

The SRC Book of 21-Month Charts.®



www.SrcStockCharts.com

SRC 21-MONTH CHARTS

■ CORPORATE 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

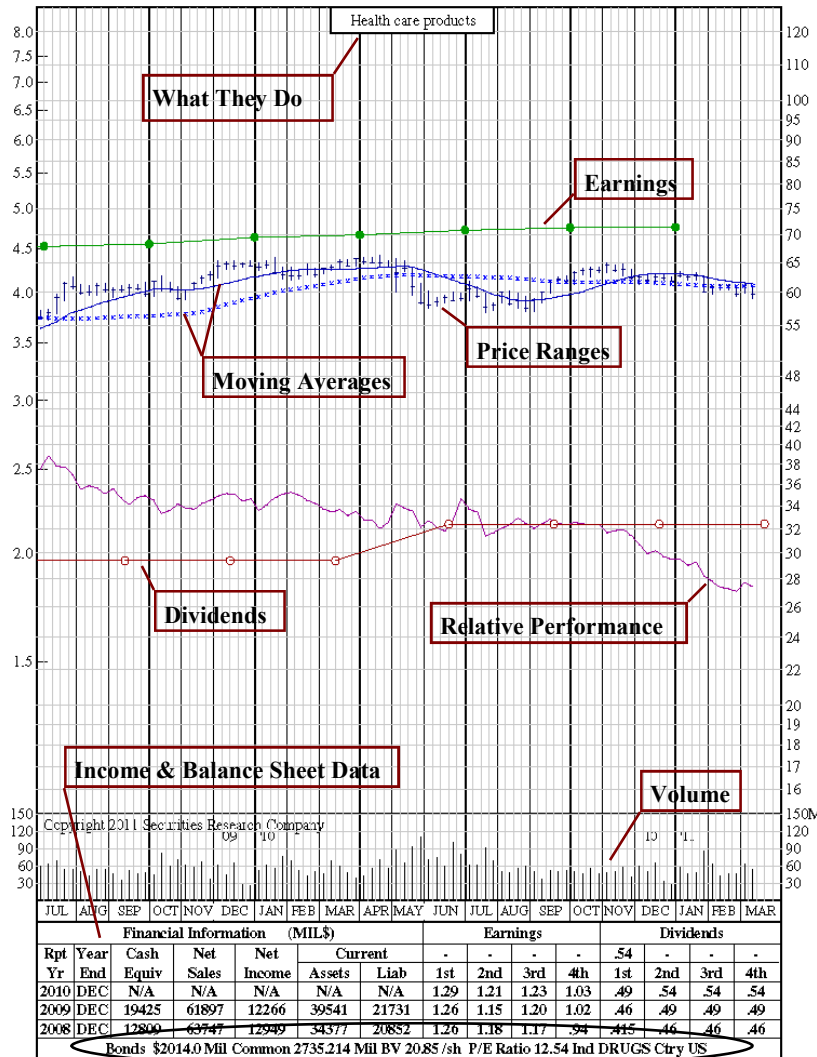
This handy indicator shows you each stock's relative-to-market action compared to the S&P 500.

■ INCOME & BALANCE SHEET DATA

Includes: Cash, Net Sales, Net Income, Assets, Liabilities, Earnings & Dividends.

■ CAPITALIZATION DATA

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



Capitalization Data

■ ADJUSTED EARNINGS

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

■ MOVING AVERAGES

Includes both the 13-week and 39-week moving average—which 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)

■ SEMI-LOGARITHMIC SCALE

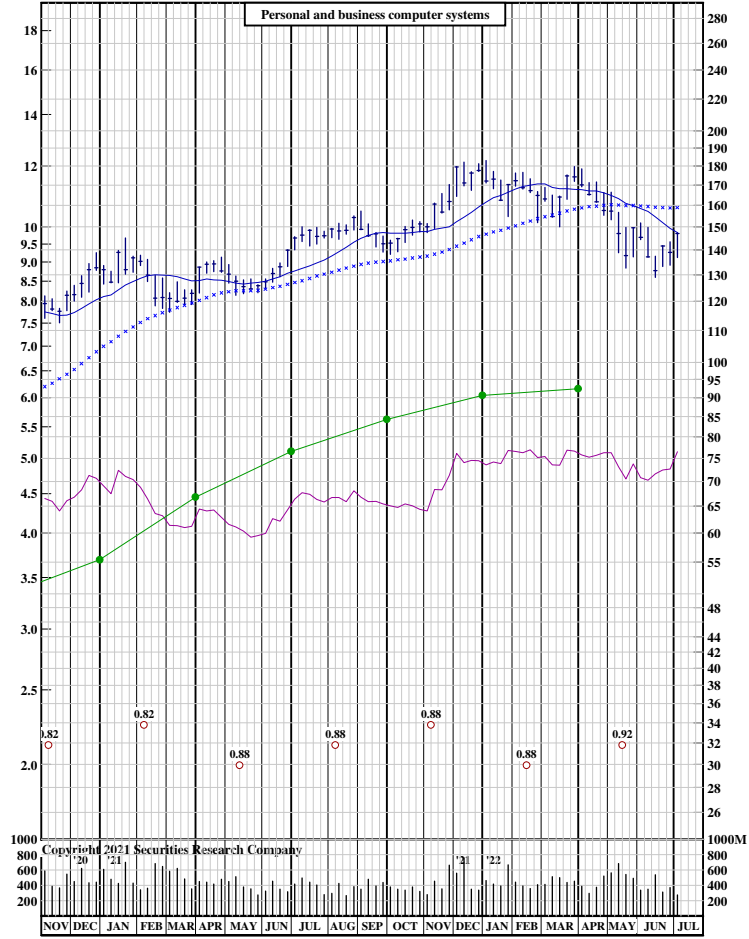
SRC stock charts are plotted on uniform semi-logarithmic (ratio) scale grids. This enables you to quickly compare percentage moves on one stock chart with any other.

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%.

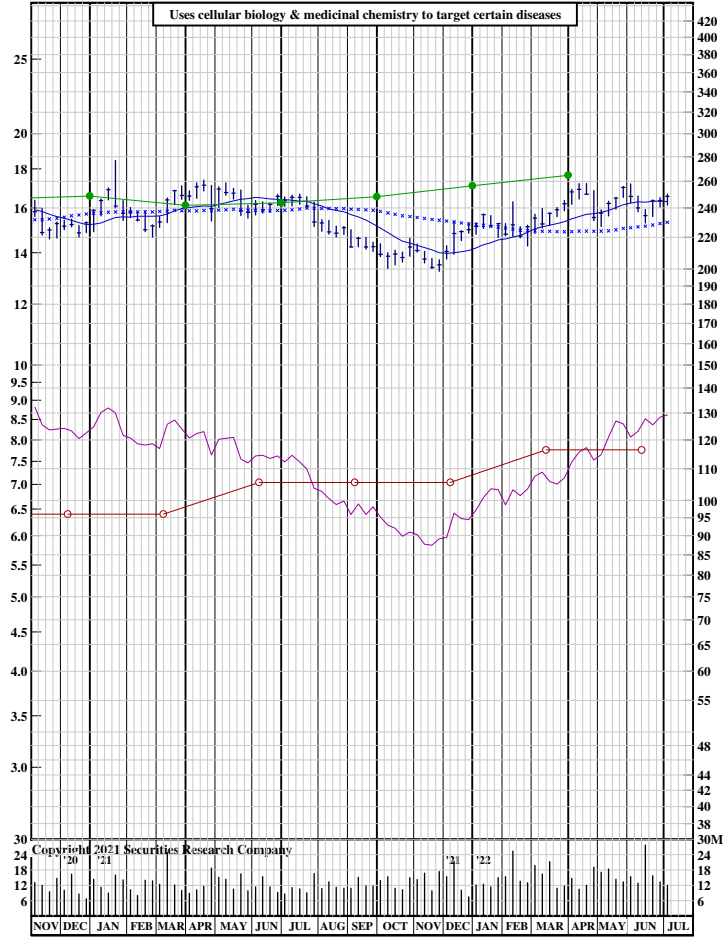
On any SRC stock chart, this 25% increase covers a distance 5 times greater than the 5%, so the sharply different rate of performance jumps right out at you. There's no mistaking which stock is gaining ground at the faster rate. And it's this rate of growth that warrants a closer look.

Securities Research Company...trusted by investors since 1933

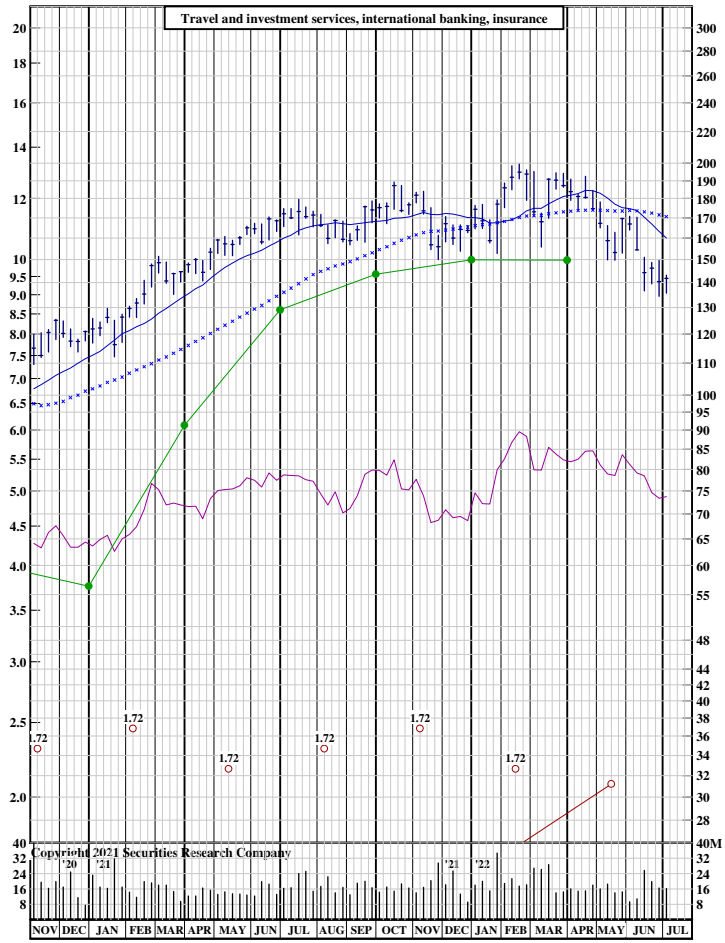
APPLE INC (AAPL)



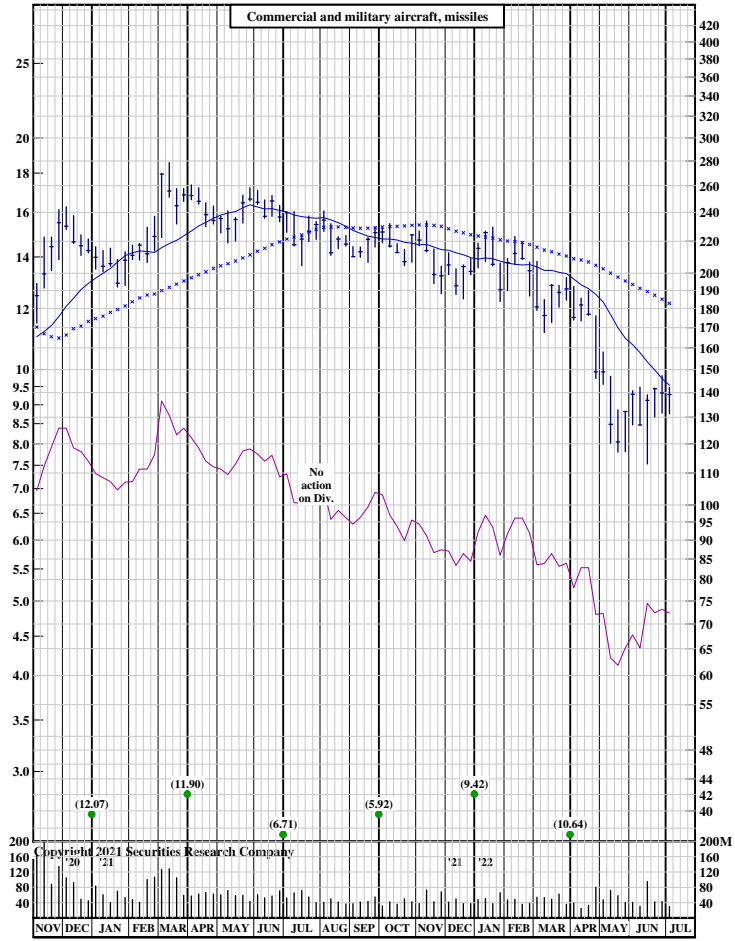
AMGEN INC (AMGN)



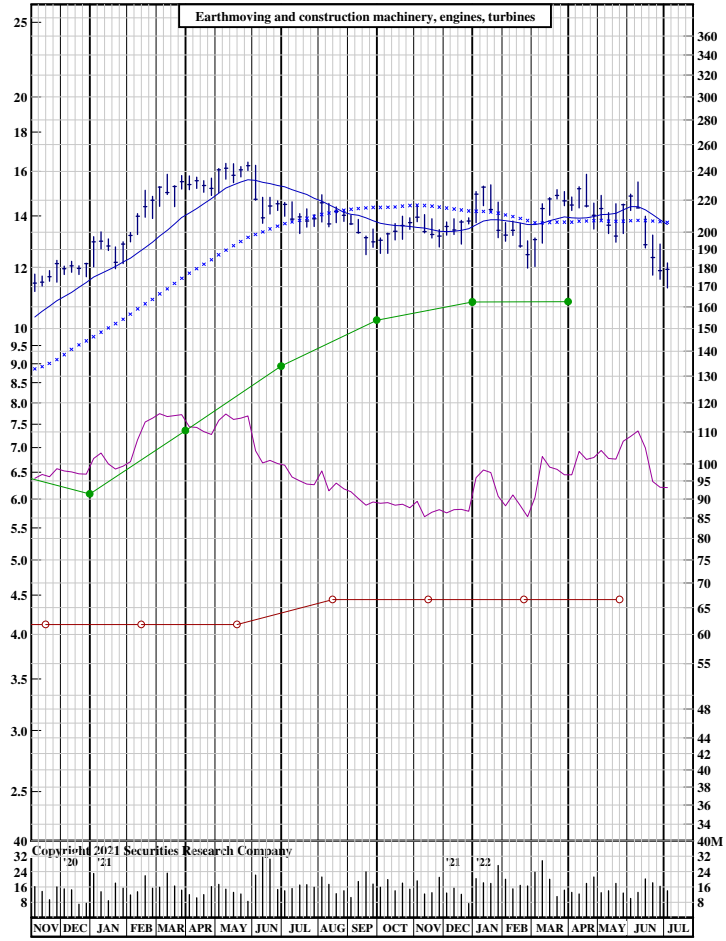
AMERICAN EXPRESS CO (AXP)



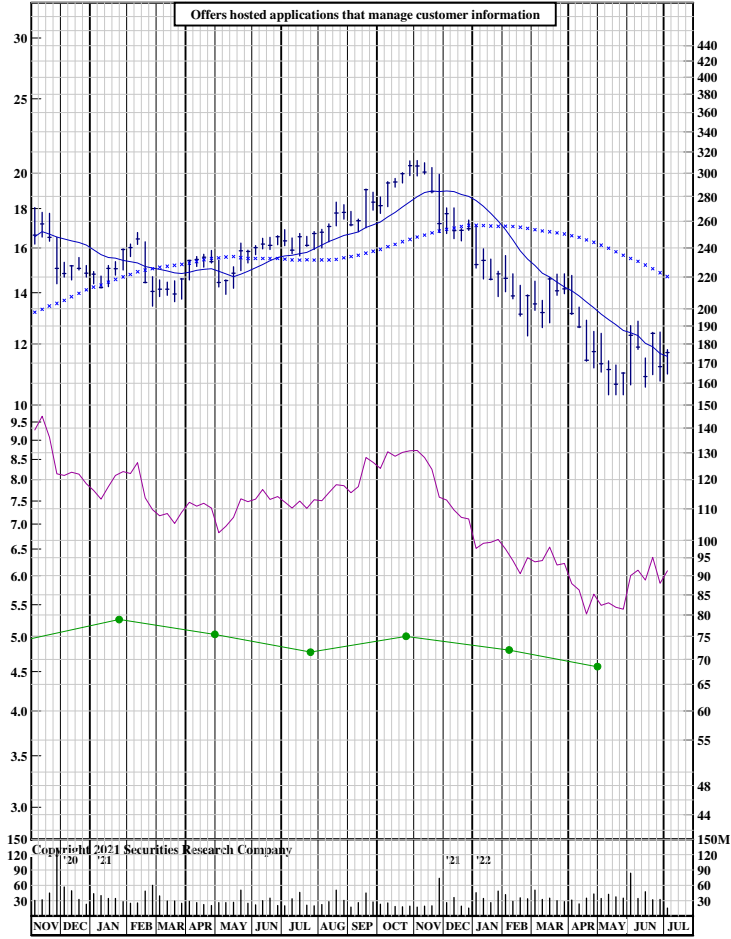
BOEING CO (BA)



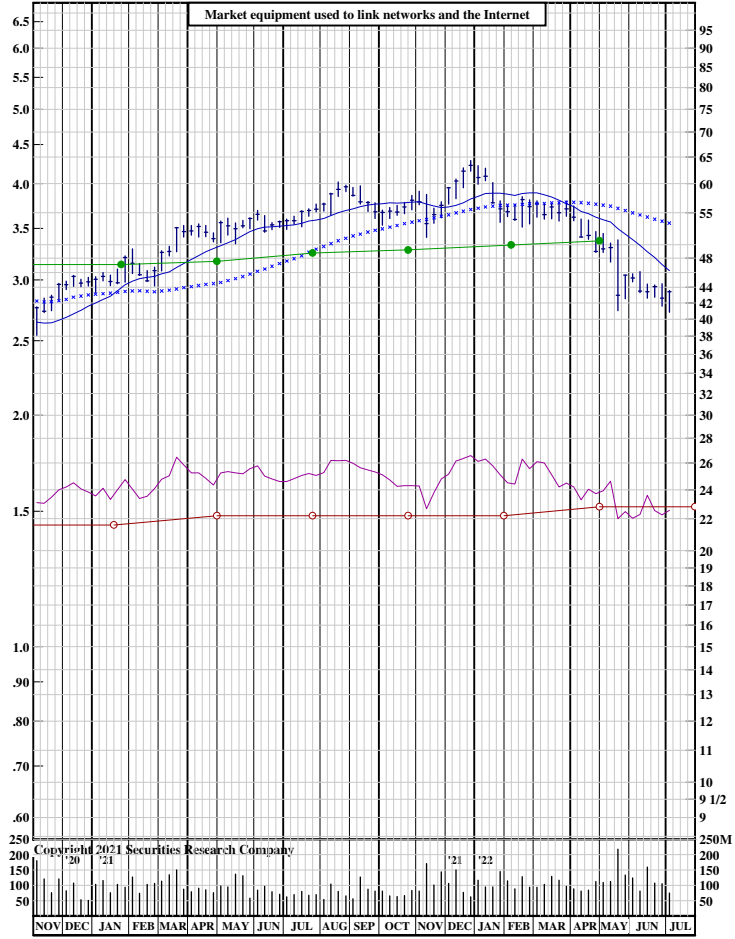
CATERPILLAR INC DEL (CAT)



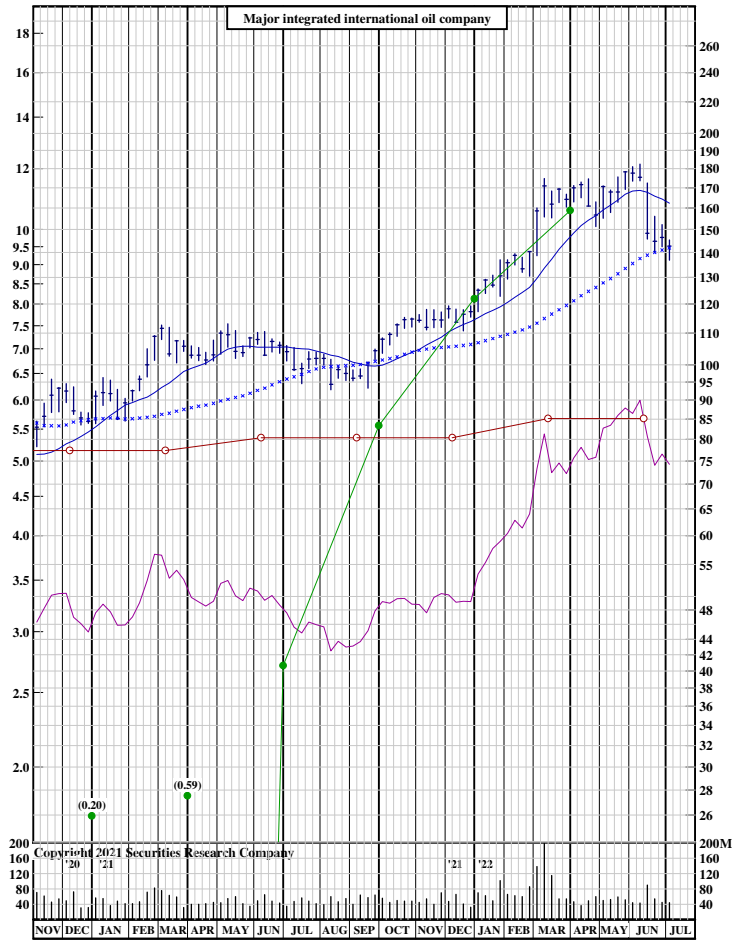
SALESFORCE COM INC (CRM)



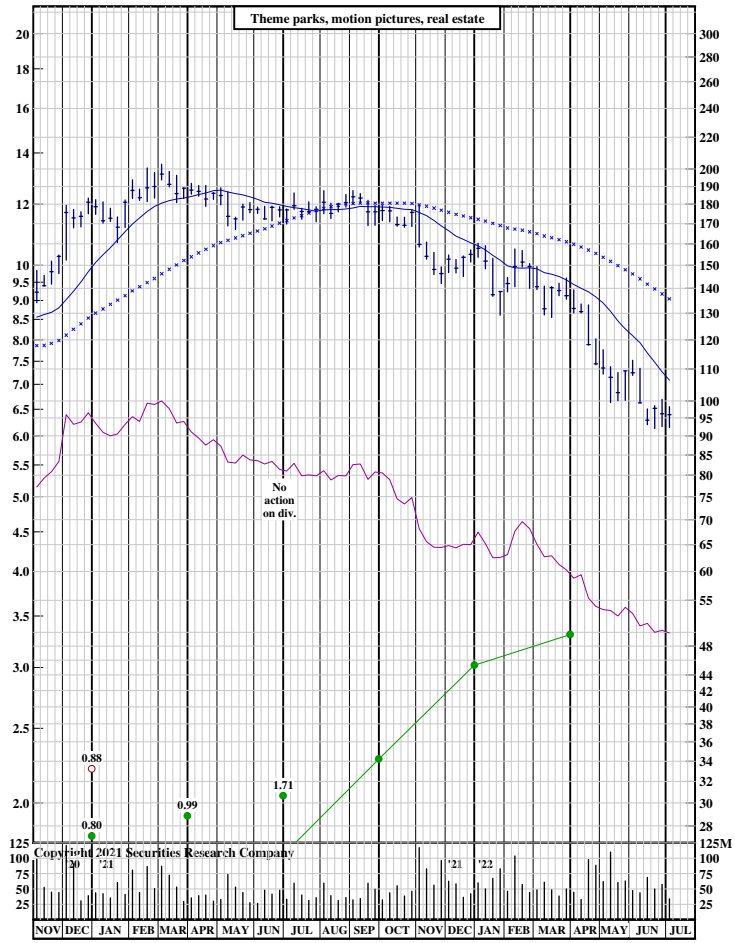
CISCO SYS INC (CSCO)



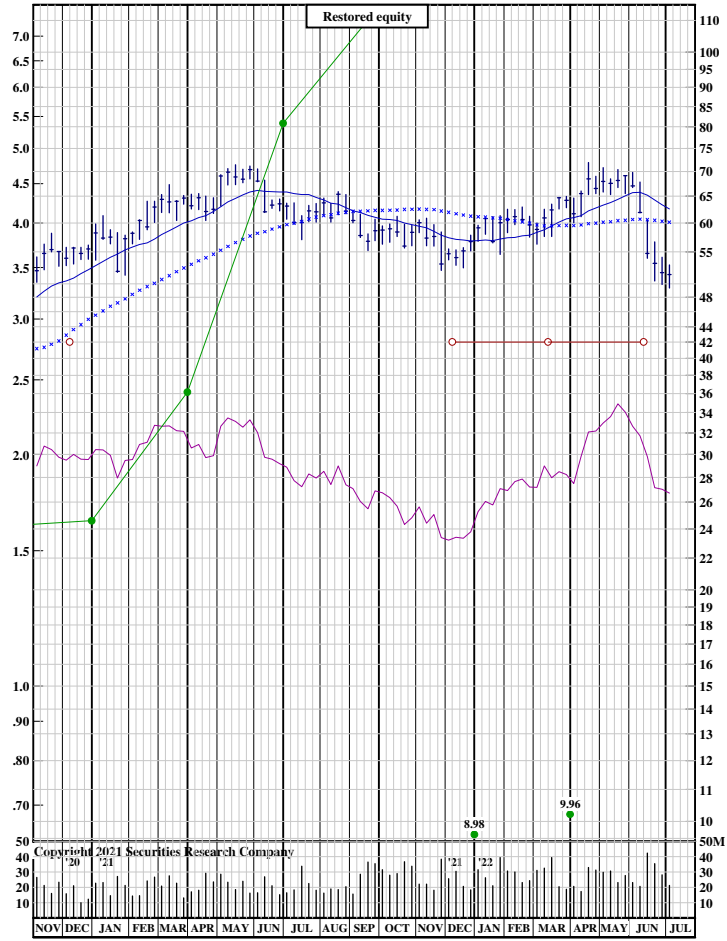
CHEVRON CORP. (CVX)



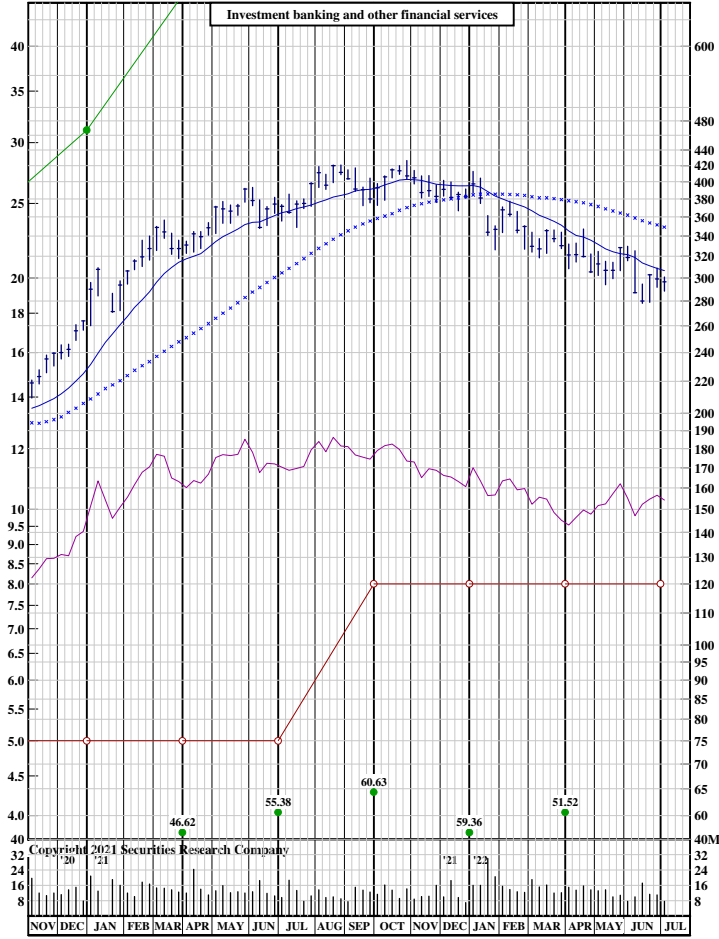
DISNEY WALT CO (DIS)



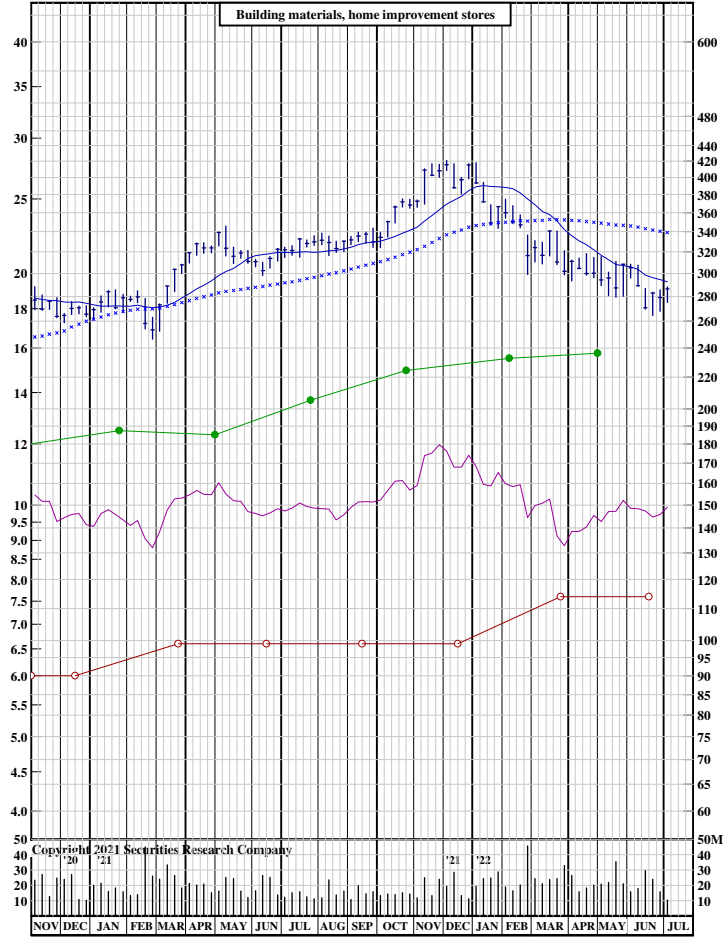
DOW INC. (DOW)



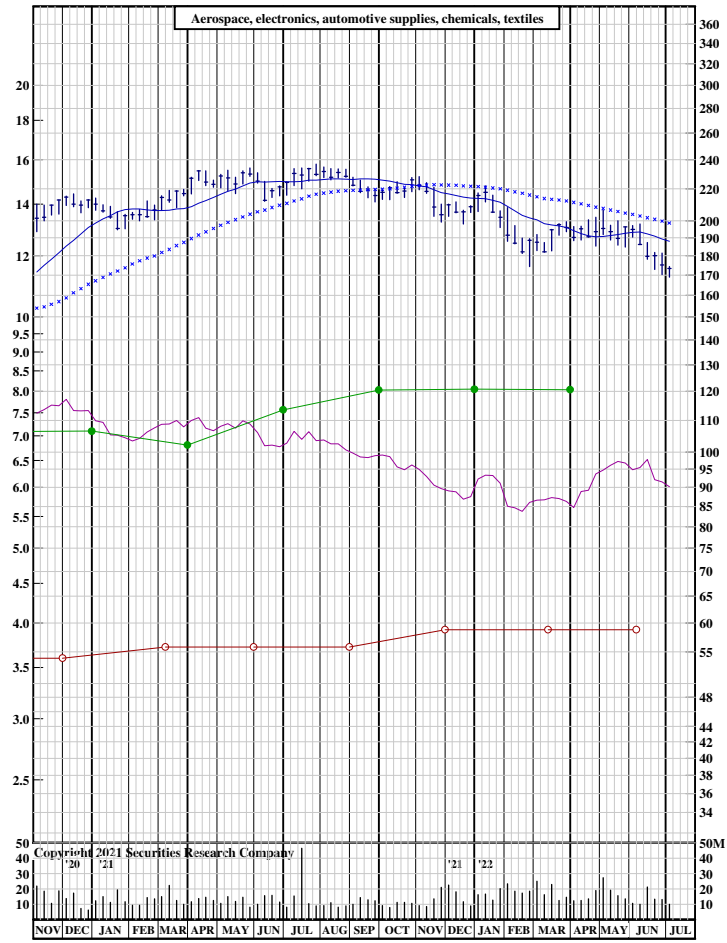
GOLDMAN SACHS GROUP INC (GS)



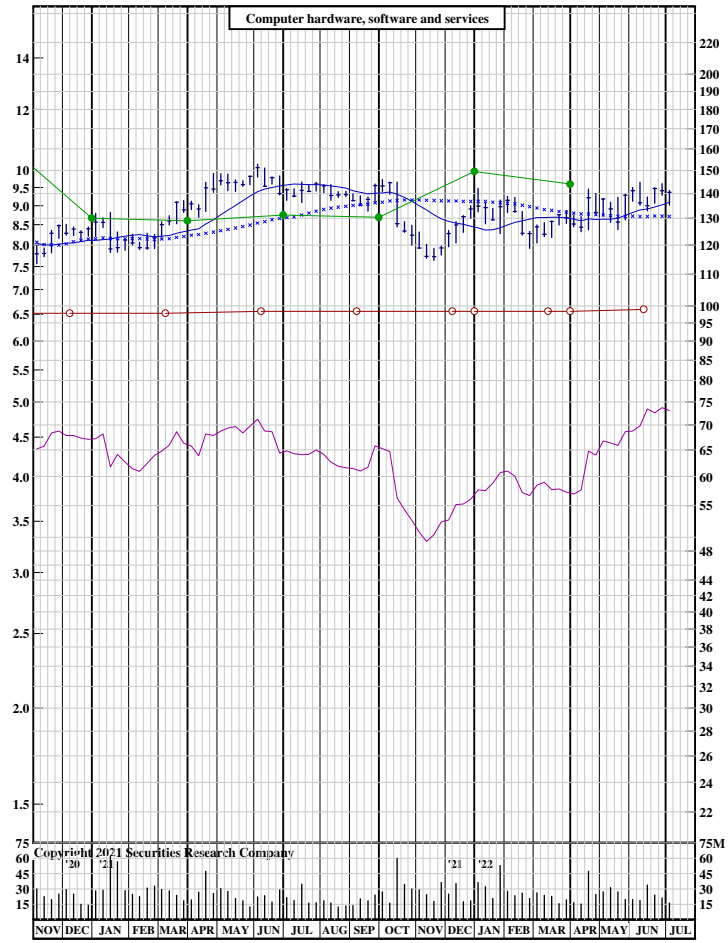
HOME DEPOT INC (HD)



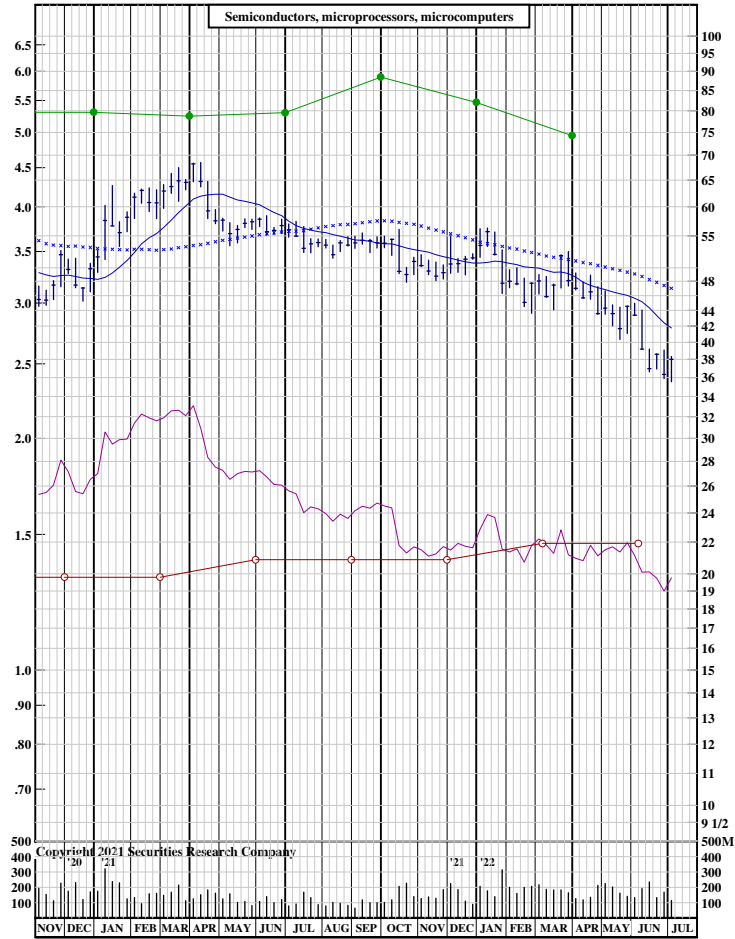
HONEYWELL INTERNATIONAL INC (HON)



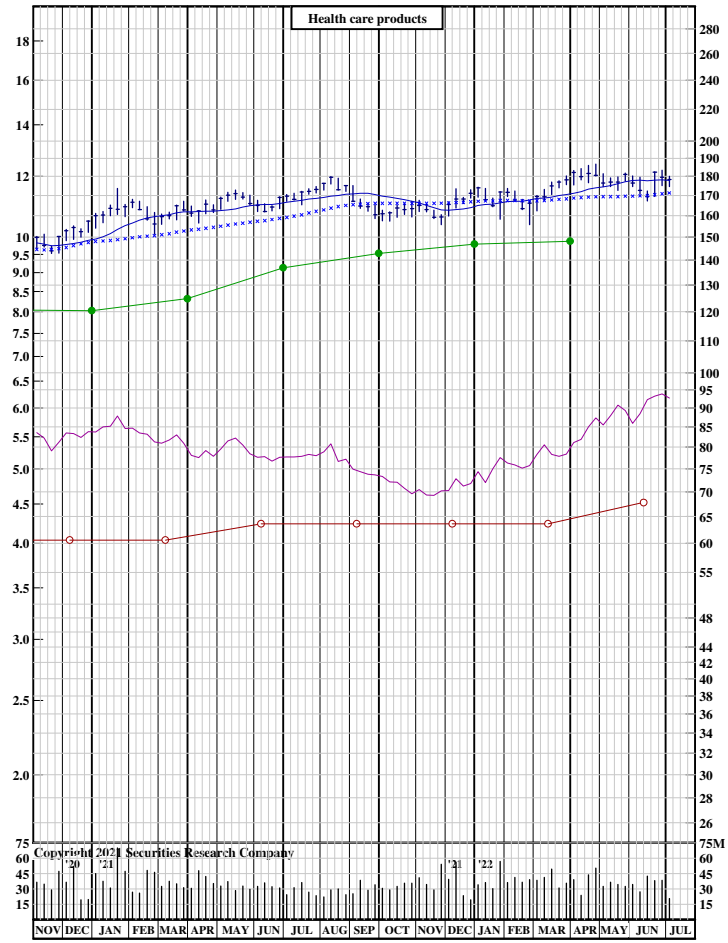
INTERNATIONAL BUSINESS MACHS (IBM)



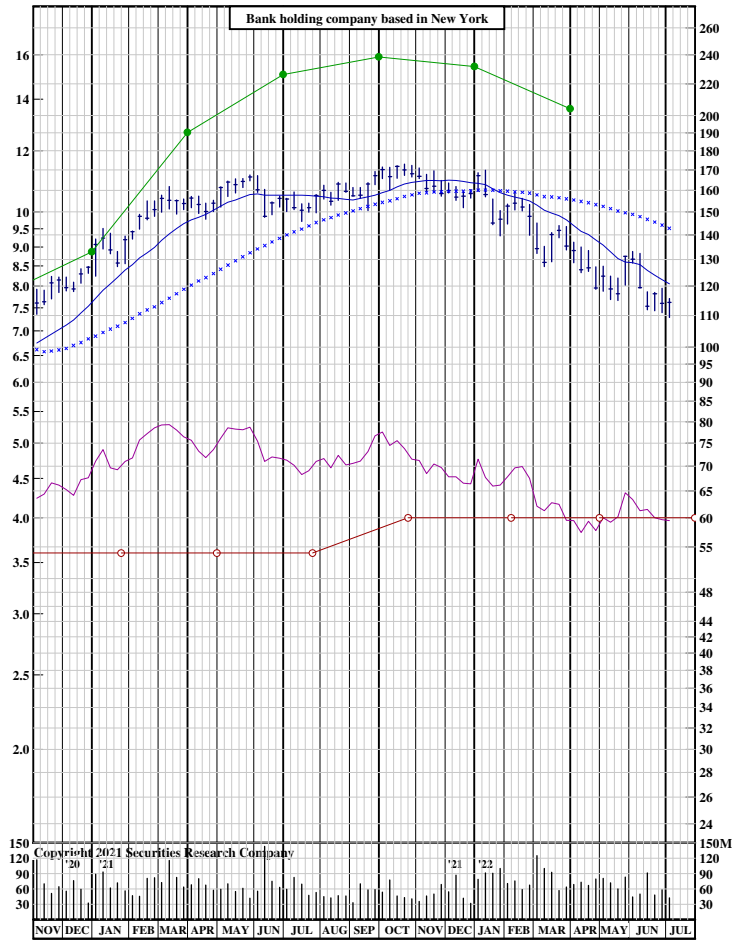
INTEL CORP (INTC)



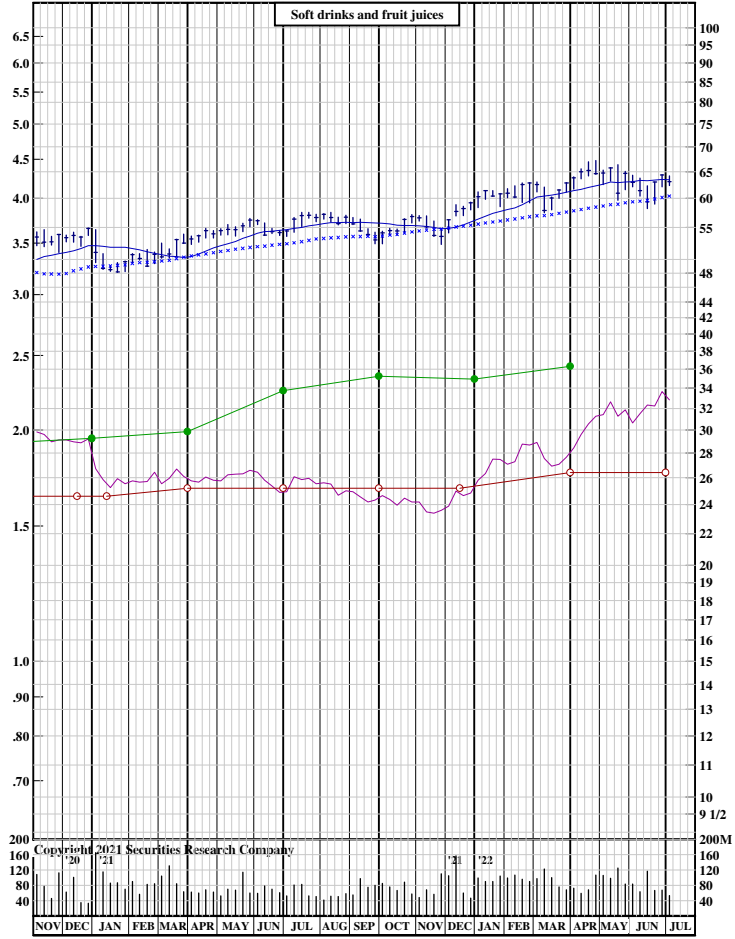
JOHNSON & JOHNSON (JNJ)



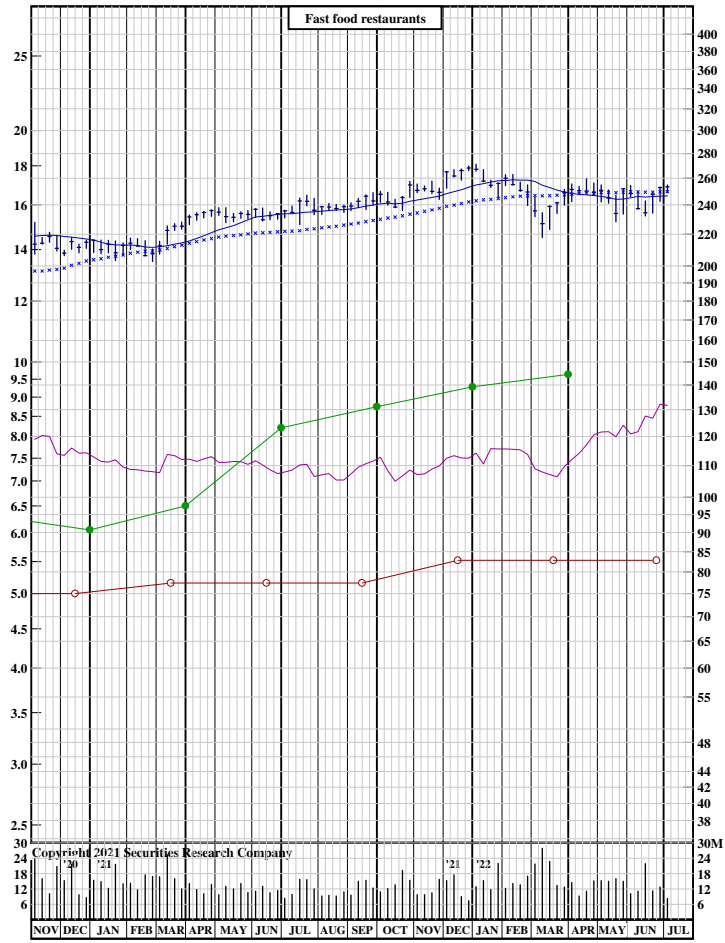
JPMORGAN CHASE & CO (JPM)



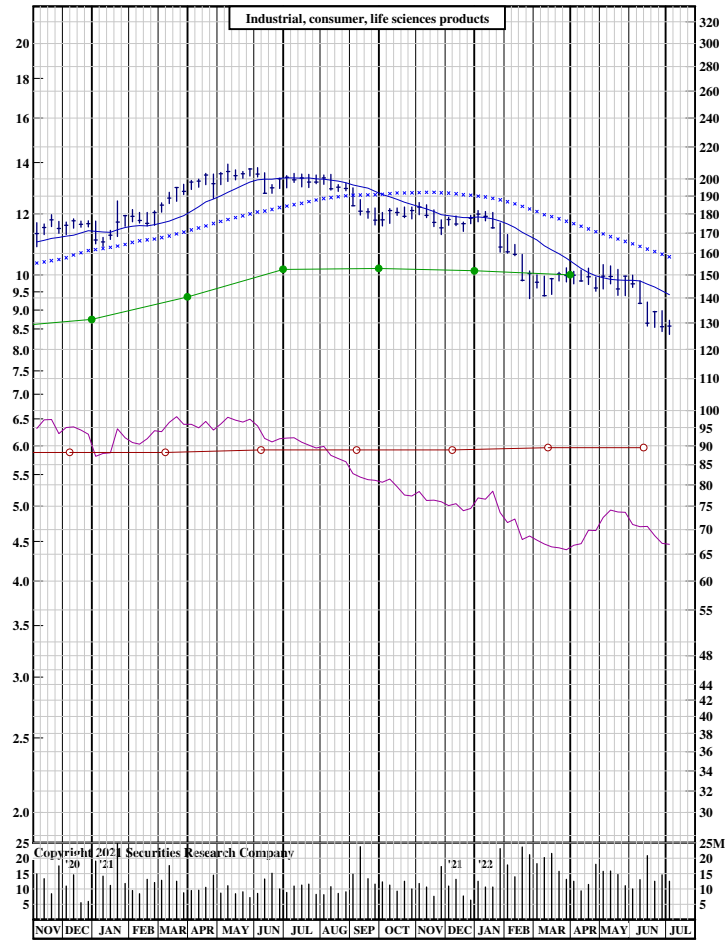
COCA COLA CO (KO)



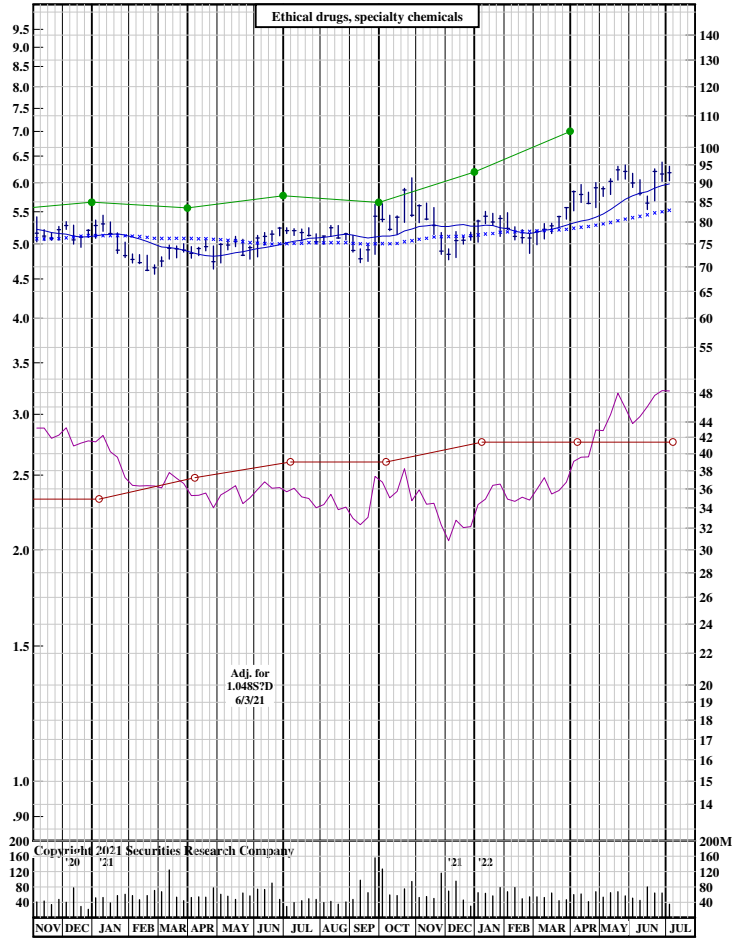
MCDONALDS CORP (MCD)



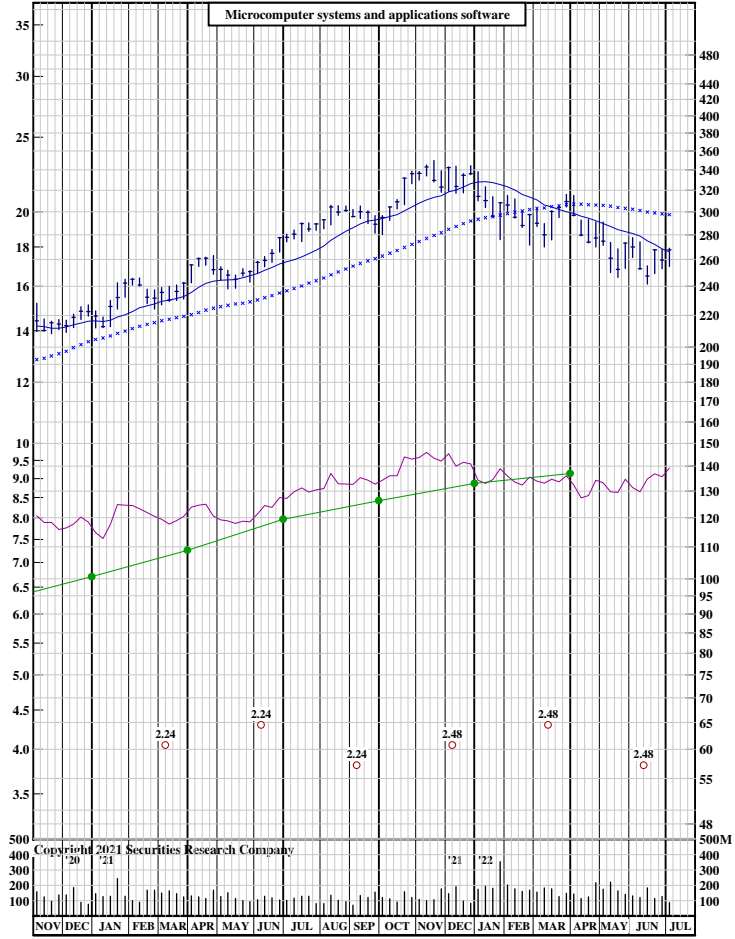
3M COMPANY (MMM)



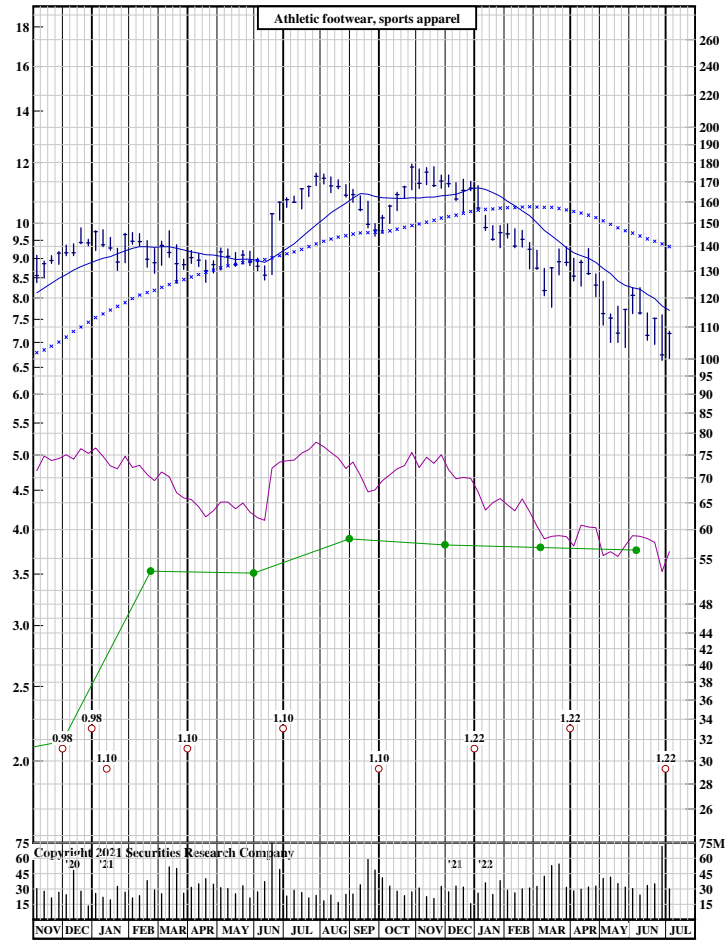
MERCK & CO INC (MRK)



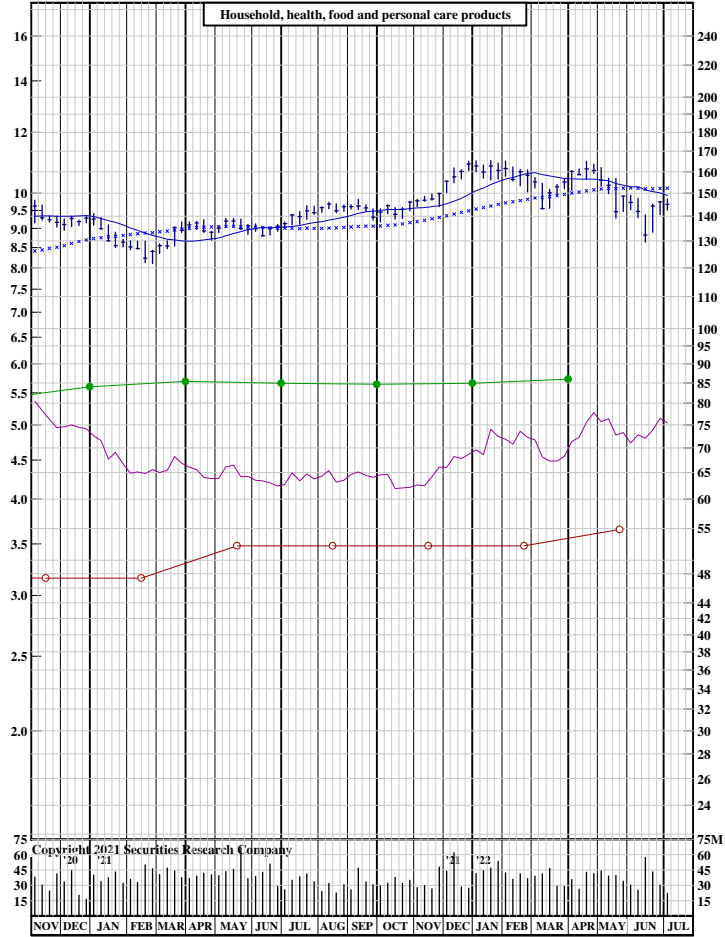
MICROSOFT CORP (MSFT)



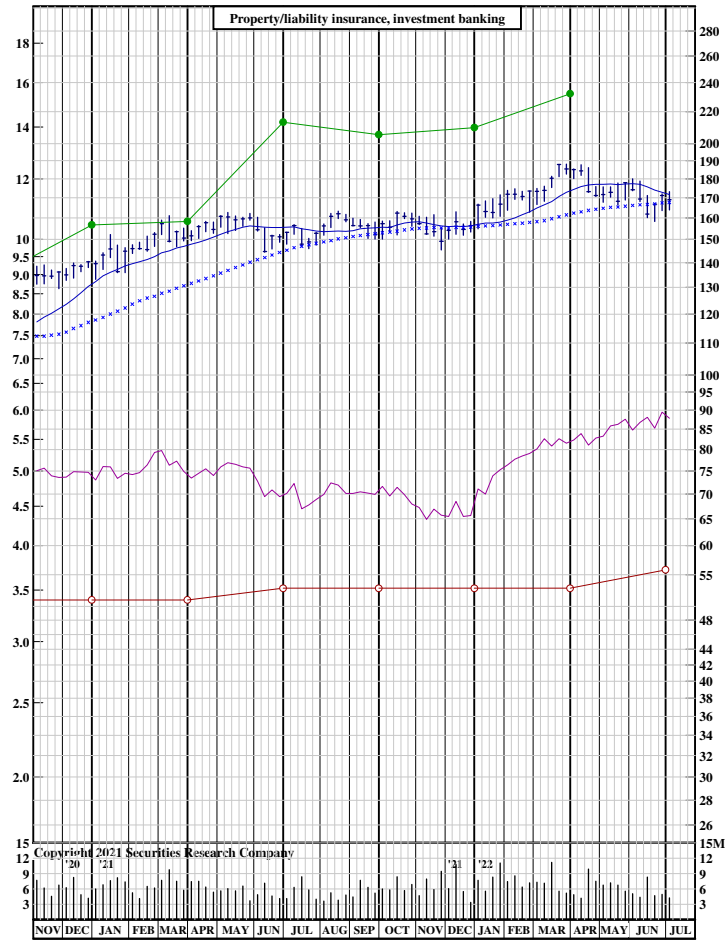
NIKE INC (NKE)



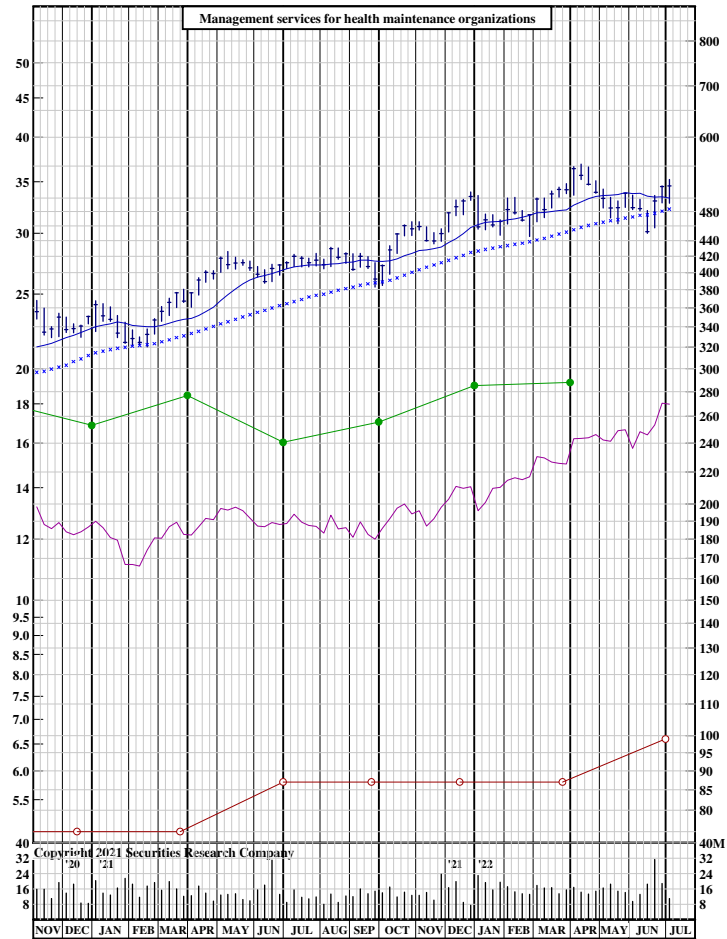
PROCTER & GAMBLE CO (PG)



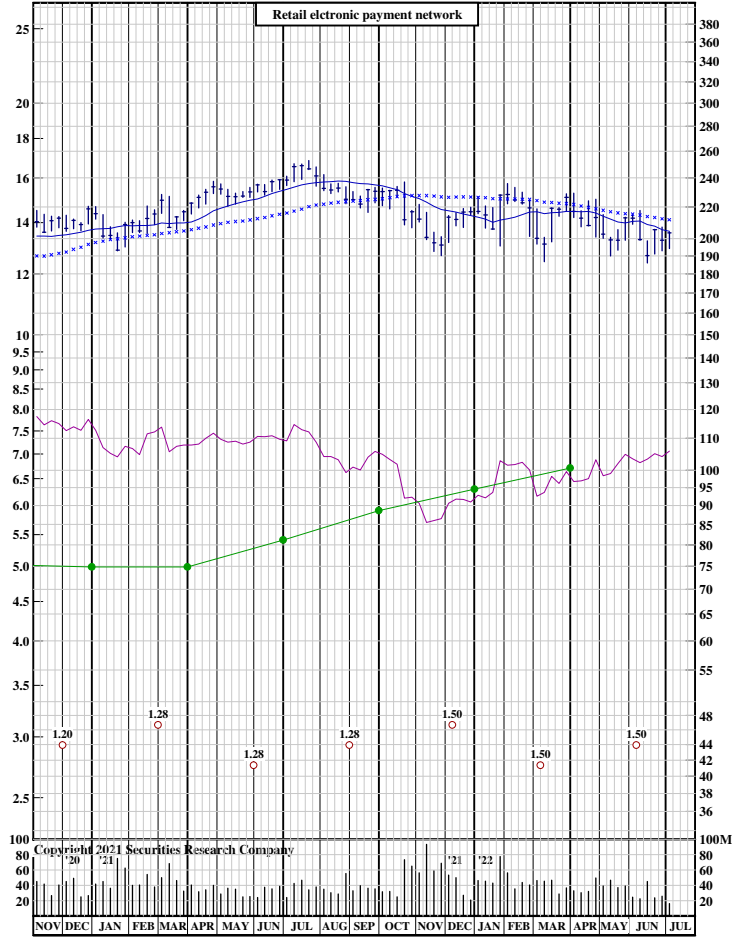
TRAVELERS COMPANIES INC (TRV)



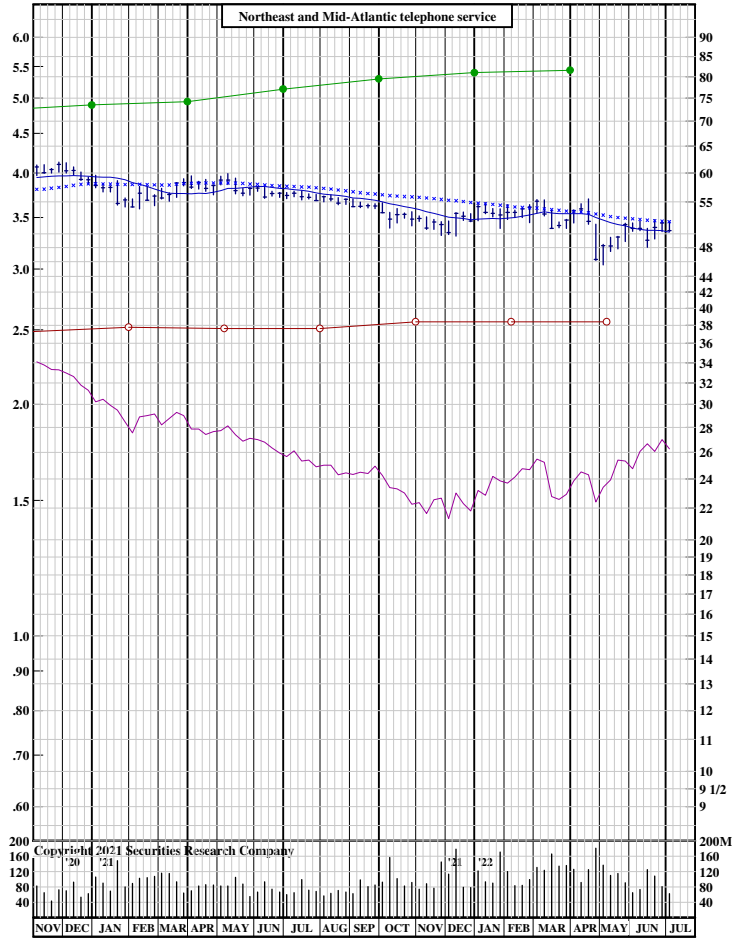
UNITEDHEALTH GROUP INC (UNH)



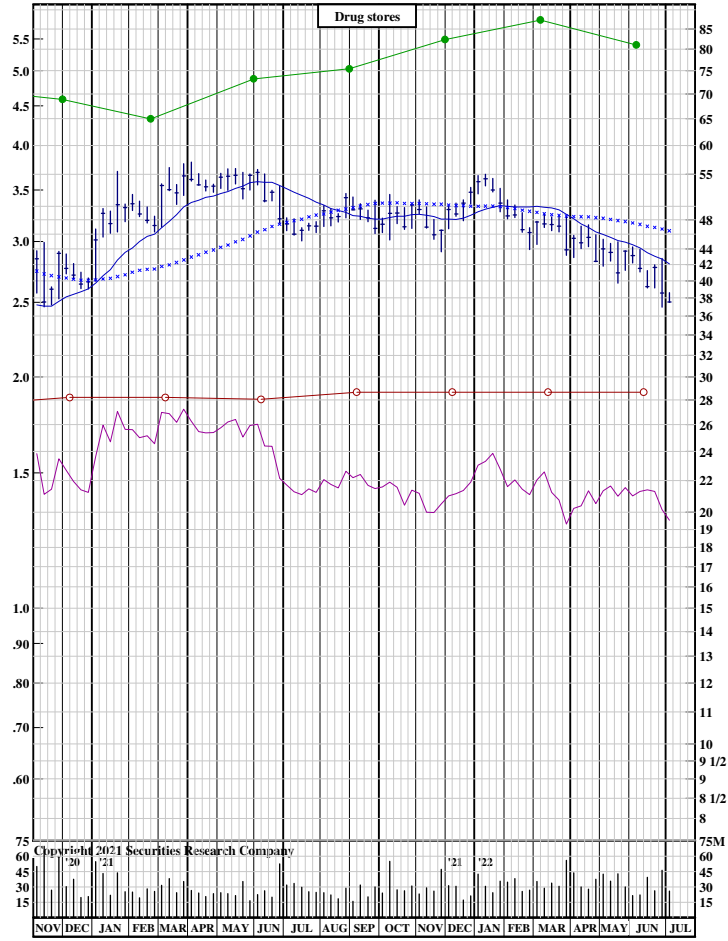
VISA INC (V)



VERIZON COMMUNICATIONS INC (VZ)



WALGREEN BOOTS ALLIANCE INC. (WBA)



WAL-MART STORES INC (WMT)

