

The SRC 50-Year Charts®



Securities Research Company

www.Securities-Research.com

SRC publishes print and online publications spanning 52-Weeks through 50-years including:

[Print Publications](#)

SRC Blue Book of 12-Year Charts

SRC Book of 50-Year Charts

SRC Green Book of 35-Year Charts

[Economy Charts](#)

SRC Century Chart of 100 Year of U.S. Investment & Economic History

SRC 50-Year Market Average Chart

SRC 85-Year Interest Rate Chart

SRC 100-Year Chart of U.S. Investment & Economic Growth

[ChartScreen Online Service](#)

Request a personal demo of **SRC's ChartScreen** service which is relied upon by investors world-wide for its search and filtering capabilities; breadth and depth of historical stock data; and clear full-color presentation. SRC's online charting service is even more extensive than the print offering: 52-week, 21-month, 12- year, 25-year, 35-year & 50-year charts for nearly 5,000 publicly traded equities.

For questions or more information, please contact us:

Toll Free 800-921-3950 • Outside the U.S. Call 508-832-4509

Securities Research Company • Address: PO Box 14424, St. Petersburg, FL 33733

Fax (508)418-7207 • Website: <http://www.securities-research.com/> • Email: info@securities-research.com

Copyright Securities Research Company. The charts and other information appearing in this publication were derived from data provided by one or more third party information sources. While these sources are generally reliable, Securities Research Company does not guarantee or warrant the accuracy, adequacy or completeness of the contents of this publication. Securities Research Company will not be liable for any loss or damage caused by a reader's reliance on the content of this publication, which is for informational and educational purposes only, and should not be considered investment advice.

SRC 50-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, 25 & 50 years – saving you time – no need to look elsewhere.

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

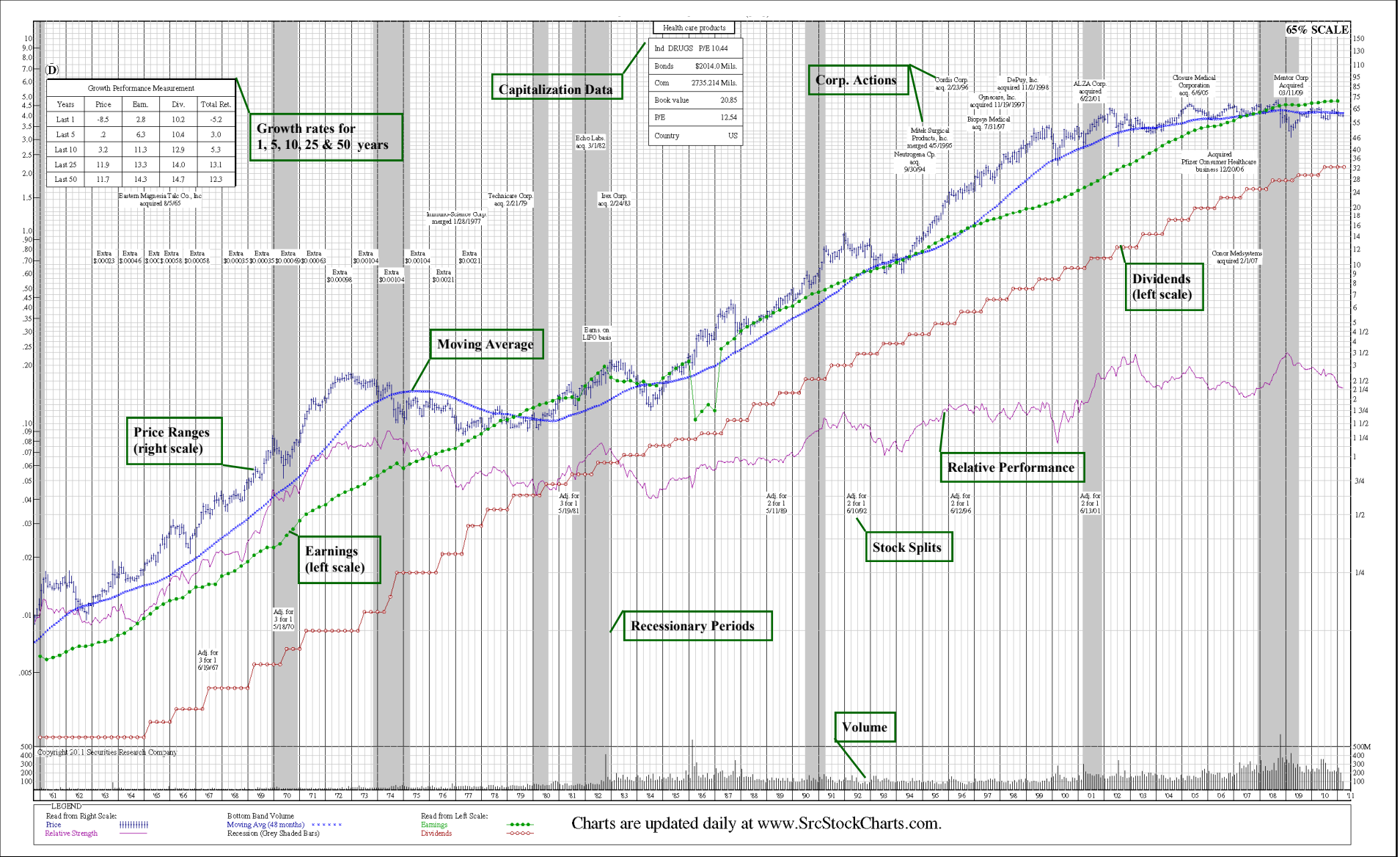
A quick glance at the high, low, and closing prices will show you if your stock's price trend is up, down or sideways. (Read from right scale.)

RELATIVE PERFORMANCE

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

RECESSIONS

Recessionary periods are shaded in grey.



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.

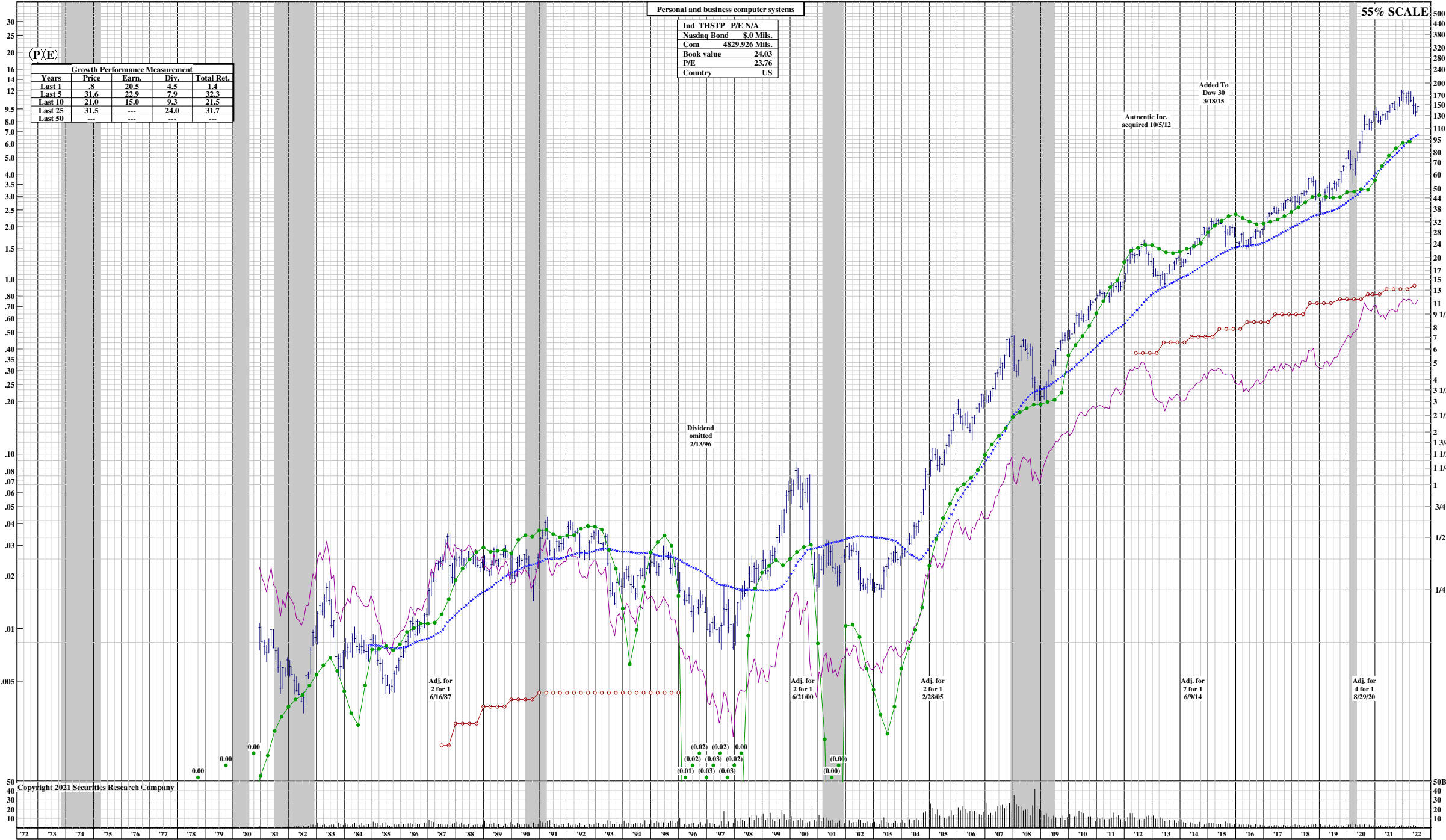
Semi-logarithmic charts do a better job than arithmetic scale charts in providing an accurate picture. Example: Two stocks have an identical price rise. Each jumps 5 points. At first, it seems both stocks are performing equally well. But while for a \$100 stock that's a mere 5% increase in value, for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

APPLE INC (AAPL)

Personal and business computer systems			
Ind THSTP	P/E	N/A	
Nasdaq Bond	\$	0 Mils.	
Com	4829.926	Mils.	
Book value	24.03		
P/E	23.76		
Country	US		

Growth Performance Measurement				
Years	Price	Earn.	Div.	Total Ret.
Last 1	.8	20.5	4.5	1.4
Last 5	31.6	22.9	7.9	32.3
Last 10	21.0	15.0	9.3	21.5
Last 25	31.5	---	24.0	31.7
Last 50	---	---	---	---



Copyright 2021 Securities Research Company

LEGEND

Read from Right Scale:

Price

Relative Strength

Bottom Band Volume

Moving Avg (48 months)

Recession (Grey Shaded Bars)

Read from Left Scale:

Earnings

Dividends

Charts are updated daily at www.Securities-Research.com

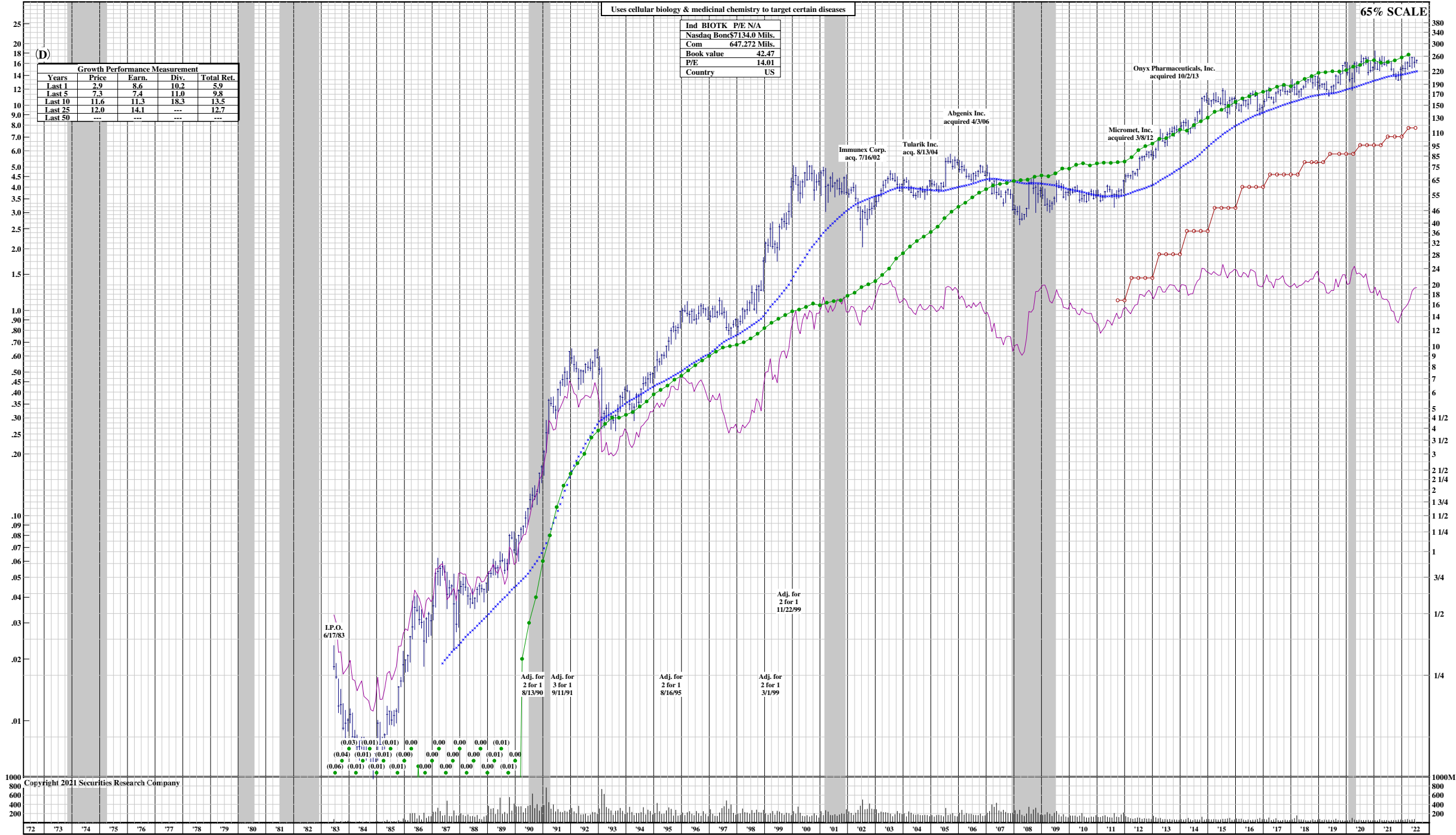
AMGEN INC (AMGN)

Uses cellular biology & medicinal chemistry to target certain diseases

Ind BIOTK	P/E N/A
Nasdaq Bnc	\$7134.0 Mib.
Com	647.272 Mib.
Book value	42.47
P/E	14.01
Country	US

(D)

Growth Performance Measurement				
Years	Price	Earn.	Div.	Total Ret.
Last 1	2.9	8.6	10.2	5.9
Last 5	7.3	7.4	11.0	9.8
Last 10	11.6	11.3	18.3	13.5
Last 25	12.0	14.1	---	12.7
Last 50	---	---	---	---



Copyright 2021 Securities Research Company

LEGEND

Read from Right Scale:

Price
Relative Strength

Bottom Band Volume

Moving Avg (48 months)
Recession (Grey Shaded Bars)

Read from Left Scale:

Earnings
Dividends

Charts are updated daily at www.Securities-Research.com

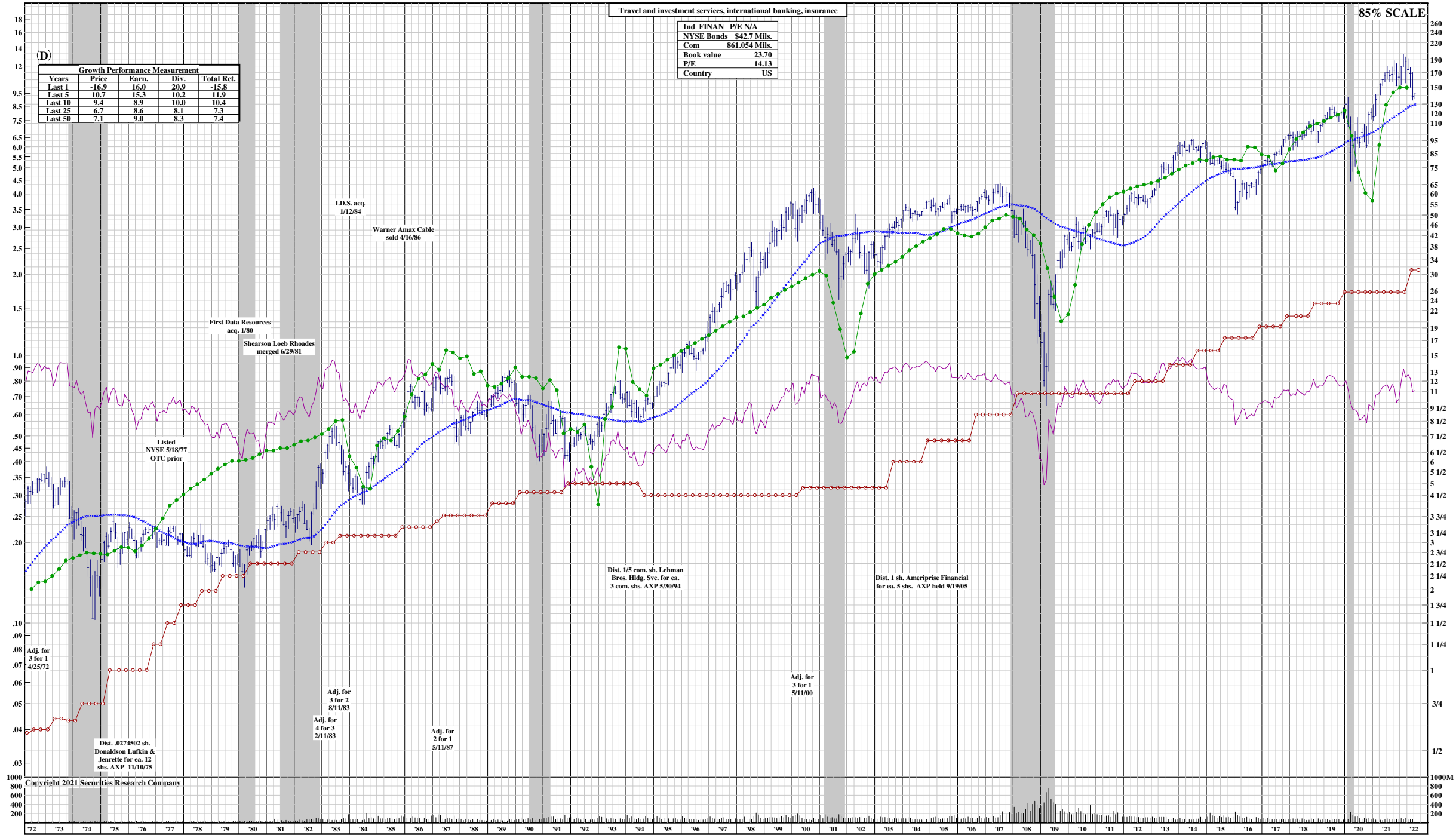
AMERICAN EXPRESS CO (AXP)

Travel and investment services, international banking, insurance

Ind FINAN	P/E N/A
NYSE Bonds	\$42.7 Mils.
Com	861.054 Mils.
Book value	23.70
P/E	14.13
Country	US

(D)

Growth Performance Measurement				
Years	Price	Earn.	Div.	Total Ret.
Last 1	-16.9	16.0	20.9	-15.8
Last 5	10.7	15.3	10.2	11.9
Last 10	9.4	8.9	10.0	10.4
Last 25	6.7	8.6	8.1	7.3
Last 50	7.1	9.0	8.3	7.4



Read from Right Scale:
Price
Relative Strength

Bottom Band Volume
Moving Avg (48 months)
Recession (Grey Shaded Bars)

Read from Left Scale:
Earnings
Dividends

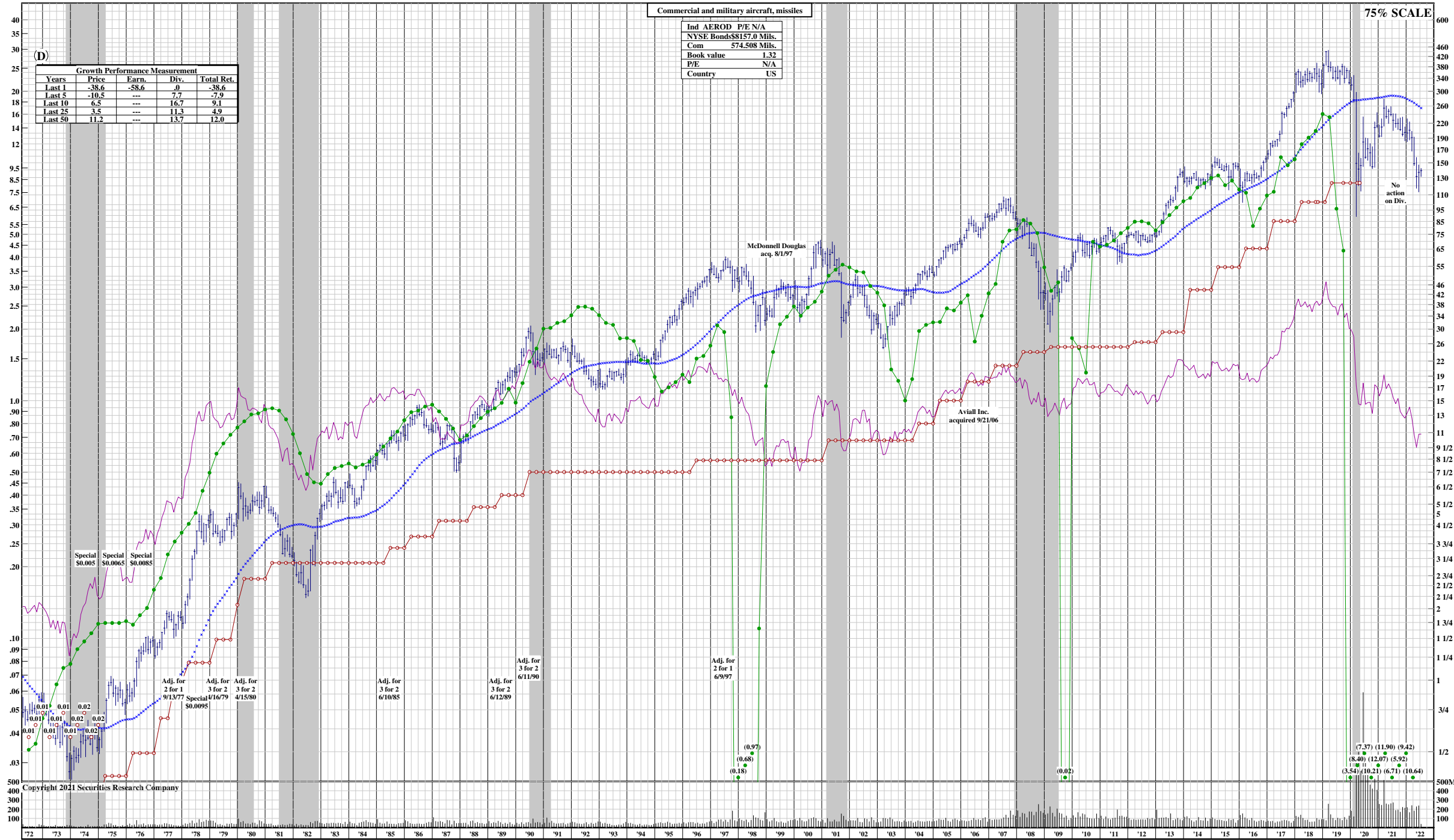
Charts are updated daily at www.Securities-Research.com

BOEING CO (BA)

Commercial and military aircraft, missiles			
Ind AEROD	P/E	N/A	
NYSE Bonds	\$8157.0 Mils.		
Com	574,508 Mils.		
Book value	1.32		
P/E	N/A		
Country	US		

(D)

Growth Performance Measurement				
Years	Price	Earn.	Div.	Total Ret.
Last 1	-38.6	-58.6	.0	-38.6
Last 5	-10.5	---	7.7	-7.9
Last 10	6.5	---	16.7	9.1
Last 25	3.5	---	11.3	4.9
Last 50	11.2	---	13.7	12.0



Copyright 2021 Securities Research Company

LEGEND

Read from Right Scale:
Price
Relative Strength

Bottom Band Volume
Moving Avg (48 months)
Recession (Grey Shaded Bars)

Read from Left Scale:
Earnings
Dividends

Price
Earnings
Dividends

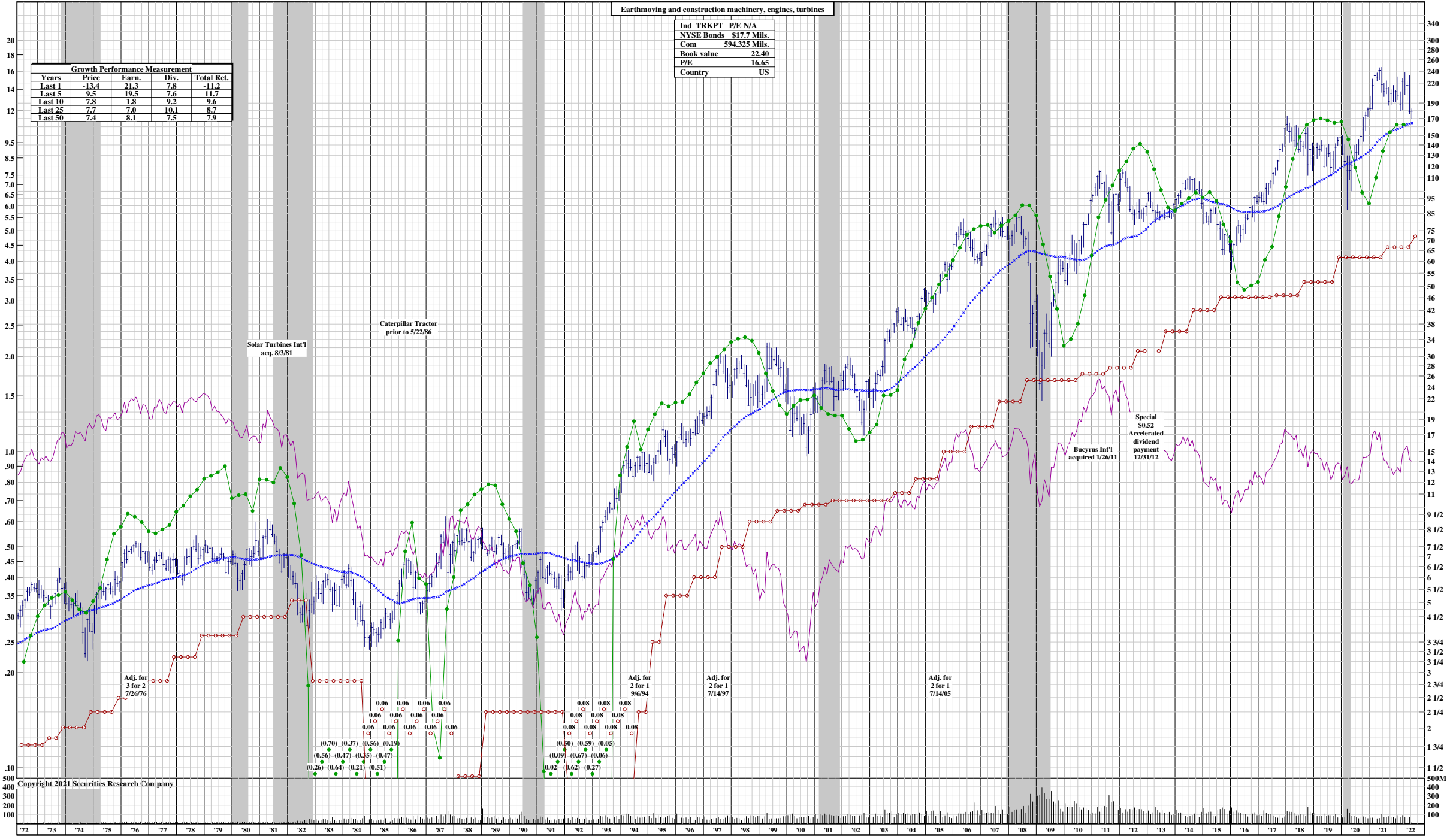
Charts are updated daily at www.Securities-Research.com

CATERPILLAR INC DEL (CAT)

Earthmoving and construction machinery, engines, turbines

Ind. TRKPT	P/E	N/A
NYSE Bonds	\$17.7	Mils.
Com	594.325	Mils.
Book value	22.40	
P/E	16.65	
Country	US	

Growth Performance Measurement				
Years	Price	Earn.	Div.	Total 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
Last 25	7.7	7.0	10.1	8.7
Last 50	7.4	8.1	7.5	7.9



LEGEND
Read from Right Scale:
Price
Relative Strength

Bottom Band Volume
Moving Avg (48 months)
Recession (Grey Shaded Bars)

Read from Left Scale:
Earnings
Dividends

Price
Earnings
Dividends

Charts are updated daily at www.Securities-Research.com

CISCO SYS INC (CSCO)

Market equipment used to link networks and the Internet

Ind	TELEQ	P/E	N/A
Nasdaq Bon	\$6332.0	Mils.	
Com	4571.334	Mils.	
Book value	13.64		
P/E	12.82		
Country	US		

(D)

Years	Price	Earn.	Div.	Total Ret.
Last 1	-21.6	6.3	2.7	-18.9
Last 5	6.6	6.9	5.6	10.0
Last 10	10.5	6.6	16.9	13.1
Last 25	6.6	11.5	---	7.6
Last 50	---	---	---	---

StrataCom, Inc.
acquired 7/10/96

TGV Software Inc.
acquired 3/29/96

WebEx Communications
acquired 5/30/07

Added to
Dow 30
6/8/09

To acquire
Broadsoft, Inc.

Adj. for
2 for 1
3/18/91

Adj. for
2 for 1
3/23/92

L.P.O.
2/16/90

Adj. for
2 for 1
3/20/93

Adj. for
3 for 2
9/16/98

Adj. for
2 for 1
3/23/00

Adj. for
2 for 1
3/21/94

Adj. for
2 for 1
2/20/96

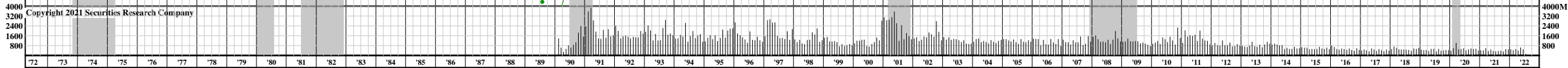
Adj. for
3 for 2
12/17/97

Adj. for
2 for 1
6/22/99

0.00

0.00

70% SCALE



LEGEND

Read from Right Scale:

Price

Relative Strength

Bottom Band Volume

Moving Avg (48 months)

Recession (Grey Shaded Bars)

Read from Left Scale:

Earnings

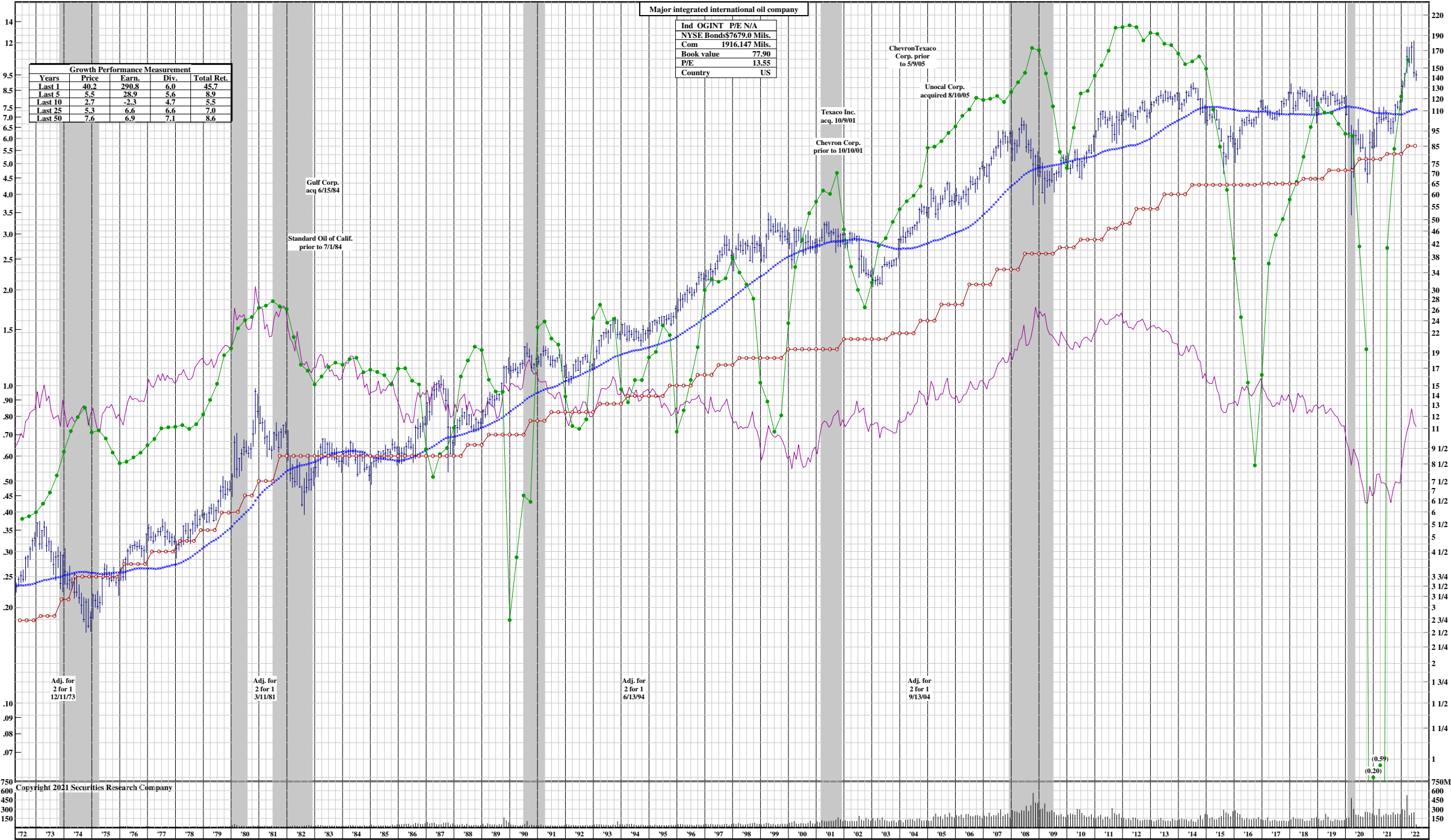
Dividends

Charts are updated daily at www.Securities-Research.com

CHEVRON CORP. (CVX)

Major integrated international oil company			
Ind. OGINT	P/E	N/A	
NYSE Bonds	\$7679.0	Mils.	
Com	1916.147	Mils.	
Book value	77.90		
P/E	13.55		
Country	US		

Growth Performance Measurement				
Years	Price	Earn.	Div.	Total Ret.
Last 1	40.2	290.8	6.0	45.7
Last 5	5.5	28.9	5.6	8.9
Last 10	2.7	-2.3	4.7	5.5
Last 25	5.3	6.6	6.6	7.0
Last 50	7.6	6.9	7.1	8.6



Copyright 2021 Securities Research Company

LEGEND

Read from Right Scale:

Price

Relative Strength

Bottom Band Volume

Moving Avg (48 months)

Recession (Grey Shaded Bars)

Read from Left Scale:

Earnings

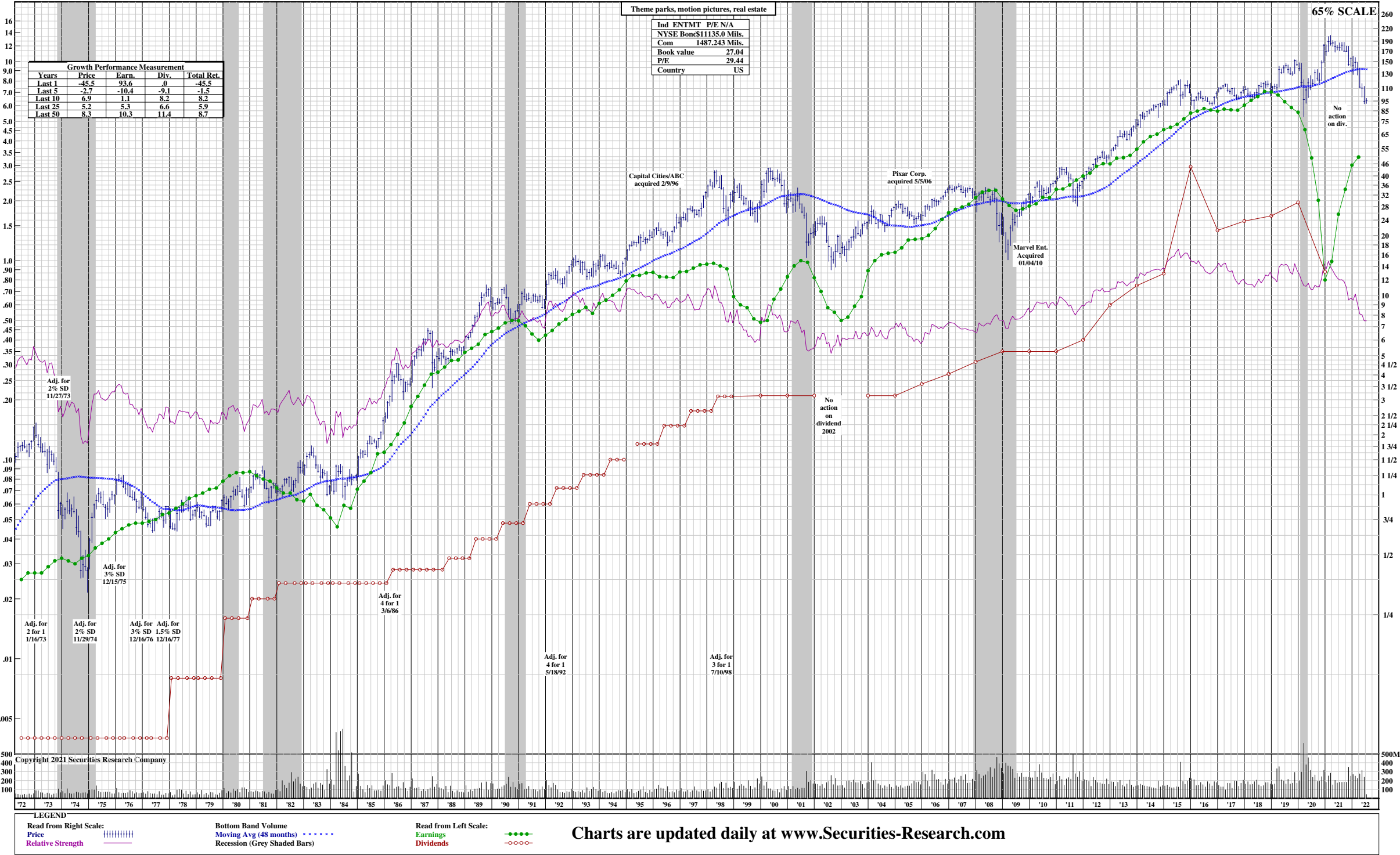
Dividends

Charts are updated daily at www.Securities-Research.com

DISNEY WALT CO (DIS)

Theme parks, motion pictures, real estate			
Ind. ENTMT	P/E	N/A	
NYSE Bon	\$11135.0	Mils.	
Com	1487.243	Mils.	
Book value	27.04		
P/E	29.44		
Country	US		

Growth Performance Measurement				
Years	Price	Earn.	Div.	Total Ret.
Last 1	-45.5	93.6	.0	-45.5
Last 5	-2.7	-10.4	-9.1	-1.5
Last 10	6.9	1.1	8.2	8.2
Last 25	5.2	5.3	6.6	5.9
Last 50	8.3	10.3	11.4	8.7



HOME DEPOT INC (HD)

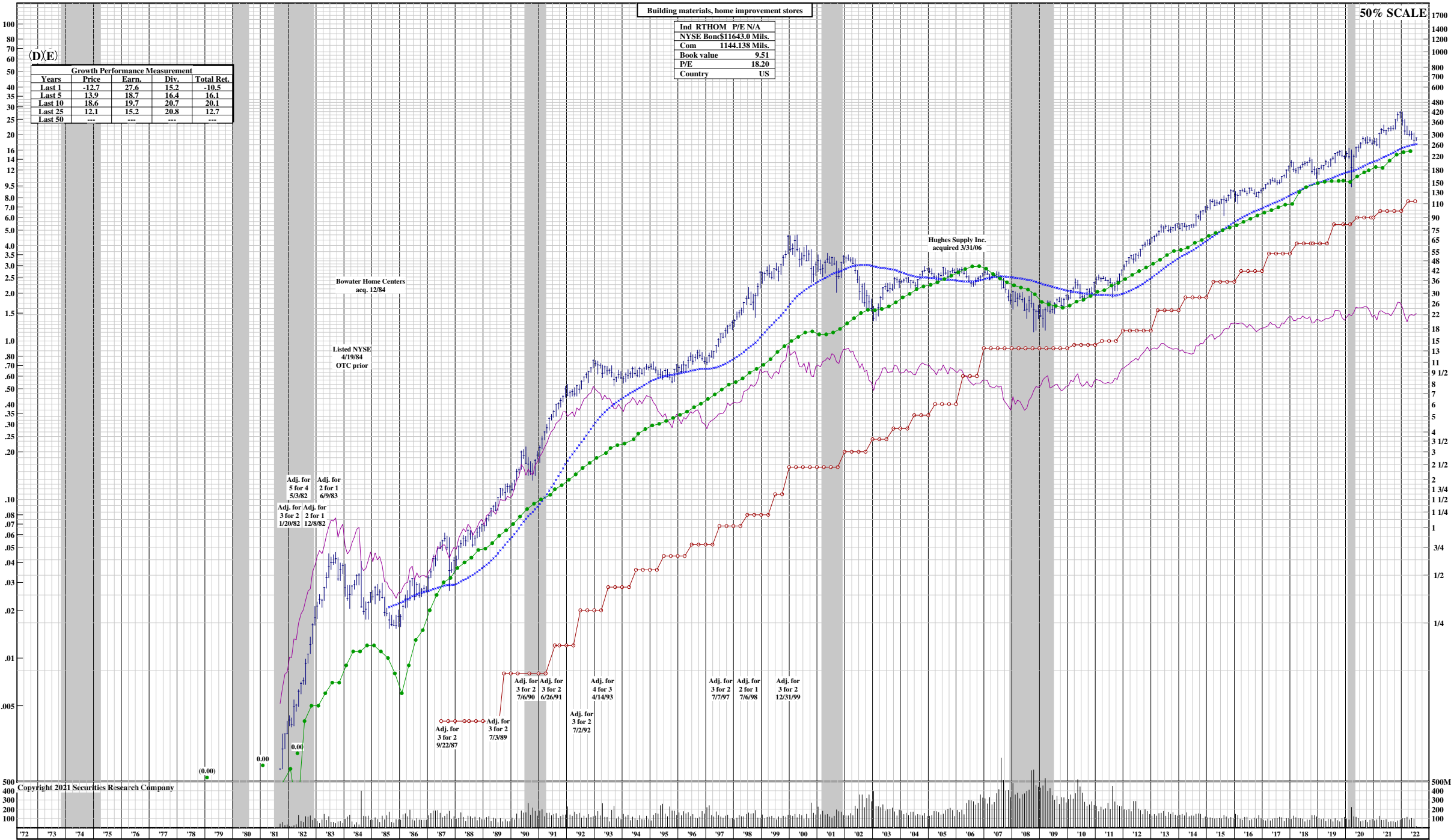
Building materials, home improvement stores

Ind RTHOM	P/E	N/A
NYSE Bonc\$11643.0	Mils.	
Com	1144.138	Mils.
Book value	9.51	
P/E	18.20	
Country	US	

(D)(E)

Growth Performance Measurement				
Years	Price	Earn.	Div.	Total Ret.
Last 1	-12.7	27.6	15.2	-10.5
Last 5	13.9	18.7	16.4	16.1
Last 10	18.6	19.7	20.7	20.1
Last 25	12.1	15.2	20.8	12.7
Last 50	---	---	---	---

50% SCALE



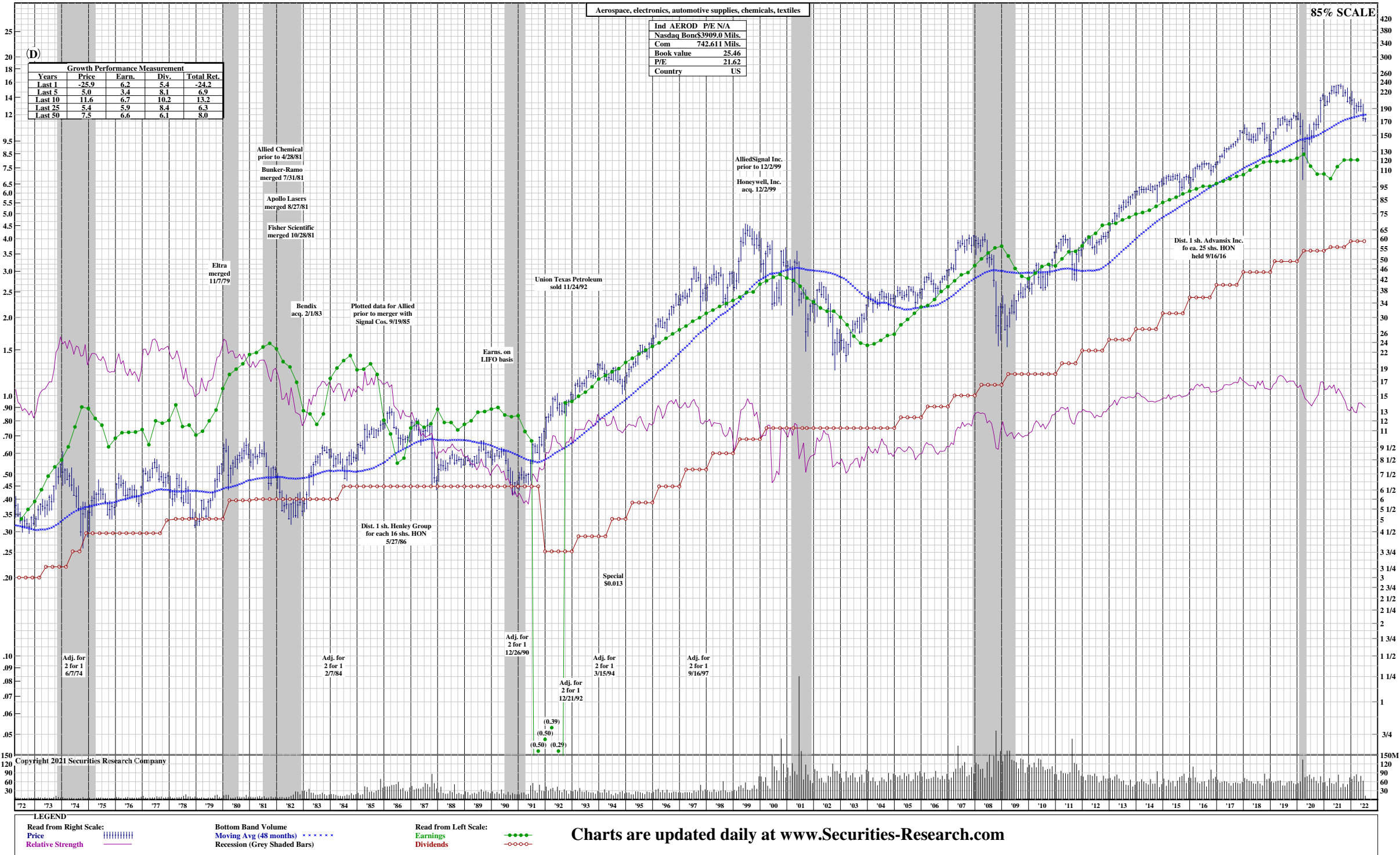
Copyright 2021 Securities Research Company

LEGEND

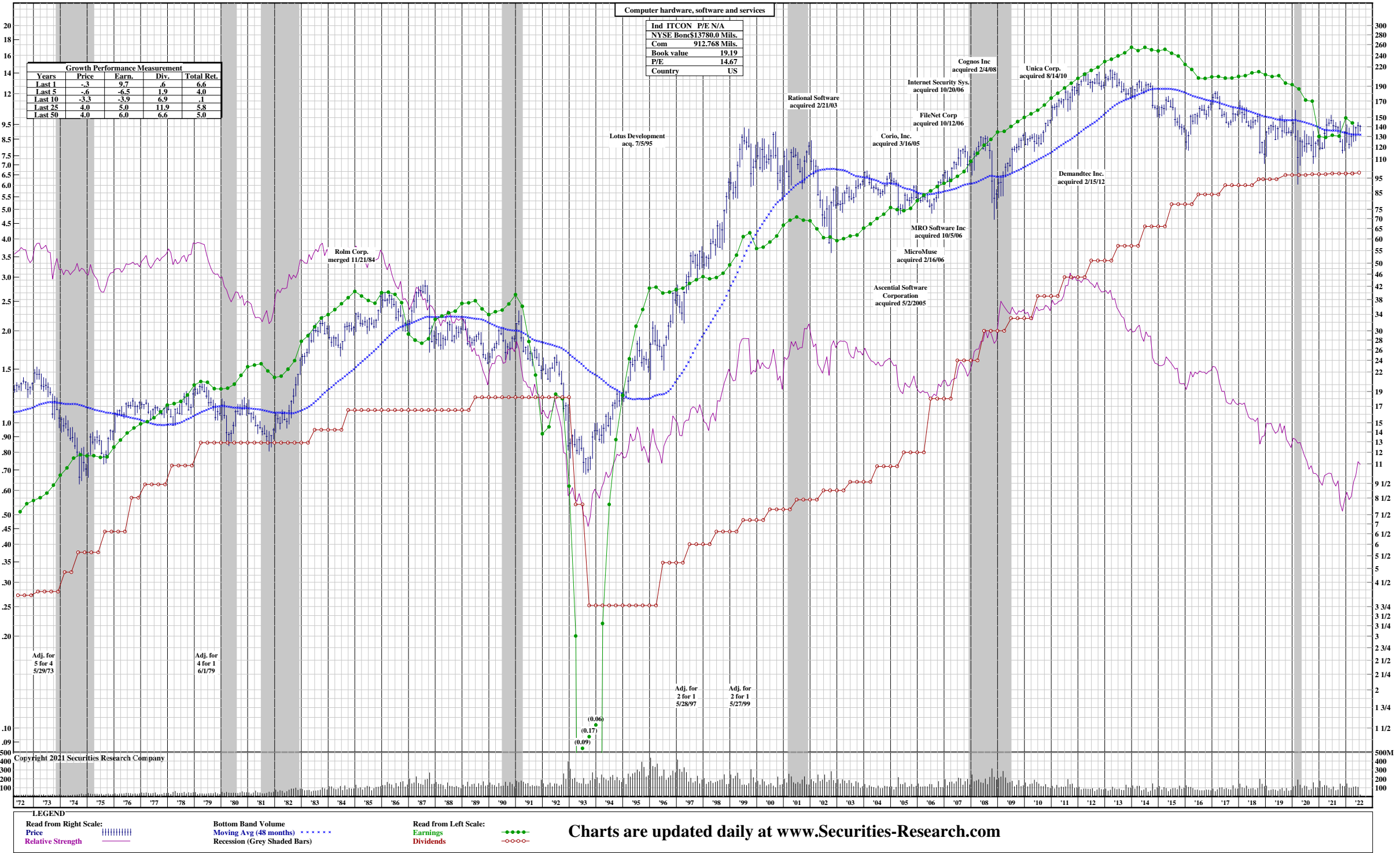
Read from Right Scale: Price (blue line), Relative Strength (purple line), Bottom Band Volume (blue line), Moving Avg (48 months) (blue dotted line), Recesson (Grey Shaded Bars), Read from Left Scale: Earnings (green line with dots), Dividends (red line with circles)

Charts are updated daily at www.Securities-Research.com

HONEYWELL INTERNATIONAL INC (HON)



INTERNATIONAL BUSINESS MACHS (IBM)



INTEL CORP (INTC)

Semiconductors, microprocessors, microcomputers

Ind SEMIC	P/E N/A
Nasdaq Bn	\$1848.0 Mils.
Com	4611,000 Mils.
Book value	14.40
P/E	7.71
Country	US

Xircom, Inc.
acq. 3/13/01

McAfee Inc.
acquired 2/28/11

Altera Corp.
acquired 12/24/15

Level One Communications
acq. 8/12/99

Shiva Corp.
acq. 2/27/99

Special
\$0.0004

Adj. for
2 for 1
6/6/93

Adj. for
2 for 1
6/19/95

Adj. for
2 for 1
7/14/97

Adj. for
2 for 1
4/12/99

Adj. for
2 for 1
7/31/00

Adj. for
3 for 2
10/29/87

Adj. for
2 for 1
7/1/83

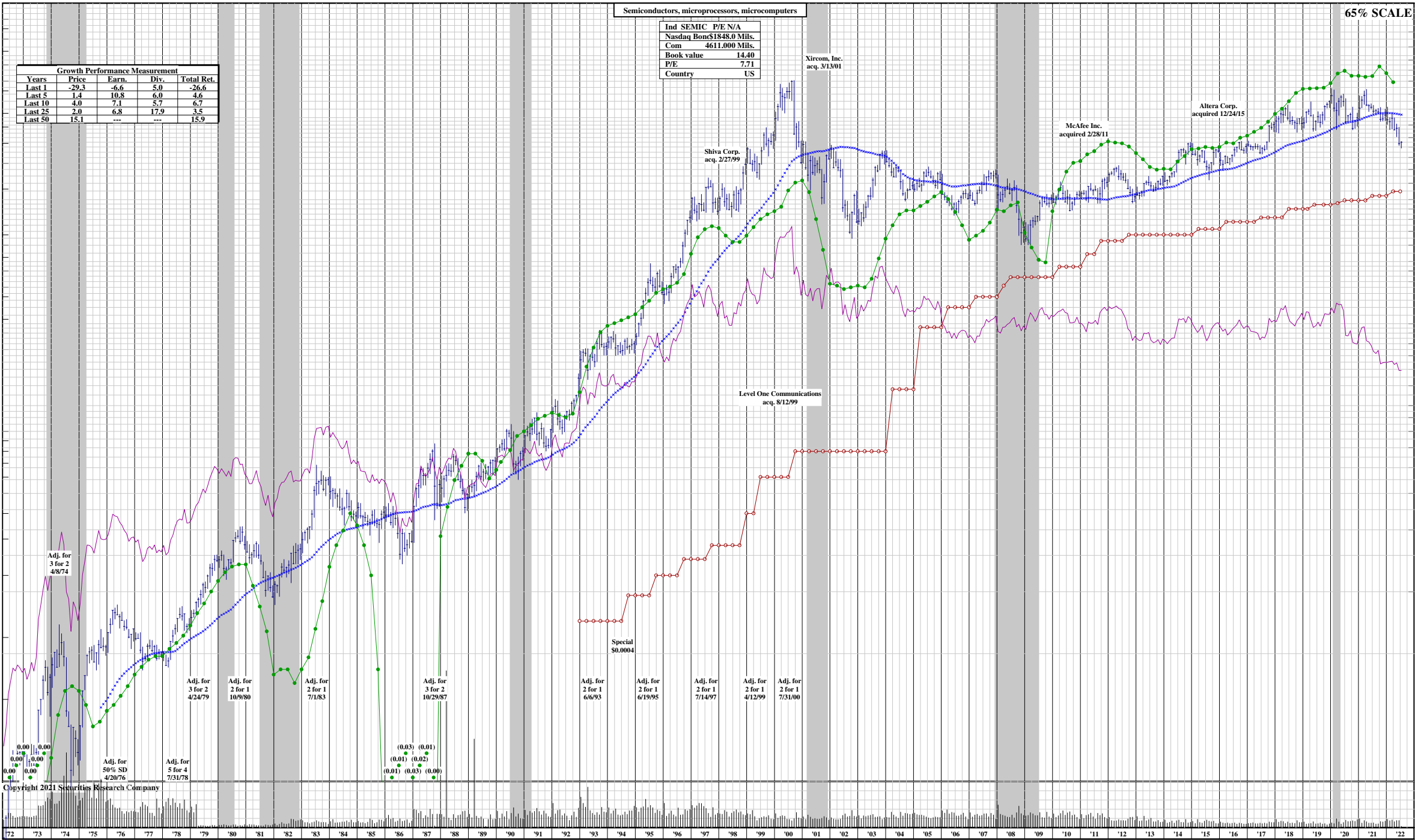
Adj. for
2 for 1
10/9/80

Adj. for
3 for 2
4/24/79

Adj. for
50% SD
4/20/76

Adj. for
5 for 4
7/31/78

Growth Performance Measurement				
Years	Price	Earn.	Div.	Total Ret.
Last 1	-29.3	-6.6	5.0	-26.6
Last 5	1.4	10.8	6.0	4.6
Last 10	4.0	7.1	5.7	6.7
Last 25	2.0	6.8	17.9	3.5
Last 50	15.1	---	---	15.9



LEGEND

Read from Right Scale:

Price |||||

Relative Strength |||||

Bottom Band Volume

Moving Avg (48 months) *****

Recession (Grey Shaded Bars)

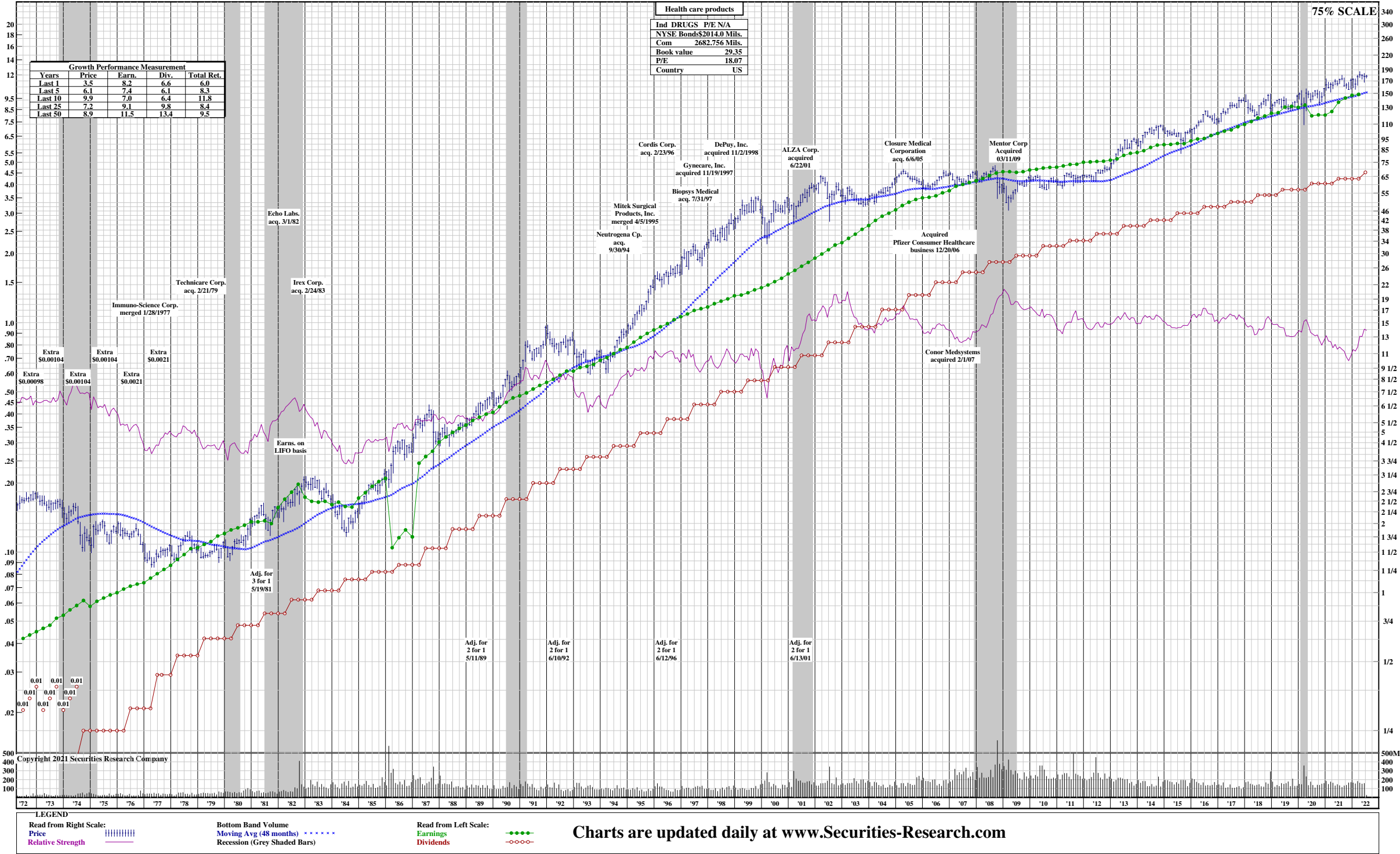
Read from Left Scale:

Earnings ●●●●●

Dividends ○-○-○-○

Charts are updated daily at www.Securities-Research.com

JOHNSON & JOHNSON (JNJ)

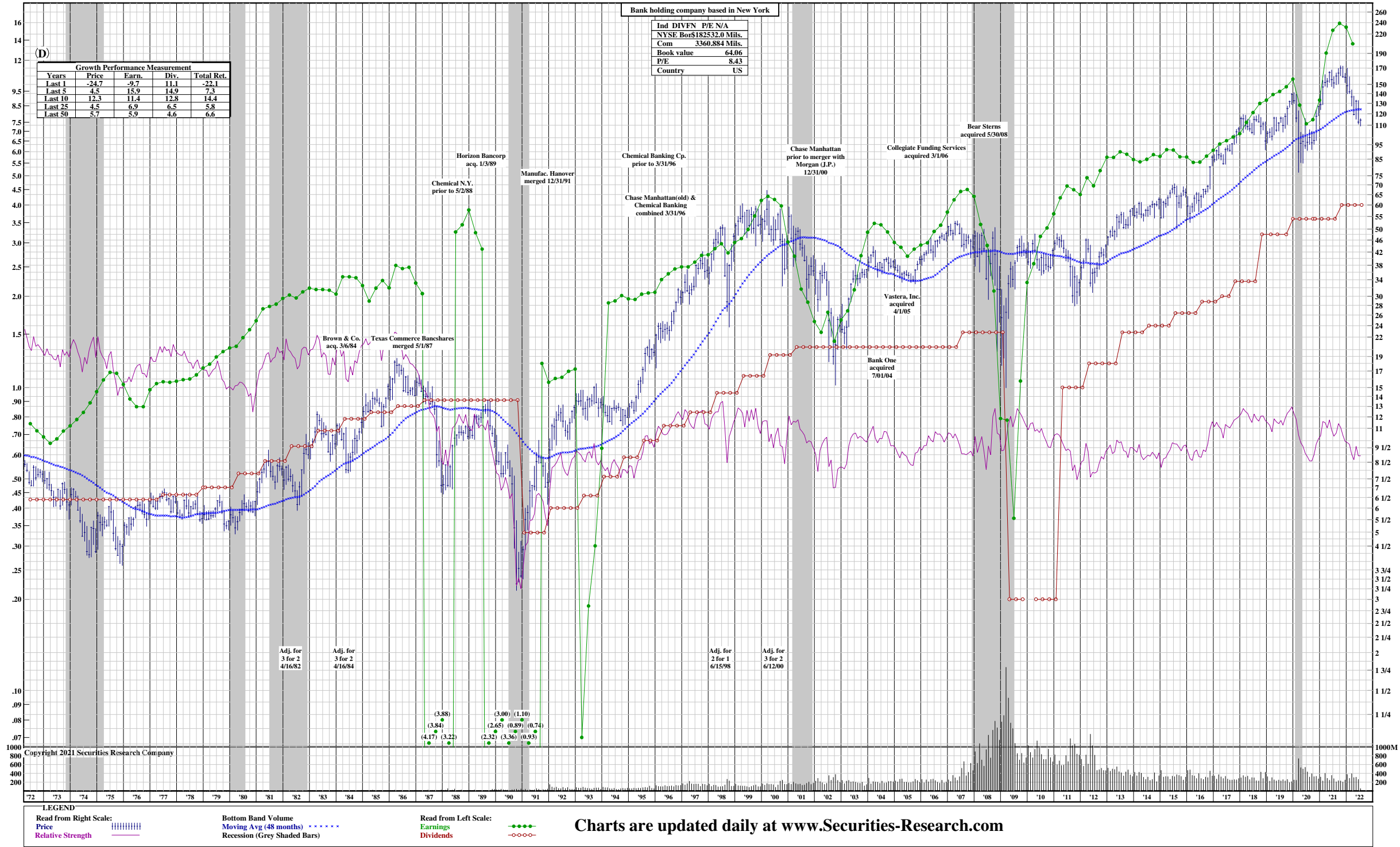


Charts are updated daily at www.Securities-Research.com

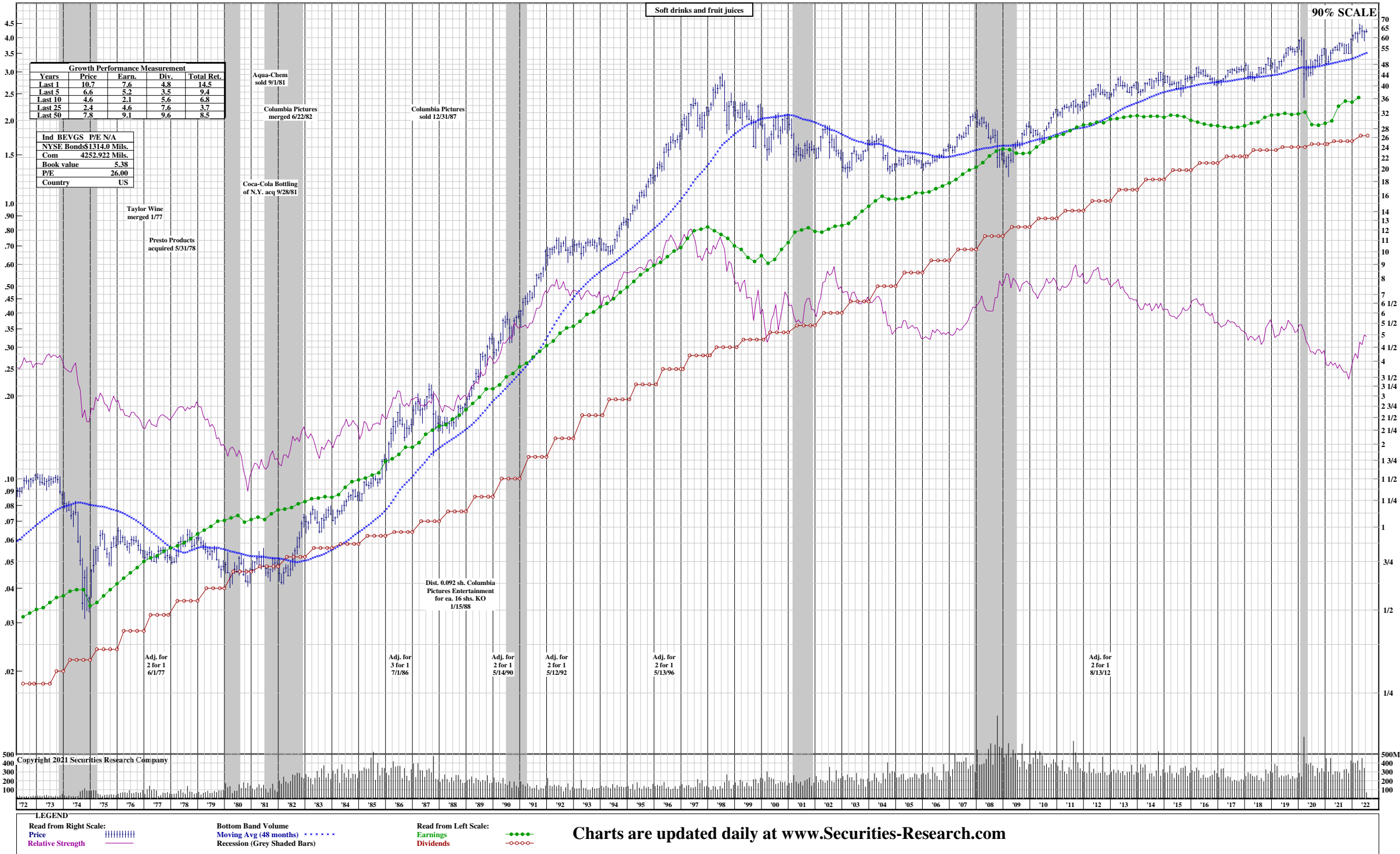
JPMORGAN CHASE & CO (JPM)

Bank holding company based in New York			
Ind	DIVN	P/E	N/A
NYSE Bor\$	182532.0	Mils.	
Com	3360.884	Mils.	
Book value	64.06		
P/E	8.43		
Country	US		

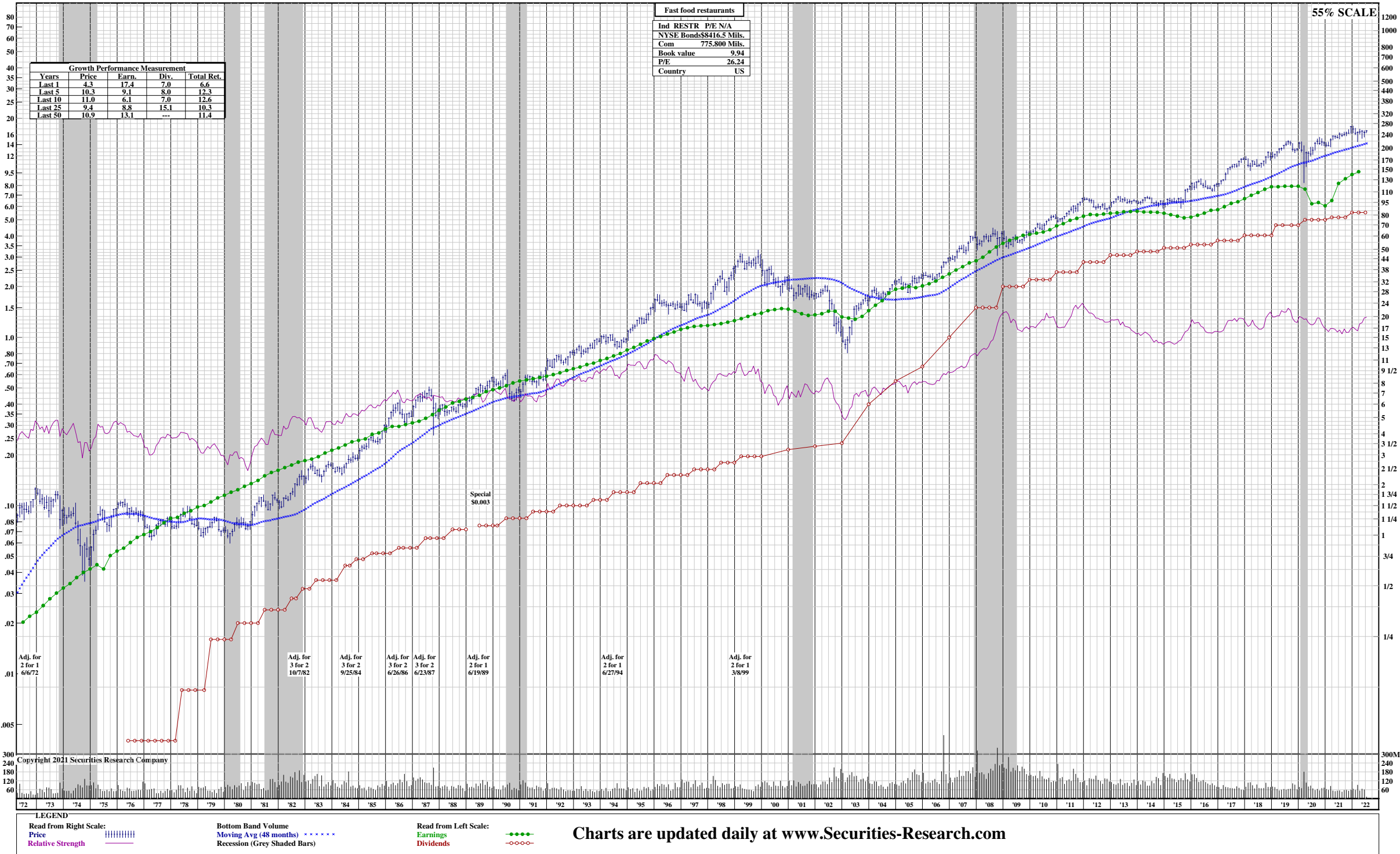
Growth Performance Measurement				
Years	Price	Earn.	Div.	Total Ret.
Last 1	-24.7	-9.7	11.1	-22.1
Last 5	4.5	15.9	14.9	7.3
Last 10	12.3	11.4	12.8	14.4
Last 25	4.5	6.9	6.5	5.8
Last 50	5.7	5.9	4.6	6.6



COCA COLA CO (KO)



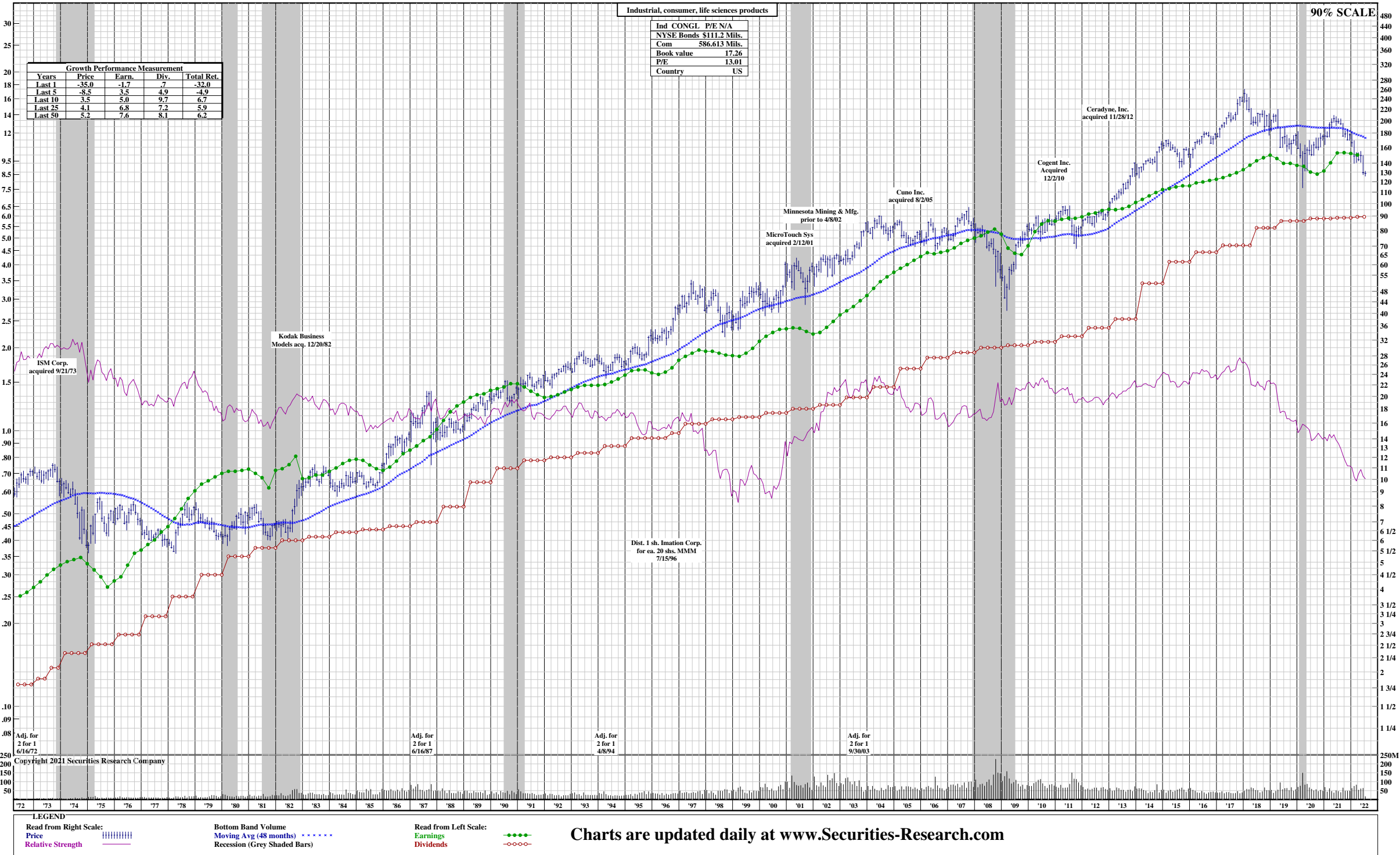
MCDONALDS CORP (MCD)



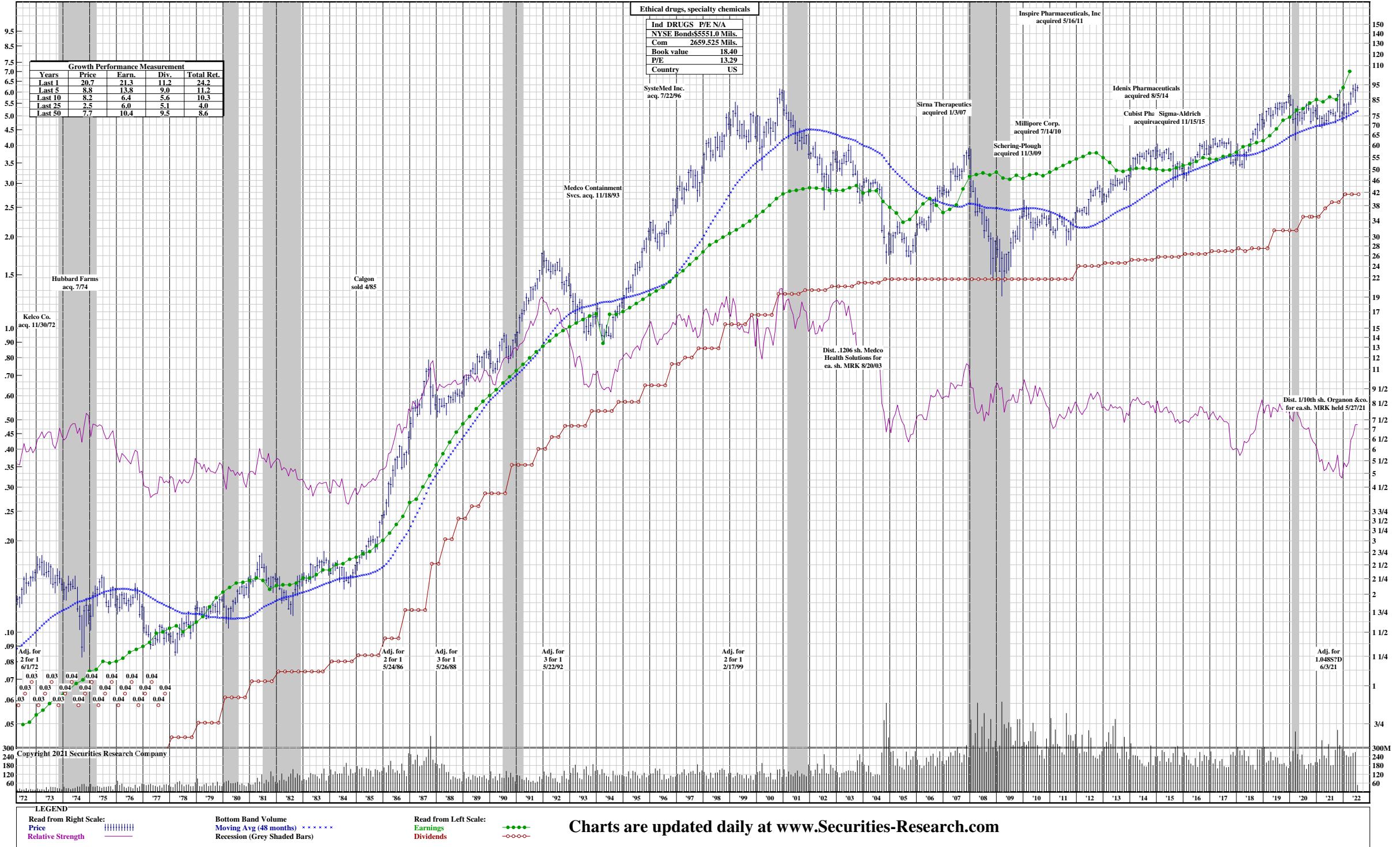
3M COMPANY (MMM)

Industrial, consumer, life sciences products			
Ind. CONGL.	P/E	N/A	
NYSE Bonds	\$111.2	Mils.	
Com.	586.613	Mils.	
Book value	17.26		
P/E	13.01		
Country	US		

Growth Performance Measurement				
Years	Price	Earn.	Div.	Total Ret.
Last 1	-35.0	-1.7	.7	-32.0
Last 5	-8.5	3.5	4.9	-4.9
Last 10	-3.5	5.0	9.7	6.7
Last 25	4.1	6.8	7.2	5.9
Last 50	5.2	7.6	8.1	6.2



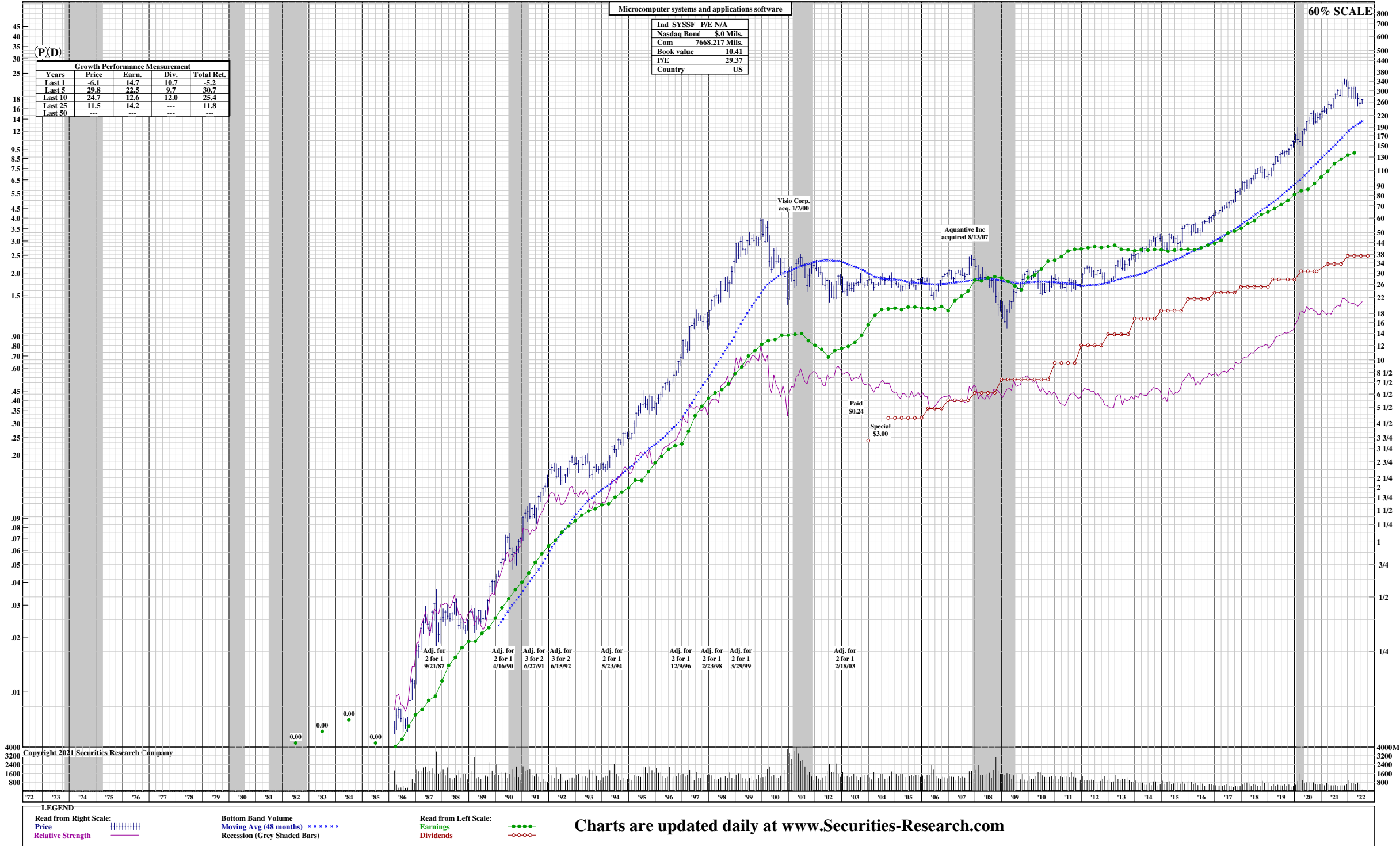
MERCK & CO INC (MRK)



MICROSOFT CORP (MSFT)

Microcomputer systems and applications software		
Ind SYSSF	P/E	N/A
Nasdaq Bond	\$0 Mils.	
Com	7668.217 Mils.	
Book value	10.41	
P/E	29.37	
Country	US	

Growth Performance Measurement				
Years	Price	Earn.	Div.	Total Ret.
Last 1	-6.1	14.7	10.7	-5.2
Last 5	29.8	22.5	9.7	30.7
Last 10	24.7	12.6	12.0	25.4
Last 25	11.5	14.2	---	11.8
Last 50	---	---	---	---

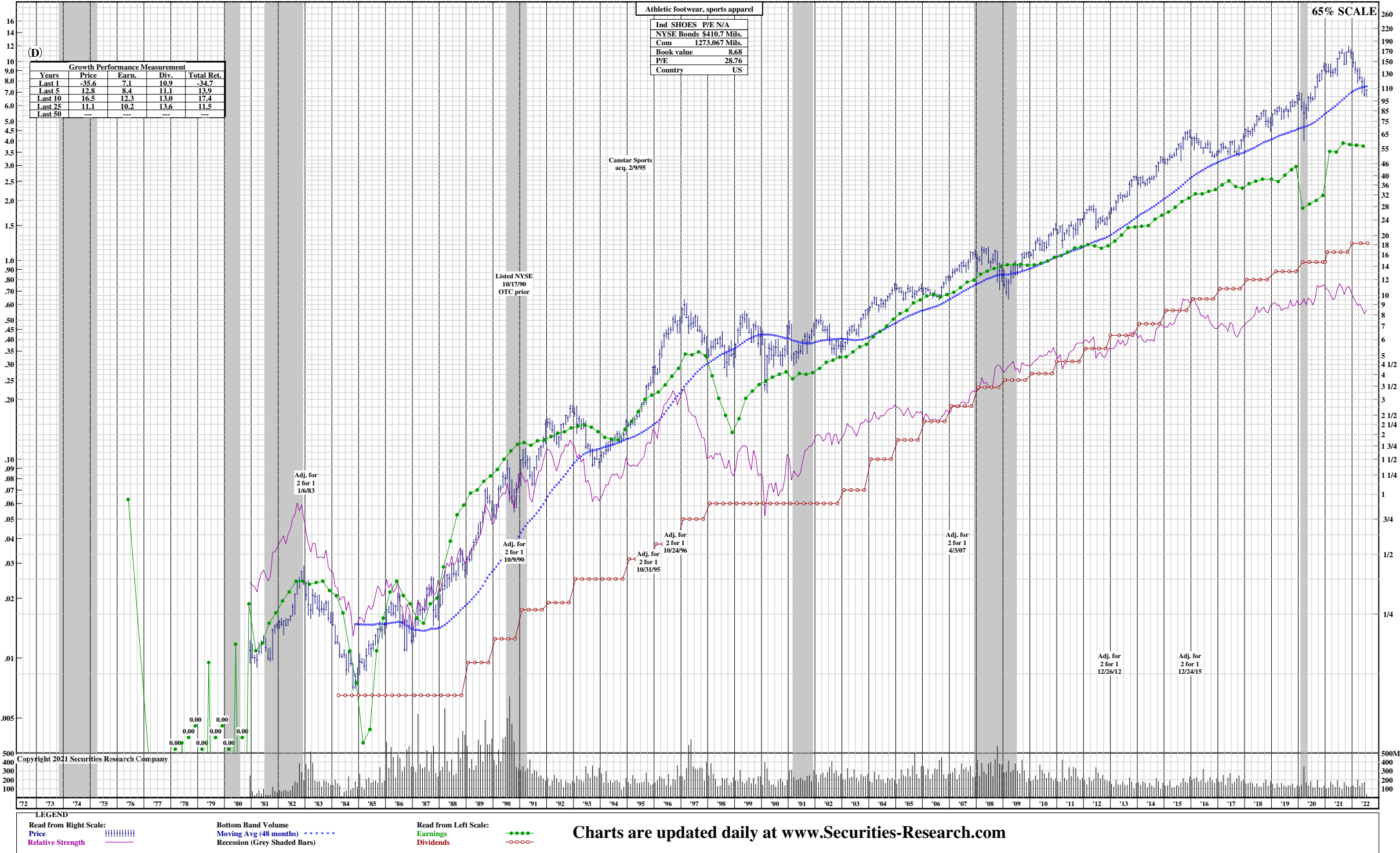


NIKE INC (NKE)

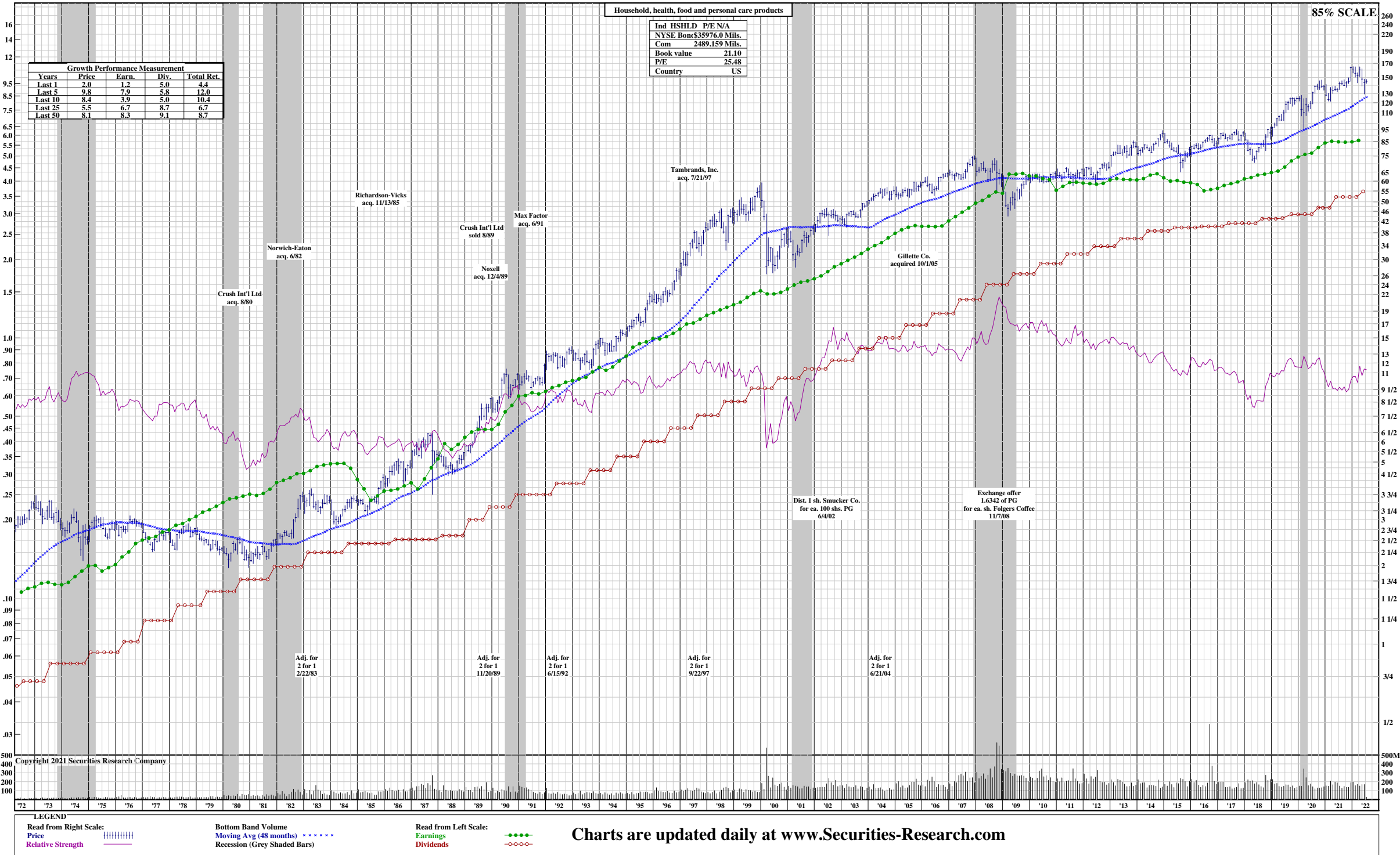
Athletic footwear, sports apparel		
Ind	SHOES	P/E N/A
NYSE Bonds	\$410.7 Mils.	
Com	1273.067 Mils.	
Book value	8.68	
P/E	28.76	
Country	US	

(D)

Growth Performance Measurement				
Years	Price	Earn.	Div.	Total Ret.
Last 1	-35.6	7.1	10.9	-34.7
Last 5	12.8	8.4	11.1	13.9
Last 10	16.5	12.3	13.0	17.4
Last 25	11.1	10.2	13.6	11.5
Last 50	---	---	---	---



PROCTER & GAMBLE CO (PG)



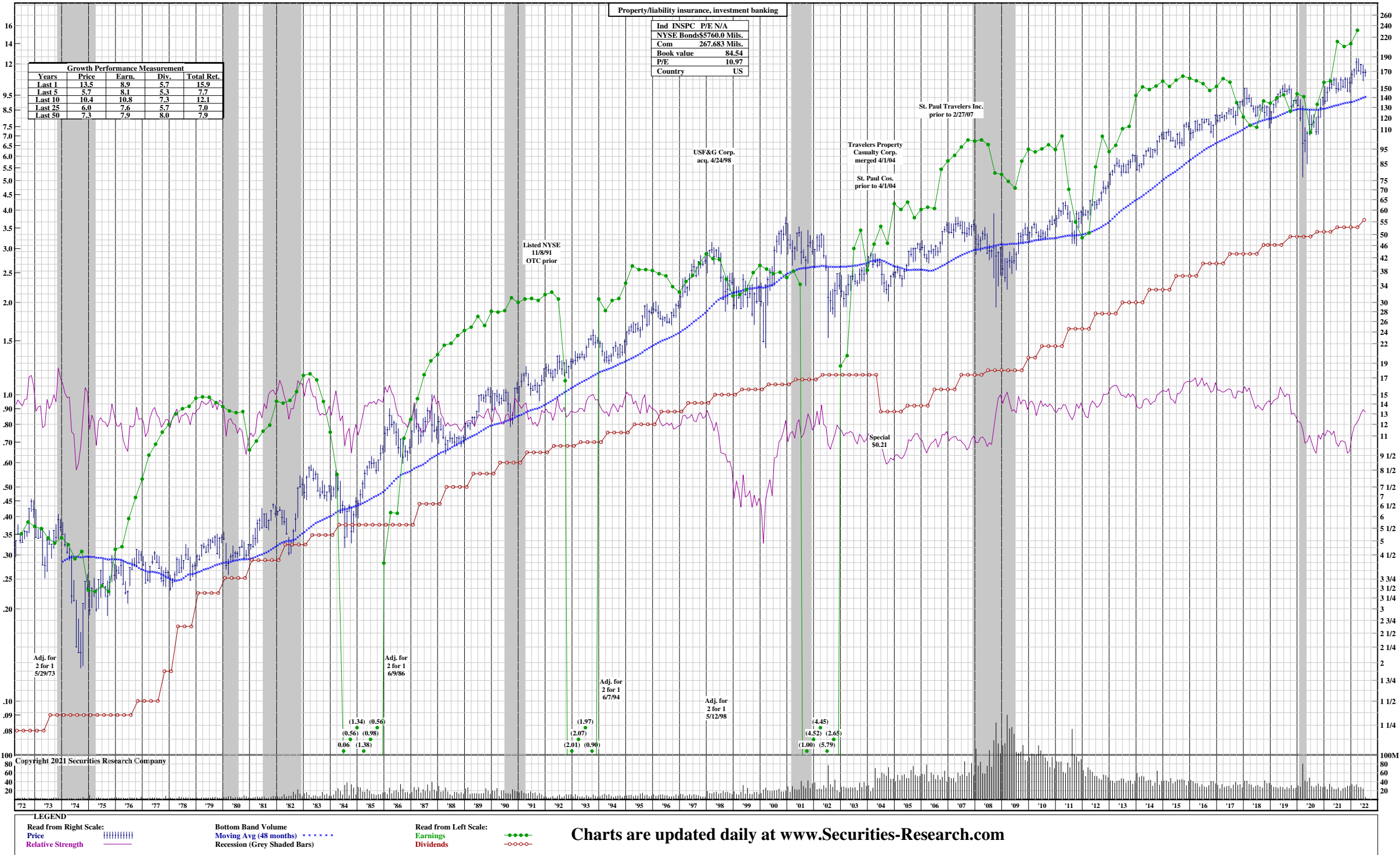
LEGEND

Read from Right Scale:
Price
Relative Strength

Bottom Band Volume
Moving Avg (48 months)
Recession (Grey Shaded Bars)

Read from Left Scale:
Earnings
Dividends

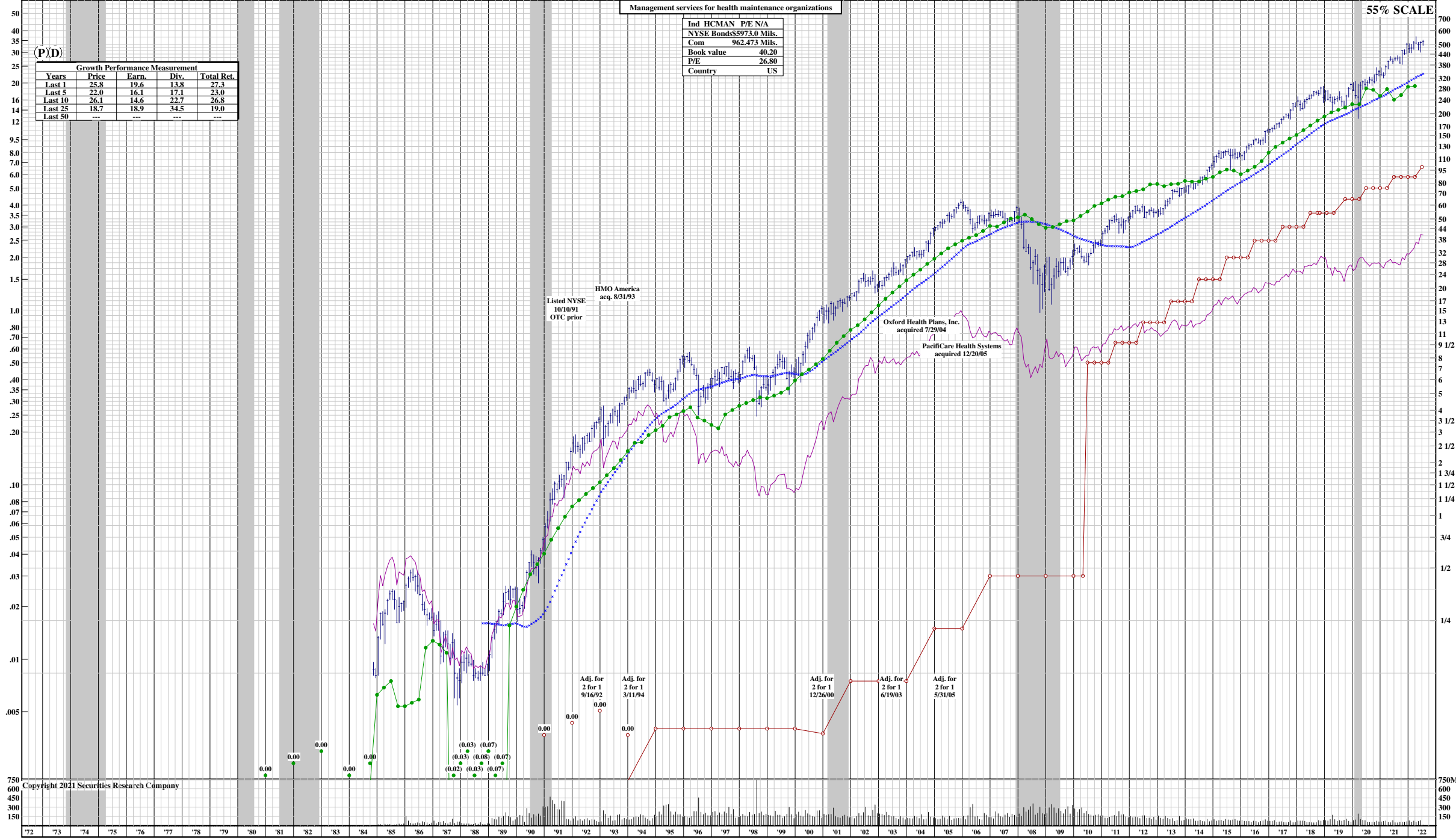
TRAVELERS COMPANIES INC (TRV)



UNITEDHEALTH GROUP INC (UNH)

Management services for health maintenance organizations			
Ind HCMAN	P/E	N/A	
NYSE Bonds	\$5973.0	Mils.	
Com	962.473	Mils.	
Book value	40.20		
P/E	26.80		
Country	US		

Growth Performance Measurement				
Years	Price	Earn.	Div.	Total Ret.
Last 1	25.8	19.6	13.8	27.3
Last 5	22.0	16.1	17.1	23.0
Last 10	26.1	14.6	22.7	26.8
Last 25	18.7	18.9	34.5	19.0
Last 50	---	---	---	---



LEGEND

Read from Right Scale:

Price

Relative Strength

Bottom Band Volume

Moving Avg (48 months)

Recession (Grey Shaded Bars)

Read from Left Scale:

Earnings

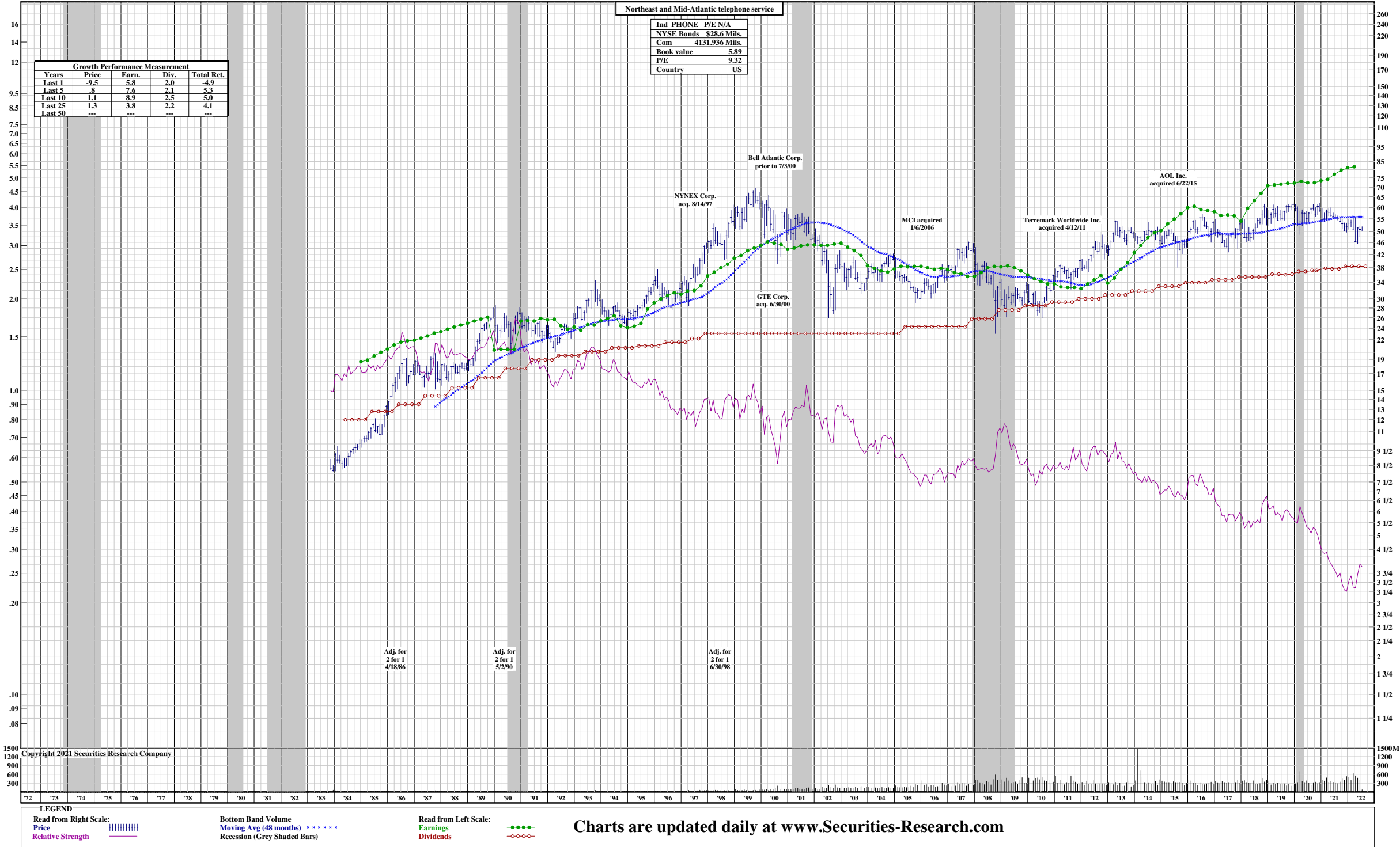
Dividends

Charts are updated daily at www.Securities-Research.com

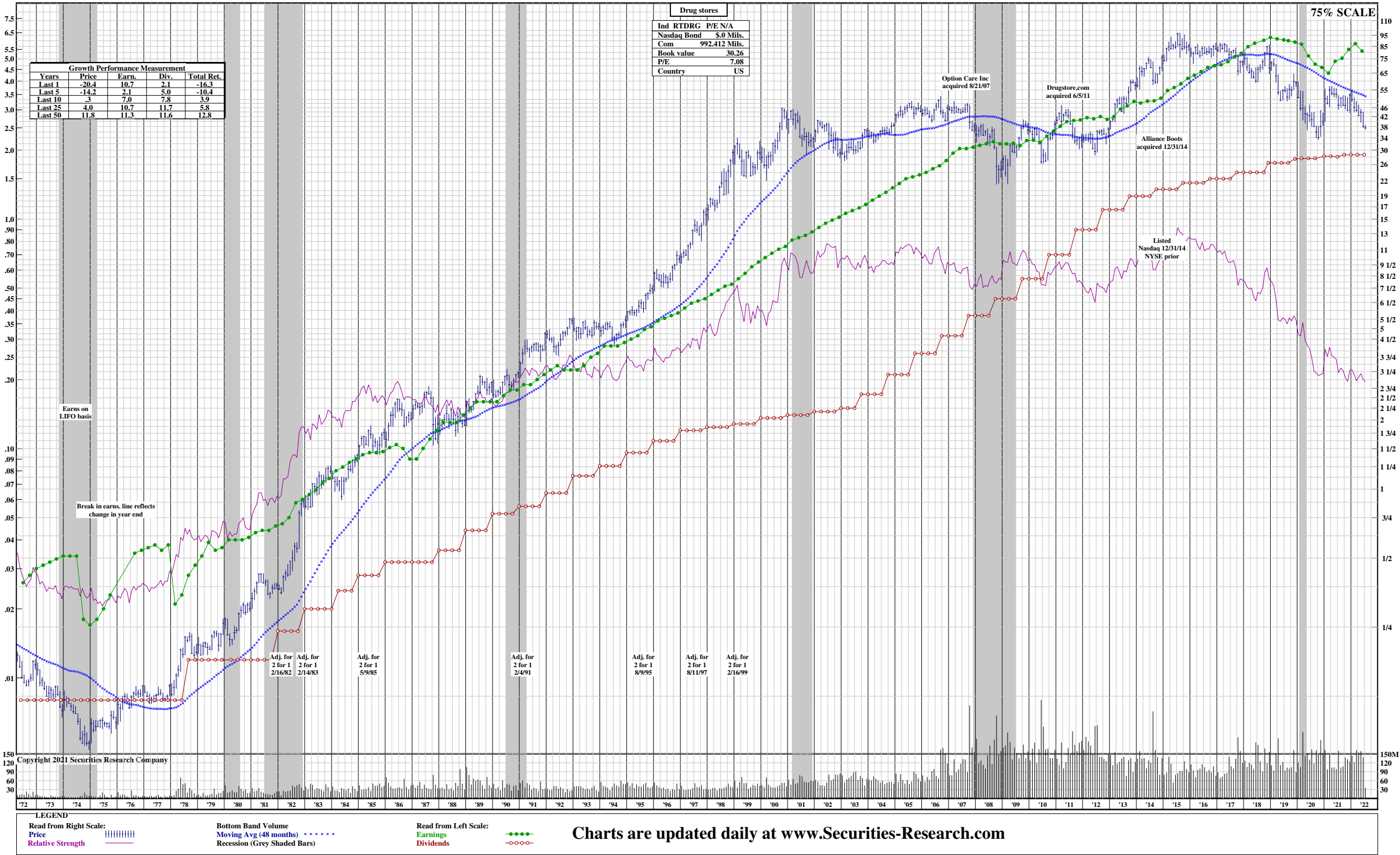
VERIZON COMMUNICATIONS INC (VZ)

Northeast and Mid-Atlantic telephone service			
Ind PHONE	P/E	N/A	
NYSE Bonds	\$28.6	Mils.	
Com	4131.936	Mils.	
Book value	5.89		
P/E	9.32		
Country	US		

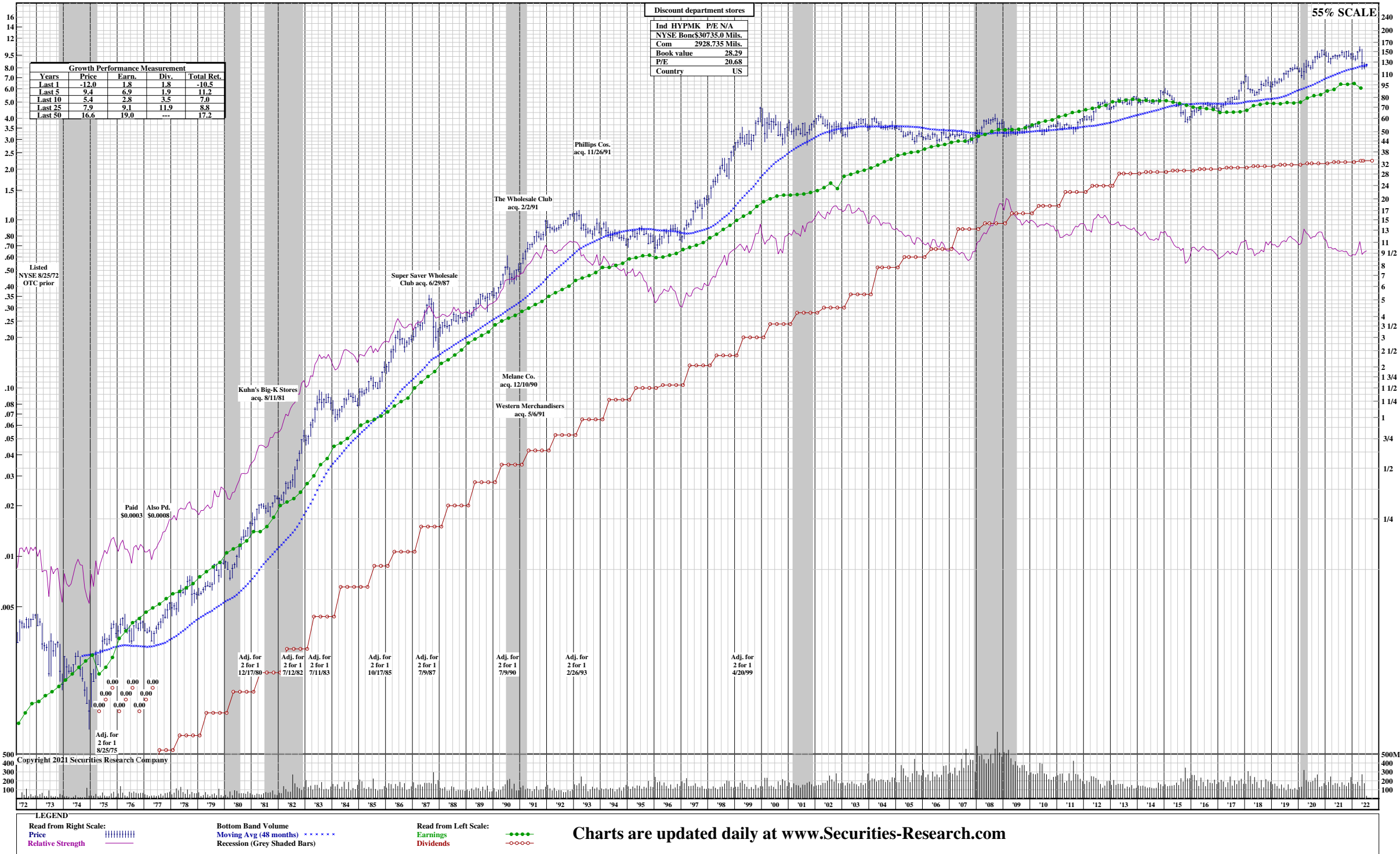
Growth Performance Measurement				
Years	Price	Earn.	Div.	Total Ret.
Last 1	-9.5	5.8	2.0	-4.9
Last 5	.8	7.6	2.1	5.3
Last 10	1.1	8.9	2.5	5.0
Last 25	1.3	3.8	2.2	4.1
Last 50	---	---	---	---



WALGREEN BOOTS ALLIANCE INC. (WBA)



WAL-MART STORES INC (WMT)



LEGEND

Read from Right Scale:

Price

Relative Strength

Bottom Band Volume

Moving Avg (48 months)

Recession (Grey Shaded Bars)

Read from Left Scale:

Earnings

Dividends

Charts are updated daily at www.Securities-Research.com