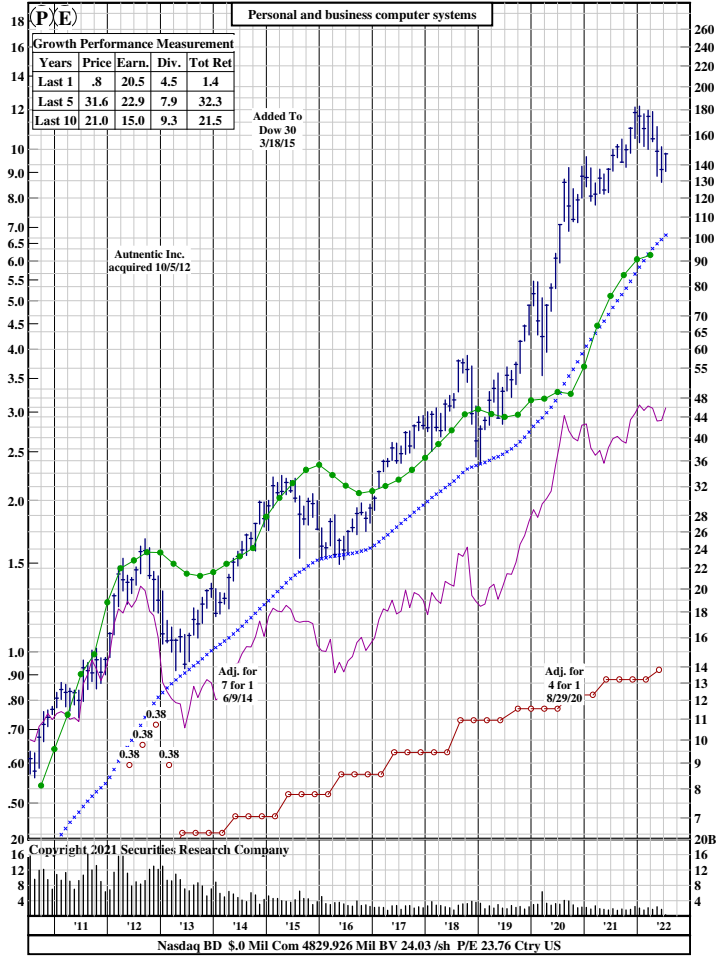
SRC stock charts are plotted on uniform semi-logarithmic (ratio) scale grids. This enables you to quickly compare percentage moves on one stock chart with any other.

Semi-logarithmic charts do a better job than arithmetic scale charts in providing an accurate picture. Example: Two stocks have an identical price rise. Each jumps 5 points. At first, it seems both stocks are performing equally well. But while for a \$100 stock that's a mere 5% increase in value, for a \$20 stock it's an attention grabbing 25%.

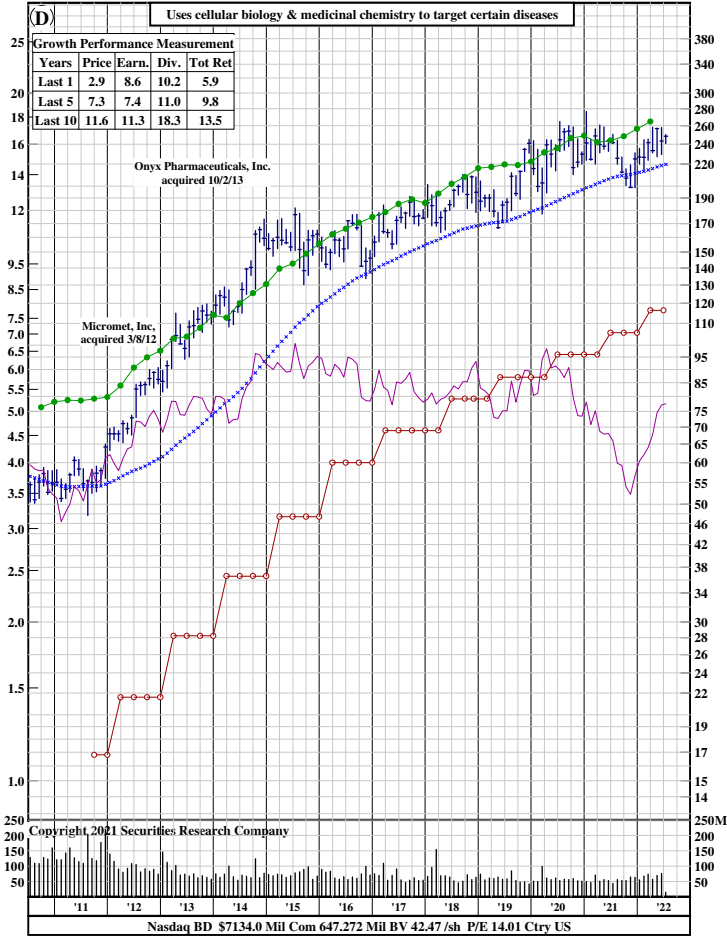
On any SRC stock chart, this 25% increase covers a distance 5 times greater than the 5%, so the sharply different rate of performance jumps right out at you. There's no mistaking which stock is gaining ground at the faster rate. And it's this rate of growth that warrants a closer look.

**Securities Research Company...trusted by investors since 1933**

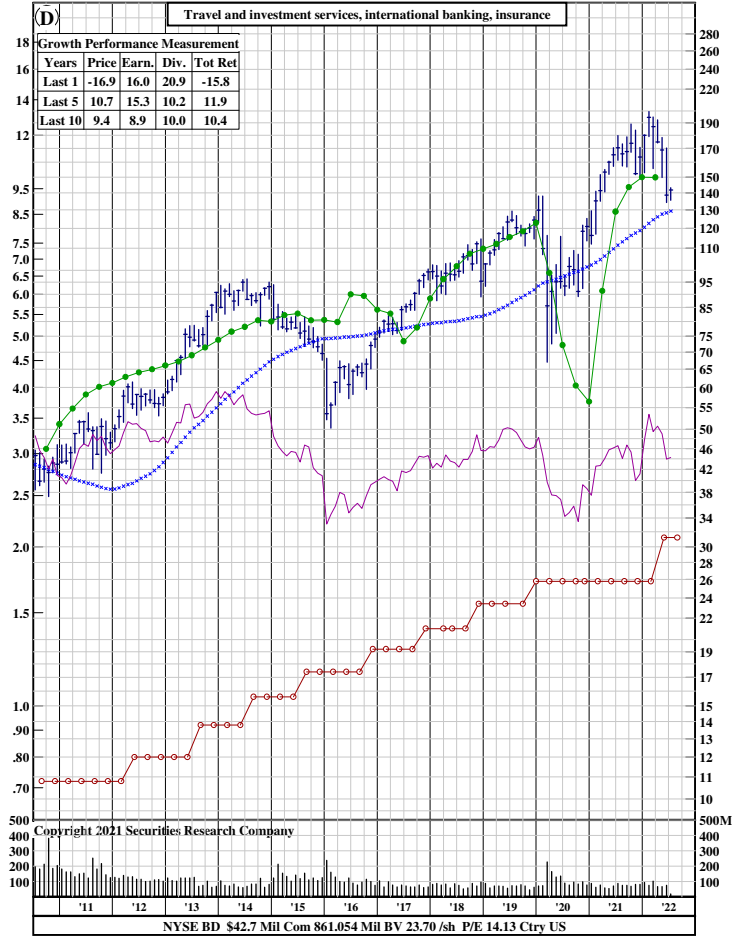
# APPLE INC (AAPL)



# AMGEN INC (AMGN)

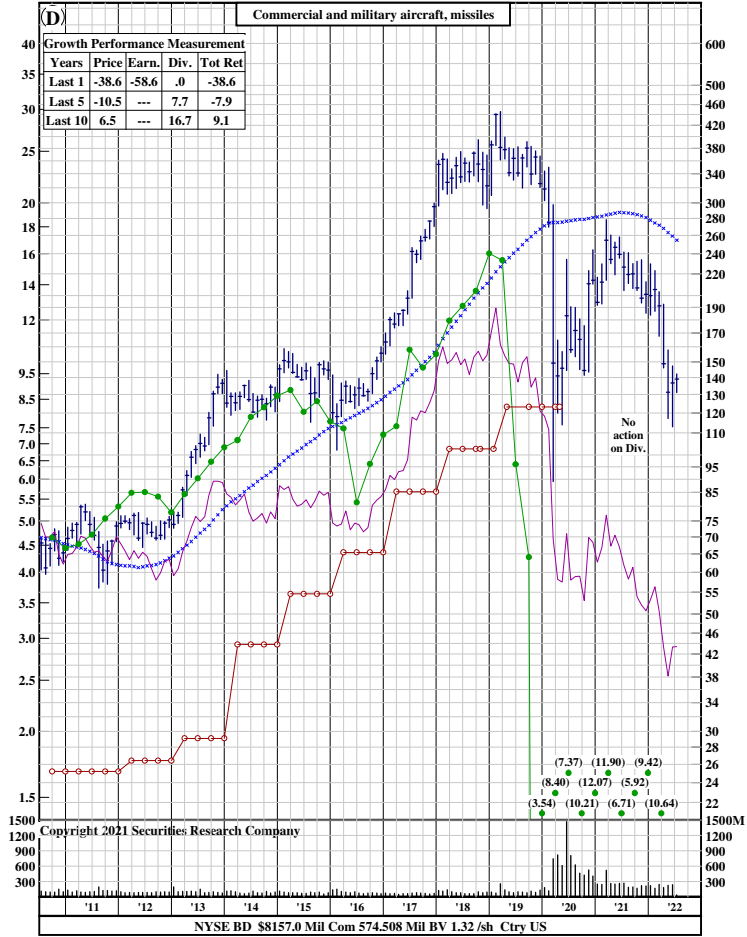


# AMERICAN EXPRESS CO (AXP)



NYSE BD \$42.7 Mil Com 861.054 Mil BV 23.70 /sh P/E 14.13 Ctry US

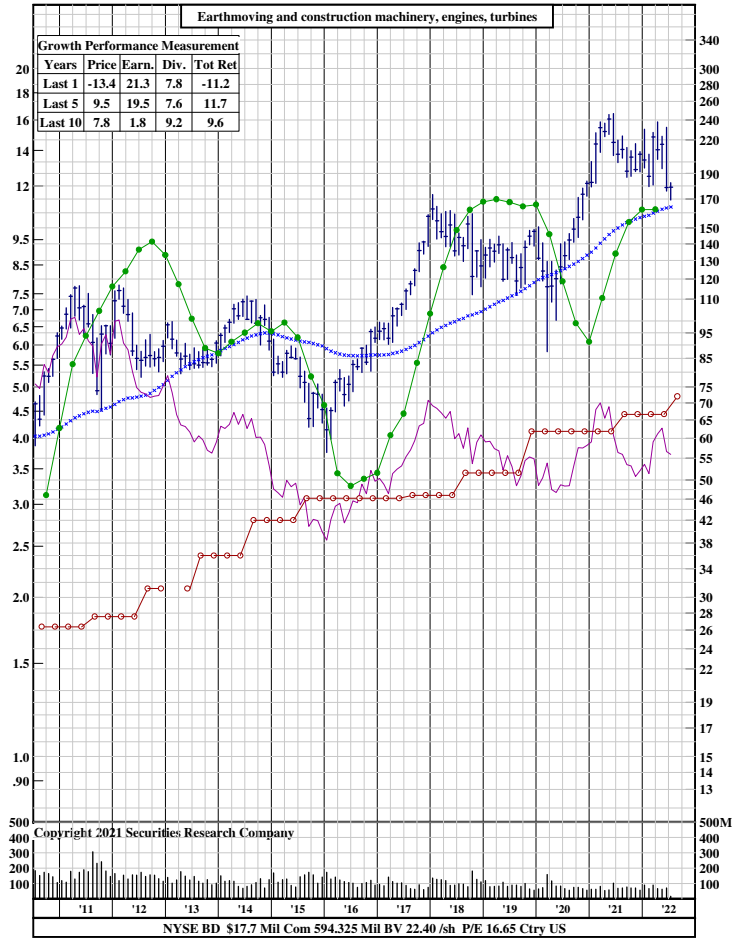
**BOEING CO (BA)**



# CATERPILLAR INC DEL (CAT)

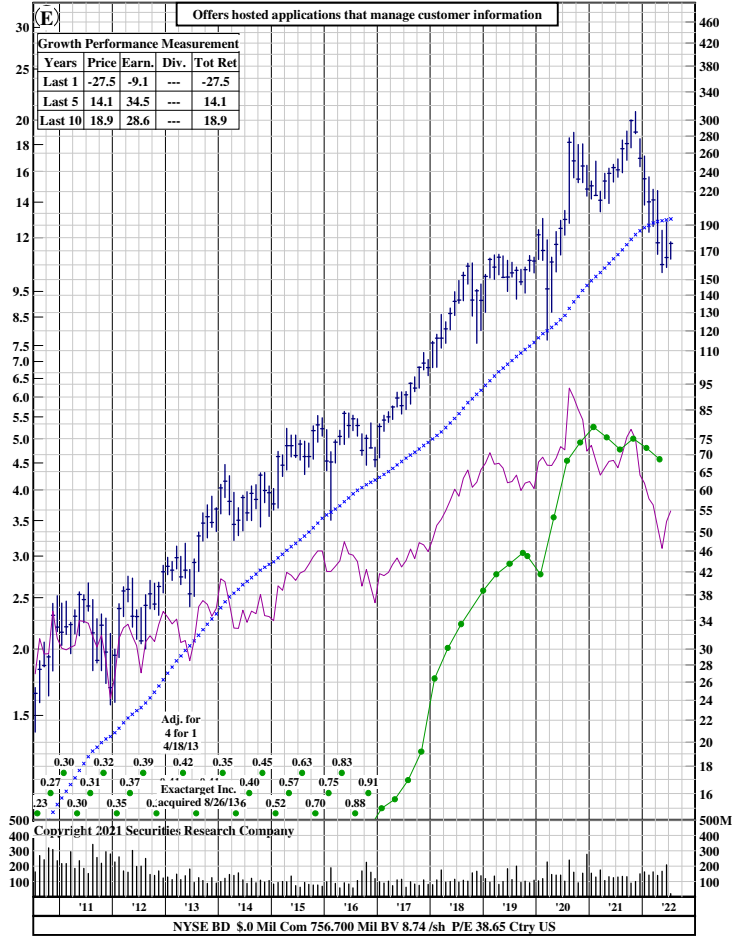
Earthmoving and construction machinery, engines, turbines

Growth Performance Measurement				
Years	Price	Earn.	Div.	Tot Ret
Last 1	-13.4	21.3	7.8	-11.2
Last 5	9.5	19.5	7.6	11.7
Last 10	7.8	1.8	9.2	9.6

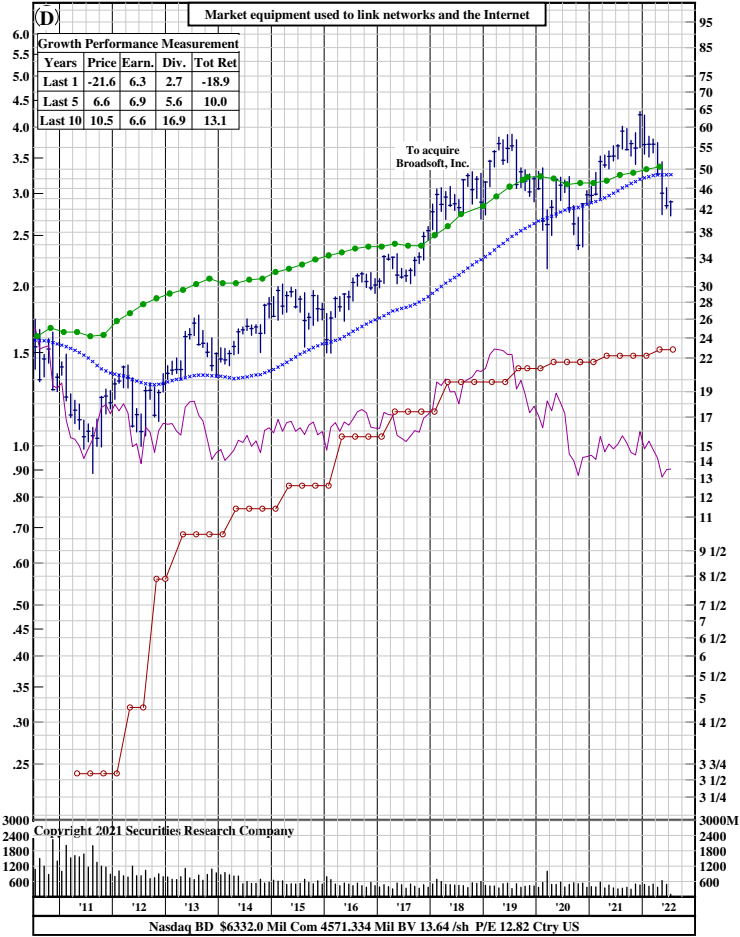




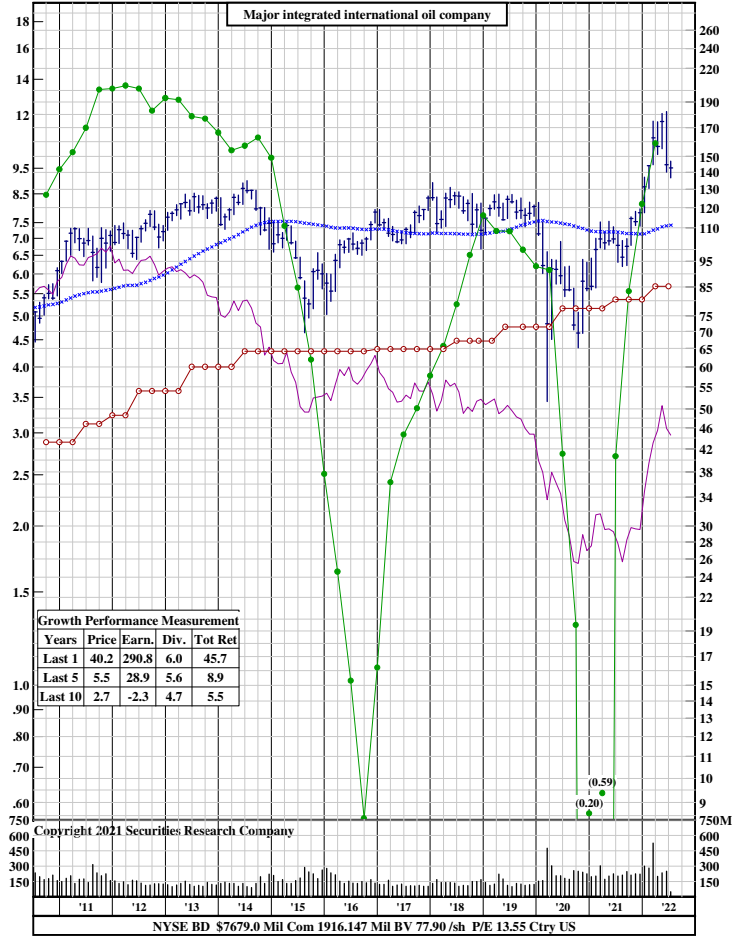
SALESFORCE COM INC (CRM)



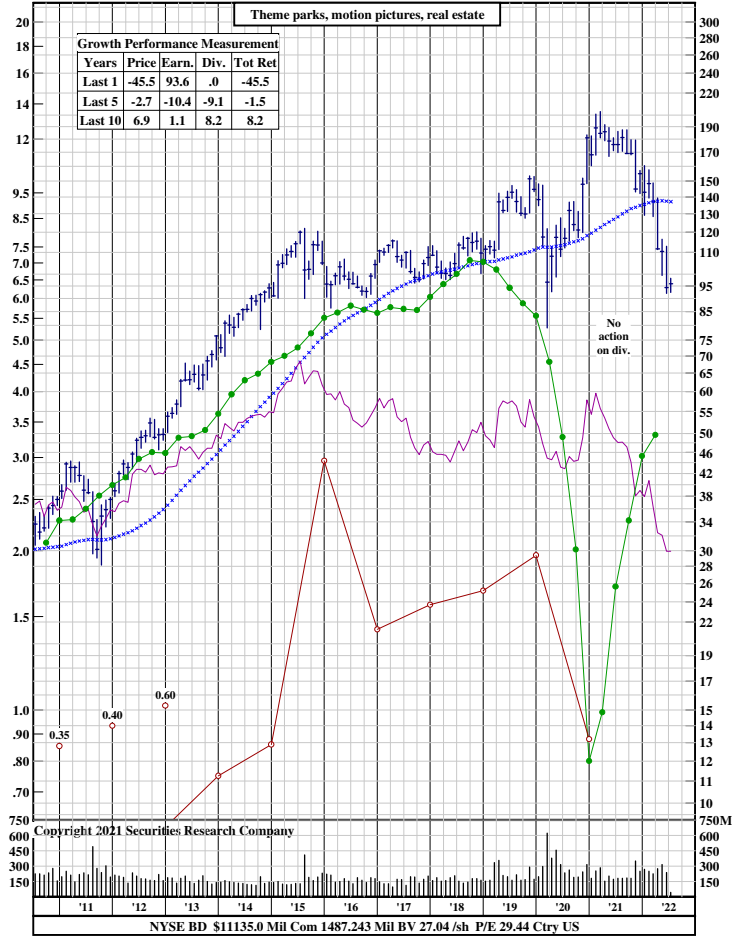
CISCO SYS INC (CSCO)



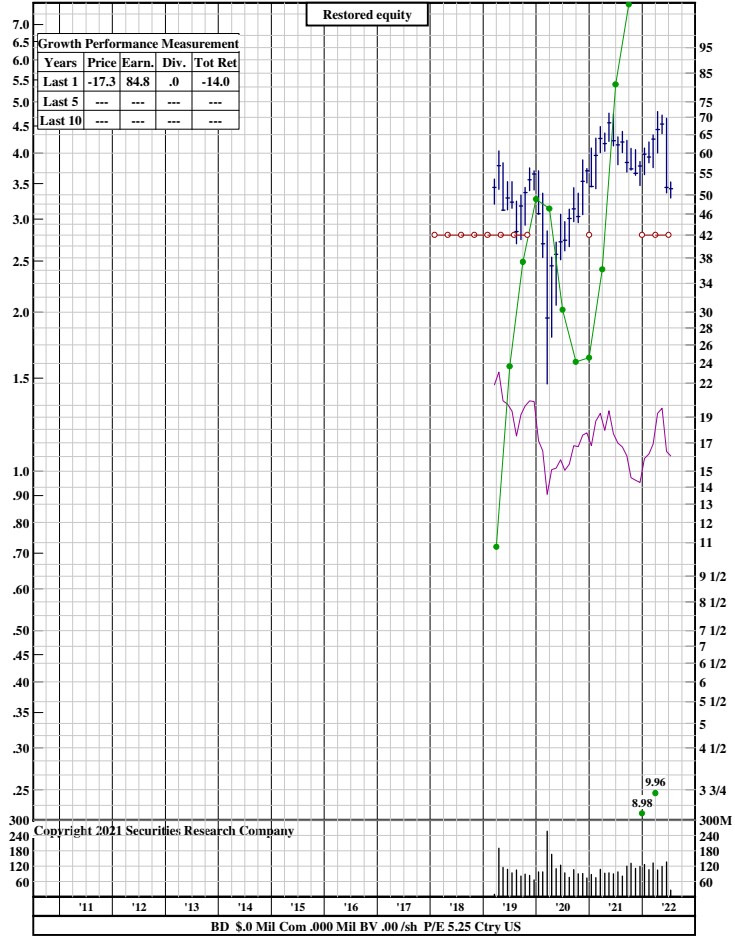
# CHEVRON CORP. (CVX)



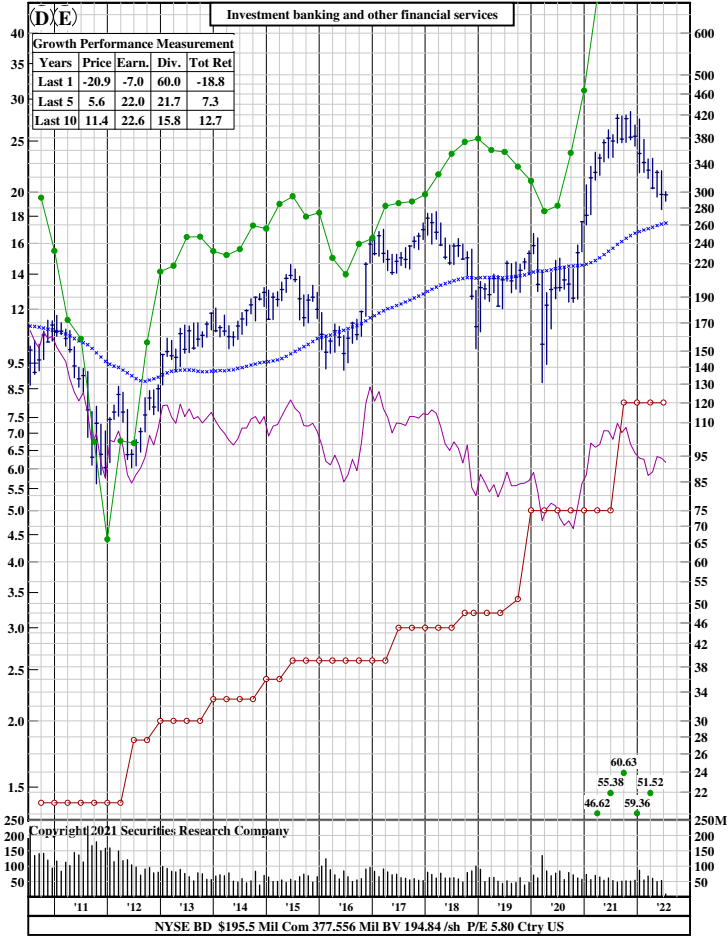
# DISNEY WALT CO (DIS)



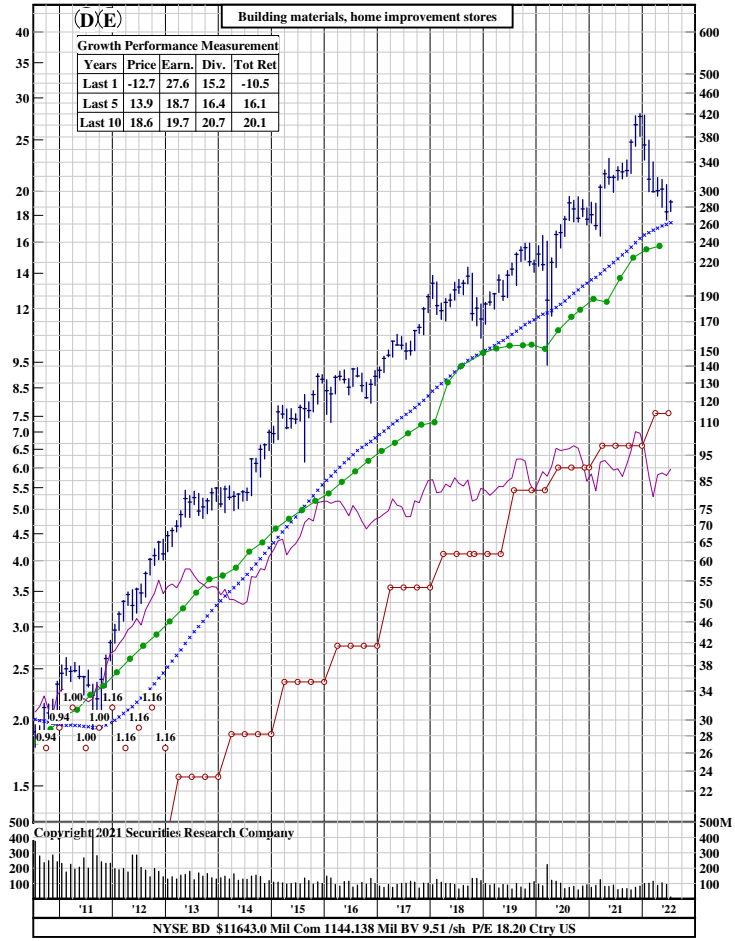
# DOW INC. (DOW)



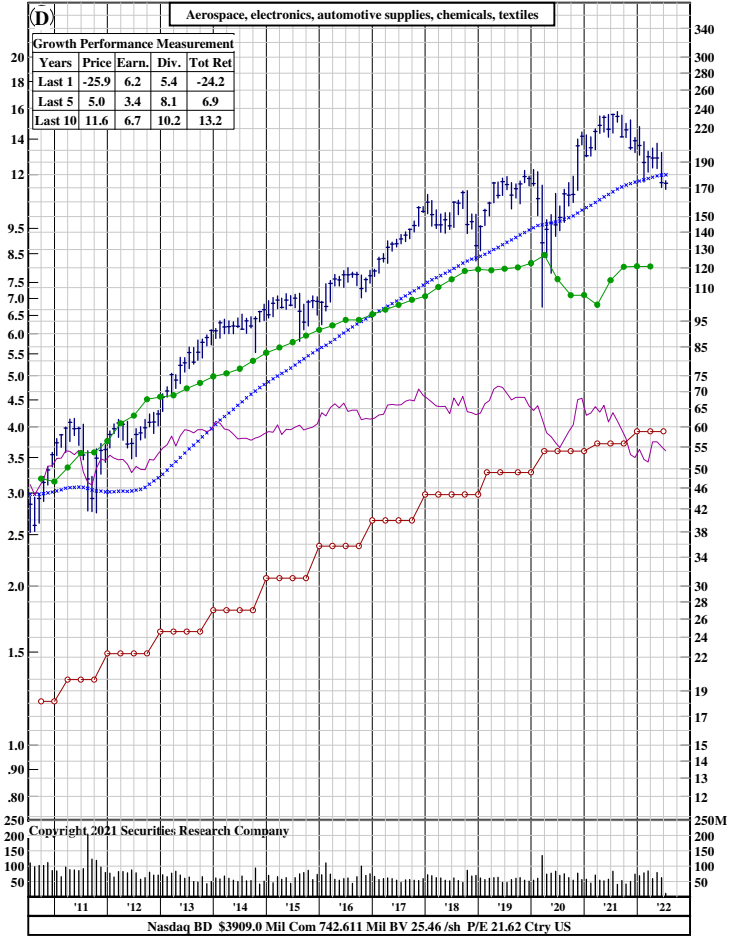
# GOLDMAN SACHS GROUP INC (GS)



# HOME DEPOT INC (HD)

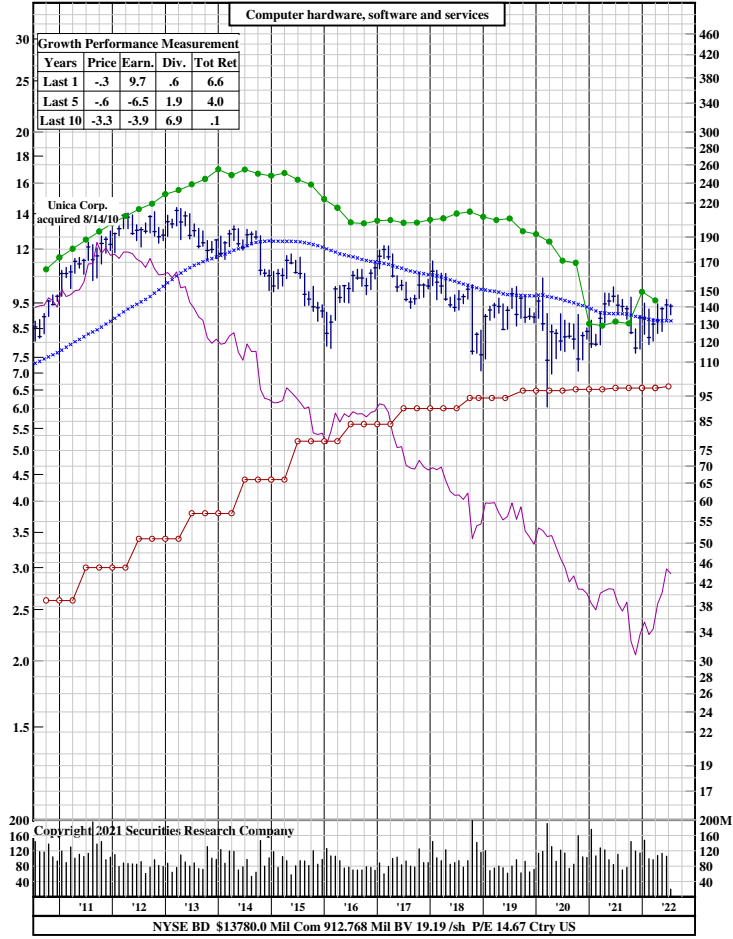


### HONEYWELL INTERNATIONAL INC (HON)

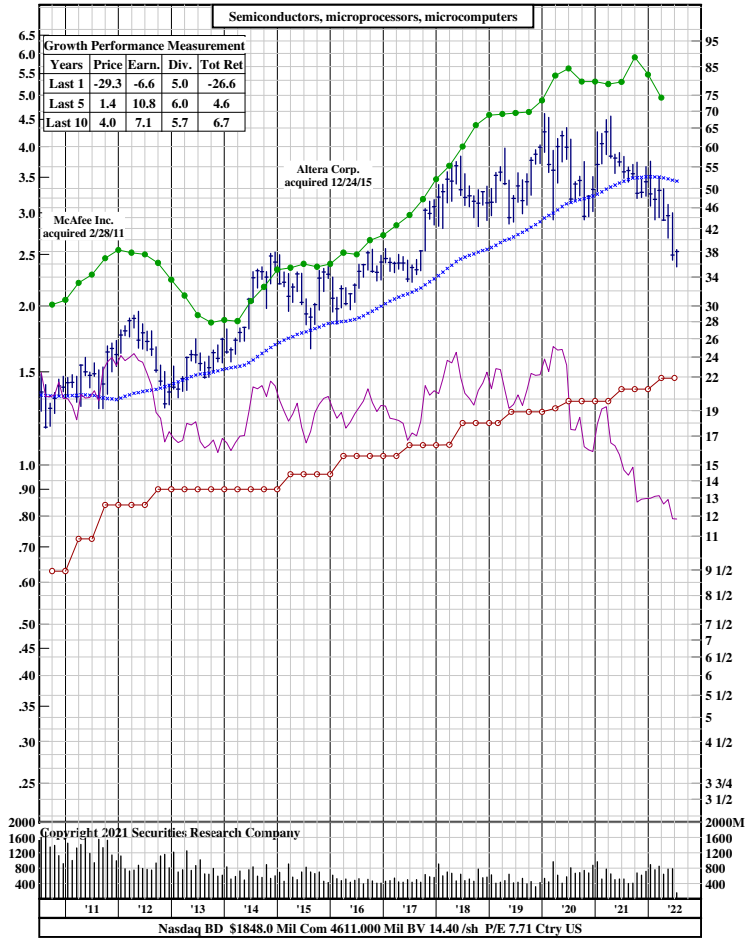




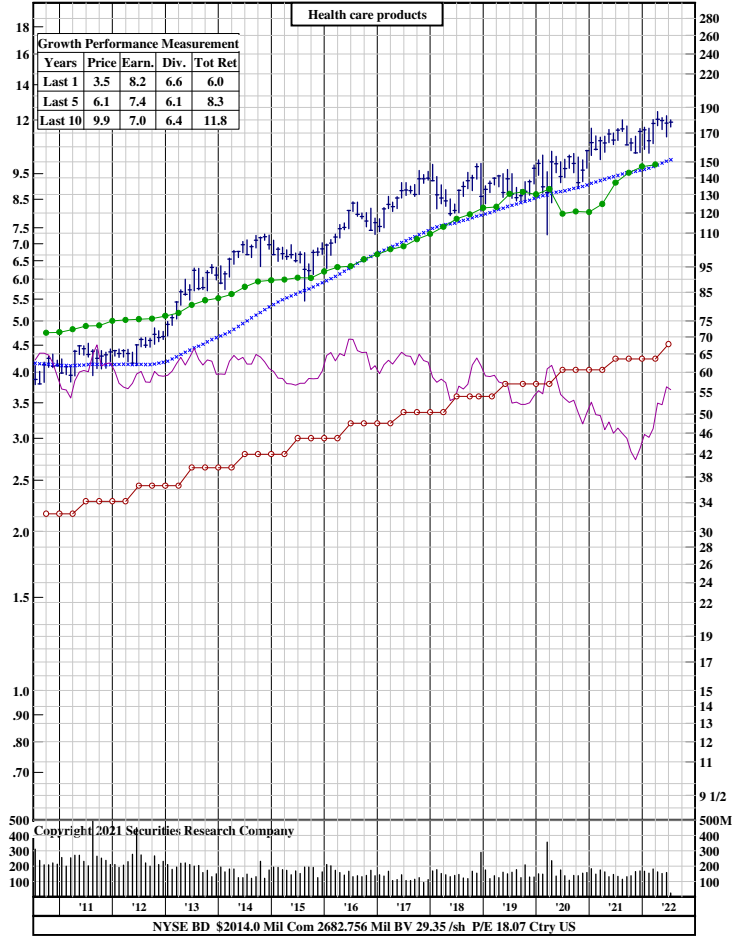
# INTERNATIONAL BUSINESS MACHS (IBM)



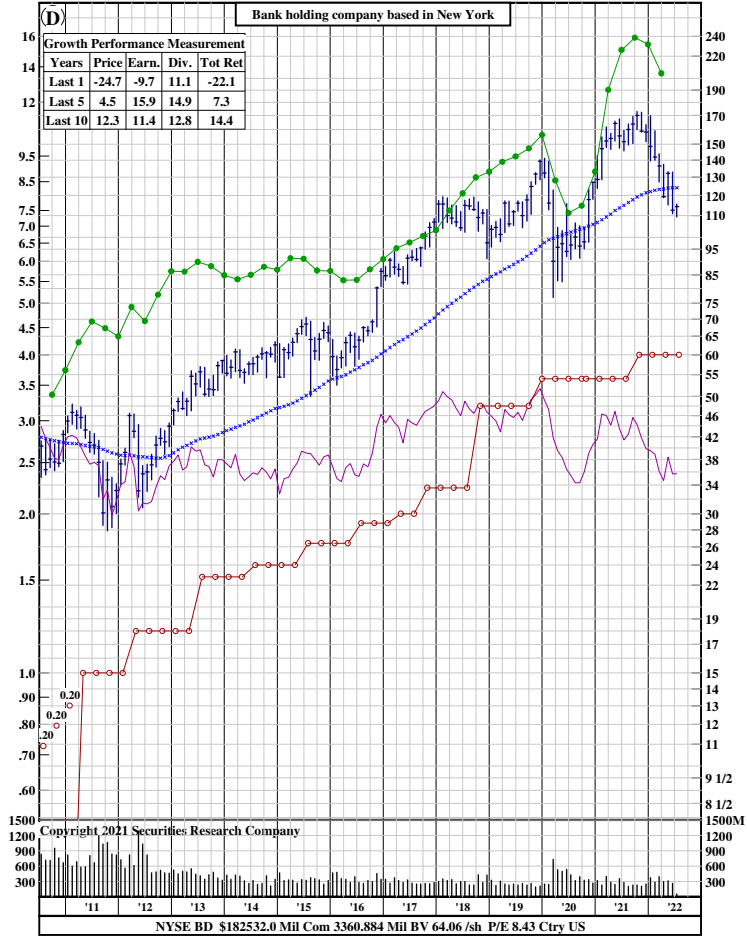
# INTEL CORP (INTC)



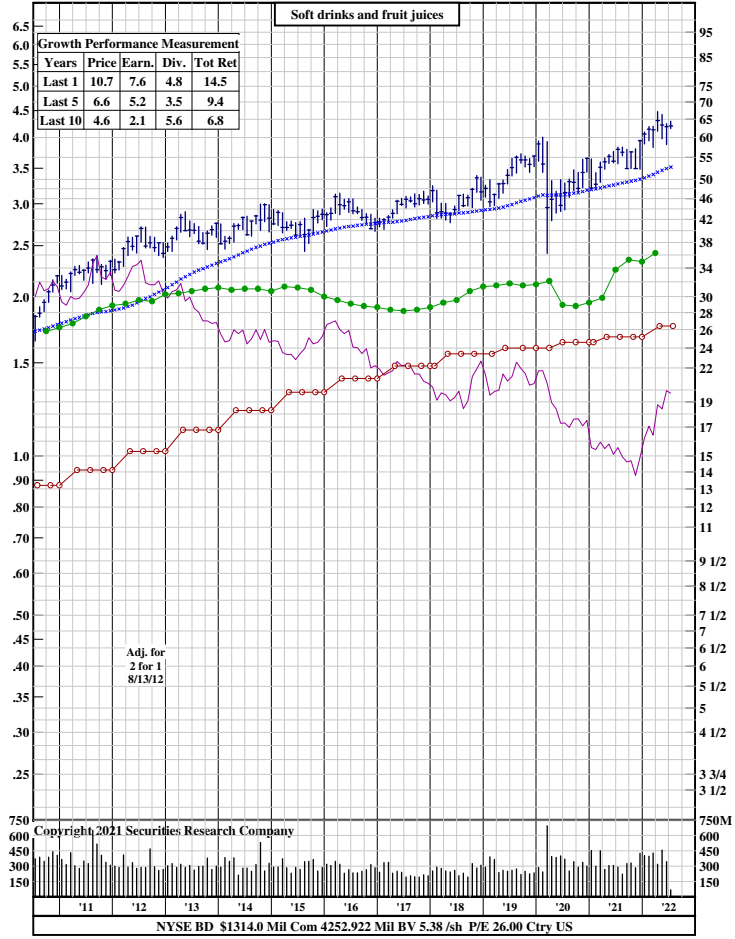
# JOHNSON & JOHNSON (JNJ)



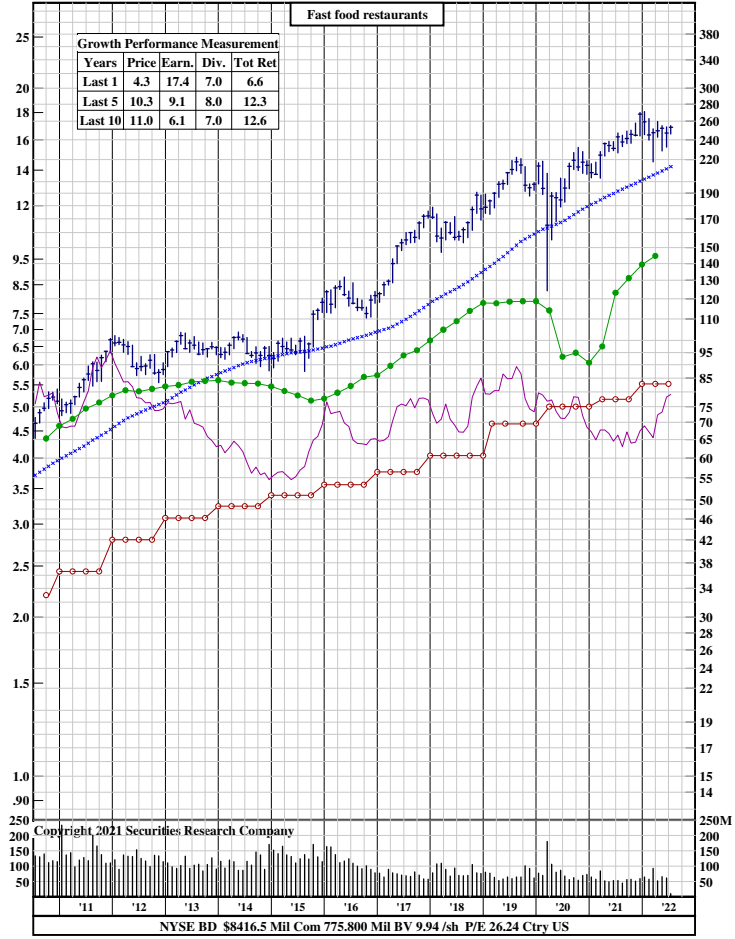
# JPMORGAN CHASE & CO (JPM)



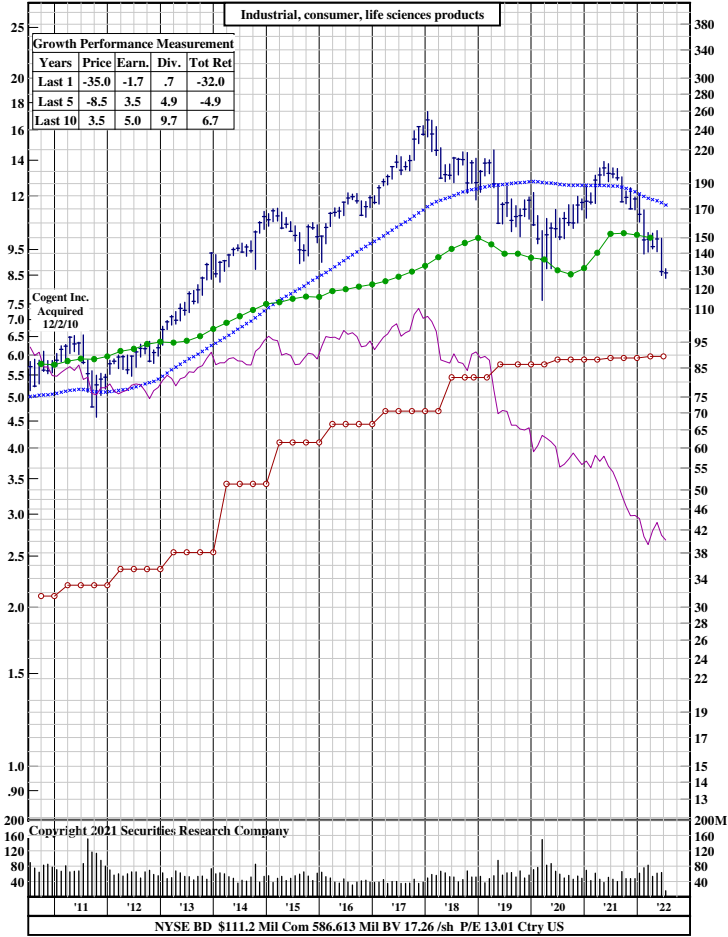
COCA COLA CO (KO)



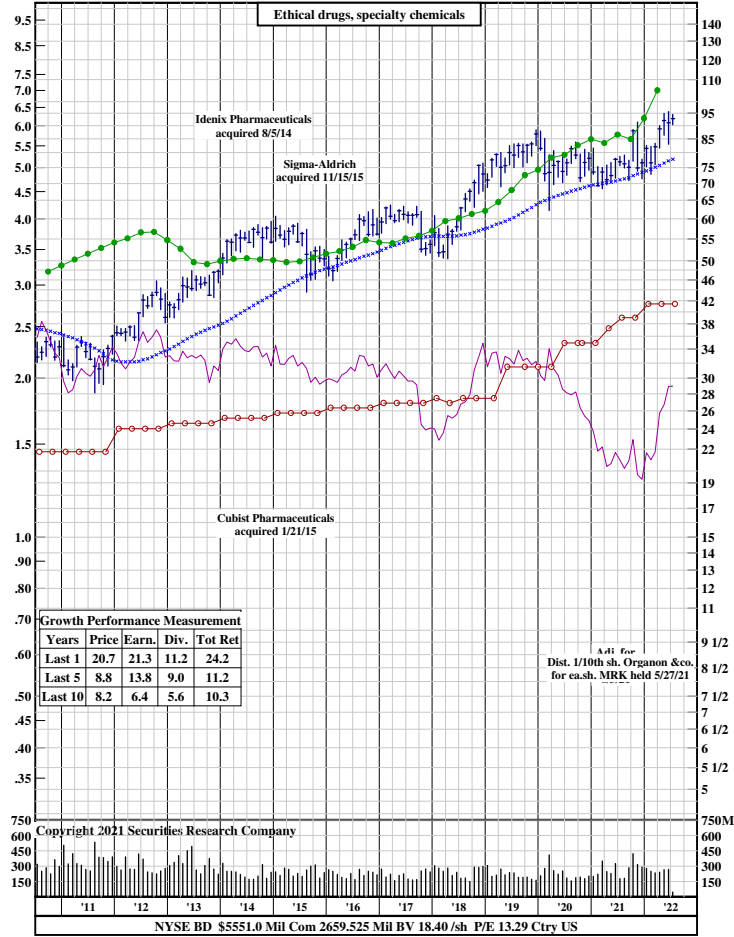
### MCDONALDS CORP (MCD)



### 3M COMPANY (MMM)

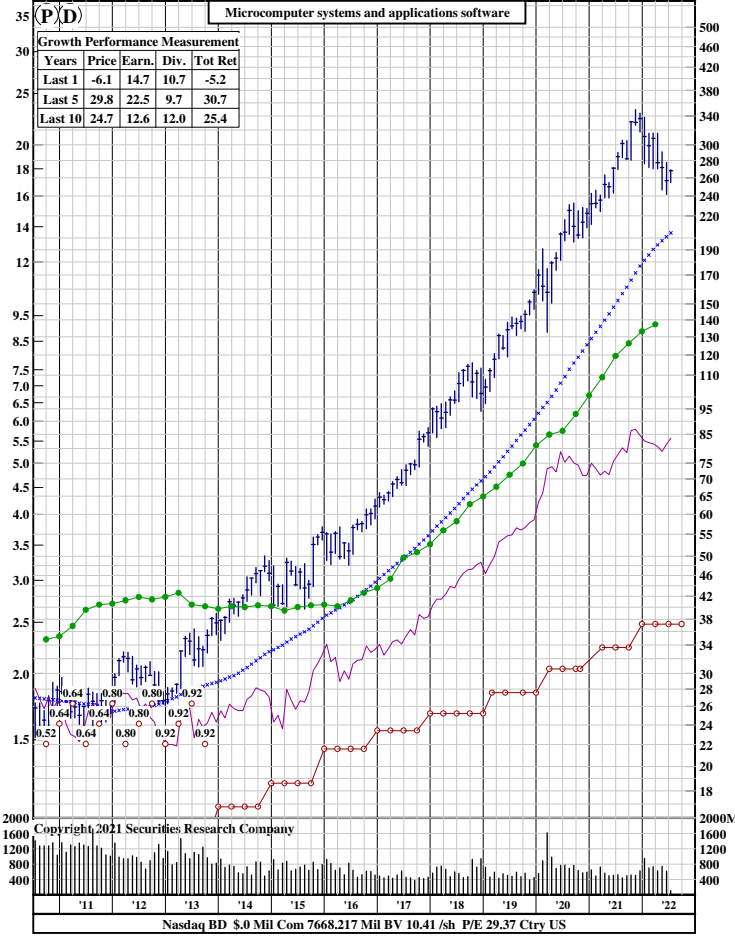


# MERCK & CO INC (MRK)

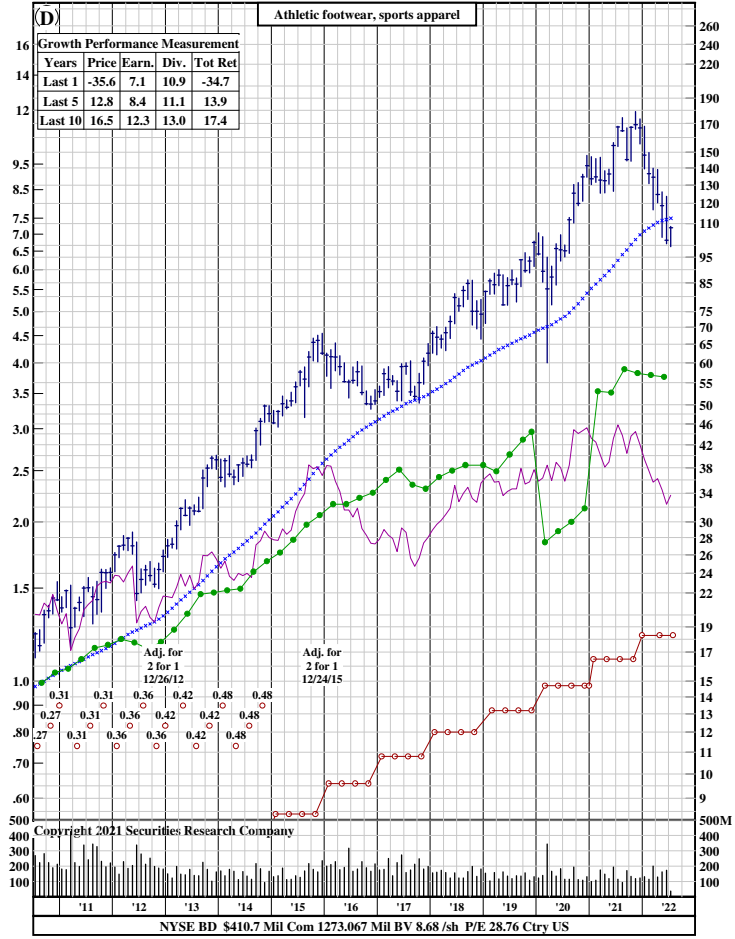




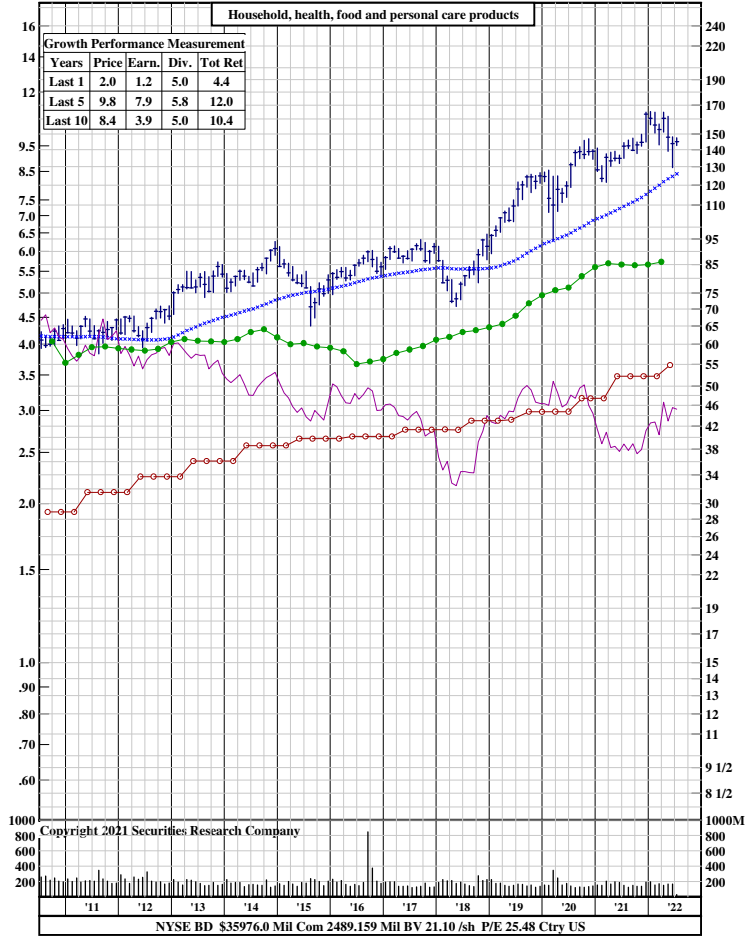
# MICROSOFT CORP (MSFT)



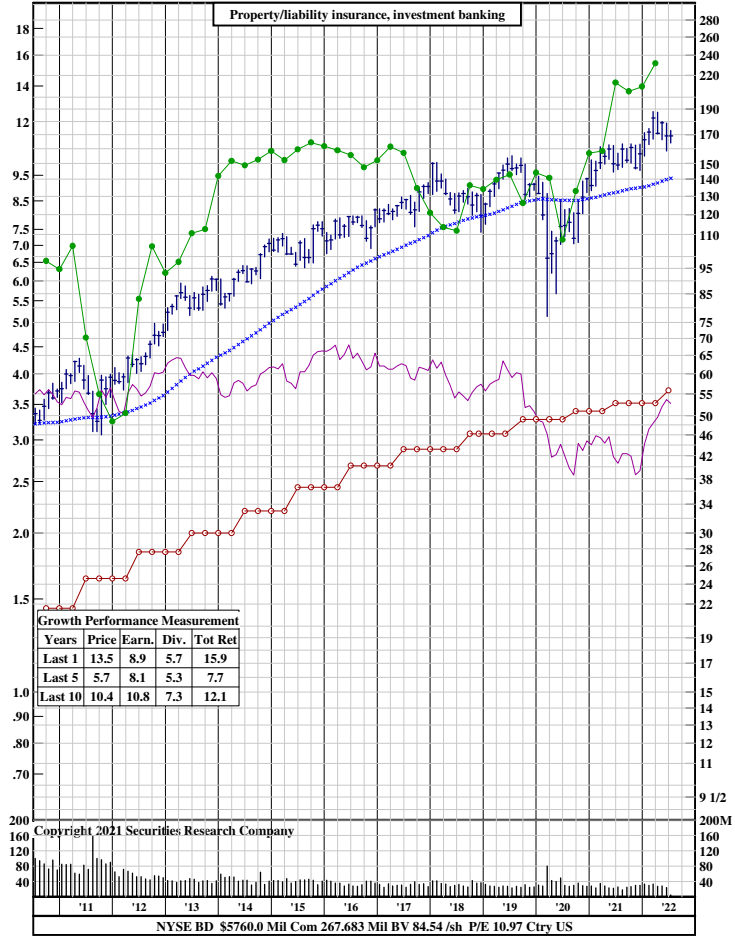
# NIKE INC (NKE)



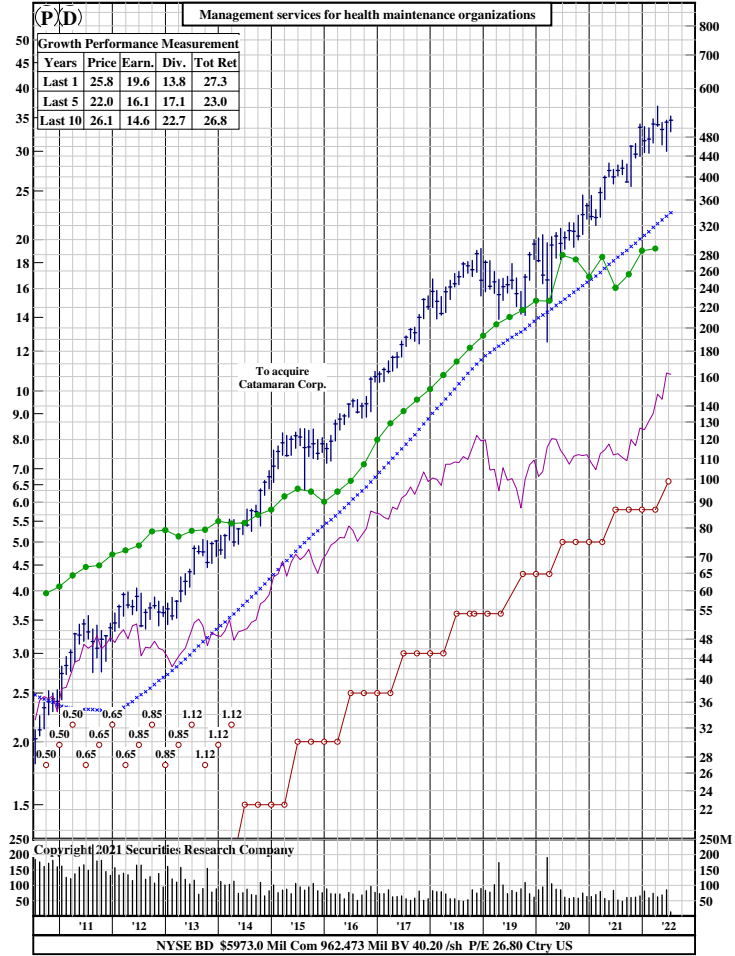
**PROCTER & GAMBLE CO (PG)**



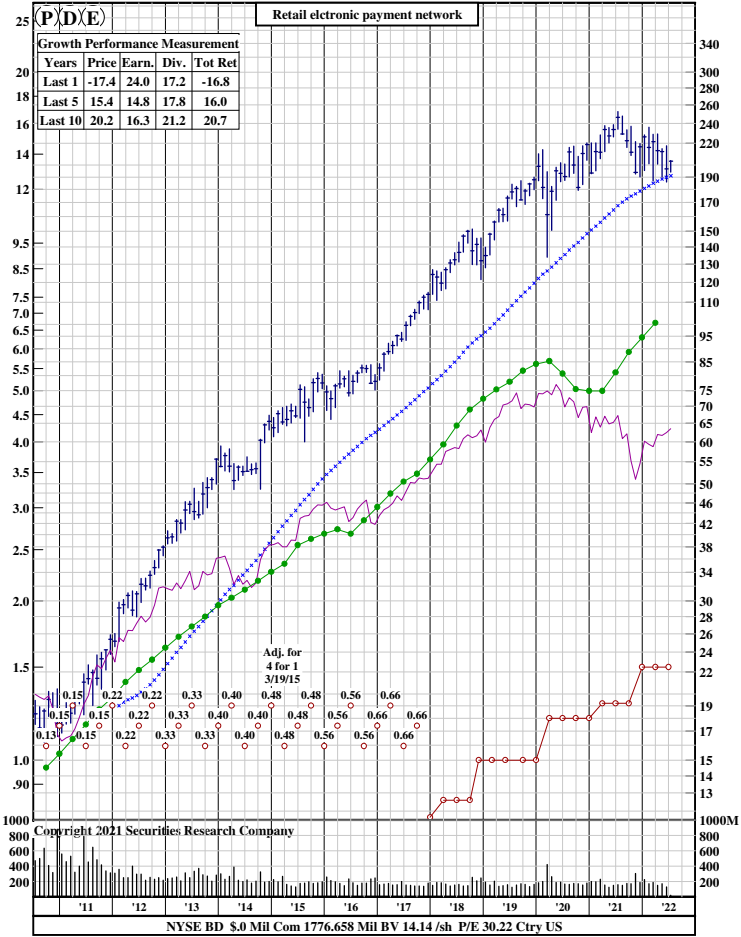
# TRAVELERS COMPANIES INC (TRV)



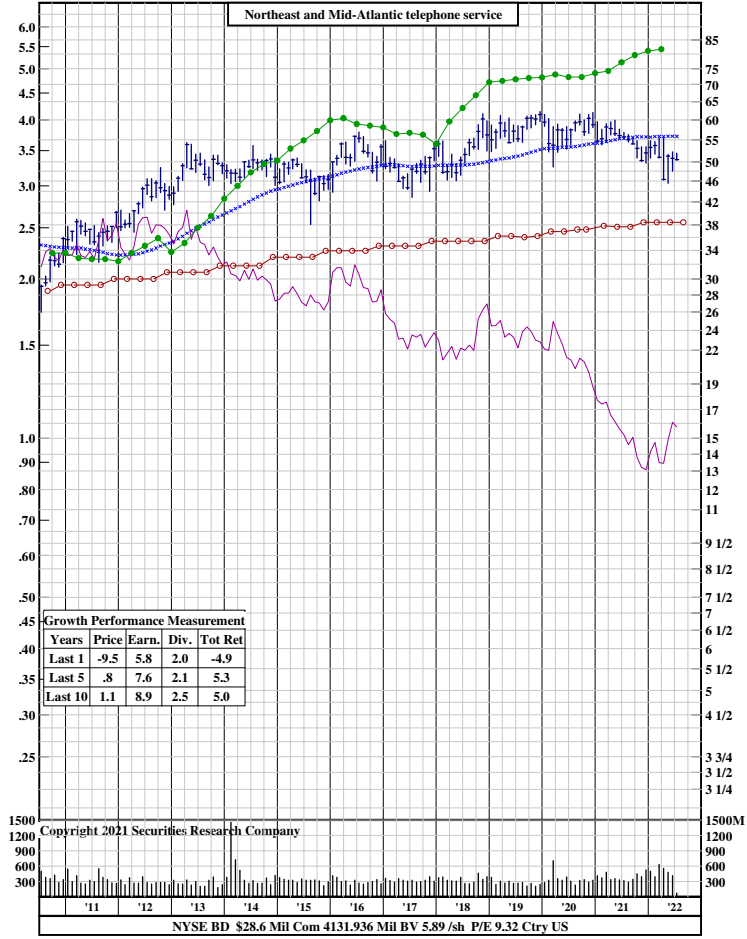
UNITEDHEALTH GROUP INC (UNH)



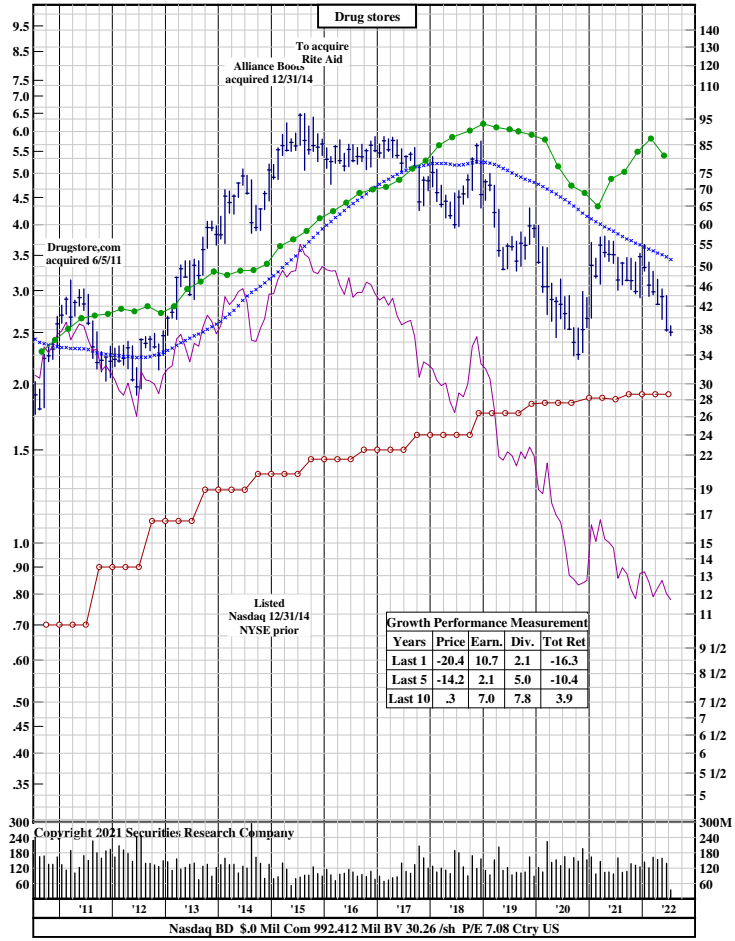
# VISA INC (V)



# VERIZON COMMUNICATIONS INC (VZ)



**WALGREEN BOOTS ALLIANCE INC. (WBA)**





# WAL-MART STORES INC (WMT)

