

The LongFellow Investor Report

Stock Challenges

Use Due Diligence

SP 100

Sorted by

3/27/2017

Ticker	Name	Rev Size	Sales Grwth	EPS Grwth	Profit Mrgn	Trend PTP	SLS R^2	EPS R^2	%Debt to Cap	Cur Div	Cur Div %	Avg PE	PE	RV	PAR	TR	REC	YE Price	ACE	YTD Pr %	Cur. Price	Buy UP to
XRX	XEROX CORP	L	-1.4	1.7	5.4	DOWN	0.04	0.01	40.7%	0.310	4.3%	9.7	13.7	141.2	11.5	16.5		5.75	6.8	24.17	7.14	7.41
PM	PHILIP MORRIS INT	L	1.8	5.6	38.7	DOWN	0.26	0.59	171.7%	4.160	3.7%	18.1	25.1	138.7	7.1	9.8		91.49	5.0	22.83	112.38	110.09
AAPL	Apple	L	30.6	37.9	29.5	DOWN	0.93	0.91	40.2%	2.280	1.6%	12.8	16.8	131.3	7.8	12.0		115.82	6.5	21.64	140.88	140.40
BAX	BAXTER INTERNAT	L	-0.3	1.3	20.9	UP	0.00	0.00	0.0%	0.520	1.0%	17.2	5.8	33.7	28.0	36.2	B	44.34	17.9	16.89	51.83	60.80
ORCL	ORACLE CORP	L	8.7	12.6	35.0	DOWN	0.81	0.86	53.0%	0.640	1.4%	16.3	21.4	131.3	7.6	11.2		38.45	8.3	16.62	44.84	45.21
ABT	ABBOTT LABORAT	L	-4.8	-12.7	12.6	DOWN	0.30	0.55	0.0%	1.060	2.4%	30.5	63.0	206.6	-6.1	-4.5	S	38.41	9.3	16.38	44.70	20.55
HPQ	HEWLETT-PACKAR	L	-5.0	-9.8	6.7	UP	0.30	0.02	243.2%	0.530	3.1%	5.7	11.2	196.5	-1.4	4.1		14.84	-3.4	15.90	17.20	12.86
LOW	LOWES COS	L	3.2	9.7	7.2	UP	0.84	0.66	70.1%	1.400	1.7%	21.6	23.6	109.3	15.1	18.5	B	71.12	15.6	14.68	81.56	94.39
MDT	MEDTRONIC Plc IE	L	7.2	2.9	23.9	DOWN	0.79	0.20	38.3%	1.720	2.1%	19.6	28.6	145.9	5.8	8.7		71.23	7.5	13.76	81.03	73.33
BA	BOEING CO	L	5.5	10.2	7.1	DOWN	0.87	0.48	0.0%	5.680	3.2%	17.1	23.0	134.5	6.7	9.9		155.68	5.6	13.12	176.10	174.59
AMZN	AMAZON.COM INC	L	28.2	-20.4	1.3	UP	0.99	0.05	45.6%	0.000	0.0%	134.8	172.5	128.0	-18.6	-16.9	S	749.87	50.9	12.93	846.82	172.42
AMGN	AMGEN, INC.	L	5.5	13.4	33.2	UP	0.91	0.92	52.6%	4.600	2.8%	16.5	16.1	97.6	4.9	9.2		146.21	4.1	12.79	164.91	151.52
CSCO	CISCO SYSTEMS, IN	L	4.1	6.5	23.6	UP	0.88	0.71	35.6%	1.040	3.1%	13.3	17.5	131.6	6.7	10.6		30.22	4.7	12.48	33.99	33.38
CL	Colgate-Palmolive	L	1.3	2.6	23.5	UP	0.29	0.15	102.1%	1.560	2.1%	27.5	27.0	98.2	8.9	11.8		65.44	9.3	12.21	73.43	71.82
DOW	DOW CHEMICAL ~	L	-0.4	21.1	10.7	DOWN	0.02	0.32	46.0%	1.840	2.9%	12.1	19.1	157.9	-0.8	2.6	S	57.22	-3.9	11.88	64.02	54.42
WY	WEYERHAEUSER C	L	-4.1	78.6	8.5	UP	0.18	0.36	44.5%	1.240	3.7%	34.8	59.8	171.8	-4.8	-3.3	S	30.09	7.5	11.37	33.51	15.82
JNJ	JOHNSON & JOHNS	L	2.1	4.4	25.6	UP	0.80	0.49	0.0%	3.200	2.5%	17.5	21.4	122.3	5.4	8.6		113.25	4.3	11.08	125.80	117.94
TXN	TEXAS INSTRUMEN	L	0.4	8.4	27.2	UP	0.02	0.50	25.6%	2.000	2.5%	18.9	23.9	126.5	9.9	12.9	B	72.97	8.4	10.36	80.53	84.71
NKE	NIKE INC	L	7.9	12.2	13.2	UP	0.97	0.94	21.6%	0.720	1.3%	23.0	23.3	101.3	12.0	15.4	B	50.83	12.5	10.03	55.93	61.47
DD	DU PONT (E I) DE N	L	-0.7	0.9	12.4	UP	0.02	0.01	46.5%	1.520	1.9%	20.7	28.3	136.7	6.9	9.7		73.40	8.4	9.78	80.58	73.93
HD	HOME DEPOT, INC.	L	3.1	17.6	11.6	UP	0.62	0.86	80.6%	3.560	2.4%	19.5	22.8	116.9	13.0	16.4	B	134.08	13.4	9.54	146.87	165.32
ALL	ALLSTATE CORP	L	1.3	49.4	10.1	DOWN	0.28	0.21	22.9%	1.320	1.6%	10.8	17.3	160.2	11.8	16.3		74.12	11.9	9.40	81.09	87.14
MON	MONSANTO CO ~	L	5.4	7.2	22.0	DOWN	0.72	0.32	62.3%	2.160	1.9%	23.6	31.2	132.2	16.2	18.5		105.21	20.7	8.44	114.09	128.63
MA	MASTERCARD INC	L	11.4	60.3	52.9	EVEN	0.98	0.34	45.2%	0.880	0.8%	24.5	30.3	123.7	9.0	11.3	B	103.25	13.2	8.42	111.94	113.10
MO	ALTRIA GROUP INC	L	-3.4	7.6	55.4	UP	0.19	0.20	82.5%	2.440	3.3%	15.4	10.1	65.6	14.0	19.4		67.62	7.7	8.25	73.20	68.51
DIS	DISNEY (WALT) CO	L	6.4	18.6	24.3	UP	0.94	0.85	31.3%	1.560	1.4%	17.3	20.3	117.3	7.9	11.7	B	104.22	8.1	7.83	112.38	113.07
PG	PROCTER & GAMBL	L	-1.0	0.4	17.8	UP	0.15	0.01	31.9%	2.680	3.0%	21.6	26.2	121.3	8.8	11.6		84.08	7.5	7.62	90.49	89.47
AEP	AMERICAN ELECTR	L	2.5	-3.9	15.3	UP	0.84	0.14	55.9%	2.360	3.5%	23.1	54.2	234.6	-8.9	-7.4	S	62.96	1.5	7.51	67.69	32.32
CMCSA	COMCAST CORP	L	12.2	19.6	17.9	EVEN	0.94	0.97	52.6%	0.630	1.7%	16.6	20.8	125.3	12.7	16.4	B	34.53	12.8	7.49	37.11	41.54
HON	HONEYWELL INTE	L	2.1	9.4	14.4	UP	0.55	0.60	44.7%	2.660	2.1%	16.4	20.3	123.8	9.8	13.5	B	115.85	8.6	7.47	124.50	128.23

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GD	GENERAL DYNAMI	L	0.9	0.6	11.7	UP	0.23	0.00	25.2%	3.040	1.6%	14.4	18.8	130.6	5.7	9.5		172.66	5.0	7.43	185.49	180.21
MRK	MERCK & CO	L	-0.6	-12.6	14.3	DOWN	0.01	0.09	0.0%	1.880	3.0%	25.3	31.1	122.9	-26.4	-25.1	S	58.87	4.5	7.34	63.19	39.75
LMT	LOCKHEED MARTI	L	1.0	6.4	9.5	DOWN	0.58	0.84	85.6%	7.280	2.7%	15.2	20.9	137.5	7.9	11.3		249.94	6.6	6.89	267.16	266.24
PEP	PEPSICO INC	L	5.9	2.5	13.4	EVEN	0.67	0.54	74.4%	3.010	2.7%	20.8	25.6	123.1	7.9	10.8		104.63	7.2	6.88	111.83	110.97
MMM	3M CO	L	3.2	6.0	22.1	UP	0.72	0.83	48.5%	4.440	2.3%	18.1	23.3	128.7	6.7	9.8		178.57	5.6	6.64	190.43	186.52
RTN	RAYTHEON CO	L	0.3	7.7	12.1	UP	0.03	0.96	33.5%	2.930	1.9%	14.1	20.3	144.0	6.5	10.1		142.00	5.9	6.44	151.15	146.25
MCD	MCDONALD'S CORP	L	1.6	7.8	28.2	UP	0.36	0.52	0.0%	3.760	2.9%	19.7	23.9	121.3	11.8	14.9	B	121.72	9.8	6.38	129.49	139.89
PFE	PFIZER INC.	L	-0.1	1.0	24.4	DOWN	0.00	0.05	0.0%	1.280	3.7%	23.0	29.5	128.3	6.0	8.7		32.48	6.5	5.23	34.18	29.68
AXP	AMERICAN EXPRES	L	2.8	10.9	40.4	DOWN	0.65	0.60	71.2%	1.280	1.6%	14.4	13.8	95.8	5.8	10.9		74.08	5.0	4.75	77.60	73.14
IBM	INTL BUSINESS MA	L	-2.2	6.9	19.4	DOWN	0.48	0.65	0.0%	5.600	3.2%	12.1	14.0	115.7	6.2	11.1		165.99	5.4	4.69	173.77	160.89
BAC	BANK OF AMERICA	L	2.3	1.8	25.0	UP	0.00	0.10	45.1%	0.300	1.3%	23.8	16.7	70.2	16.3	21.1	B	22.10	15.2	4.21	23.03	27.91
ETR	ENERGY CORP ~	L	-0.5	-57.6	12.9	UP	0.04	0.51	60.3%	3.480	4.6%	15.2	-23.3	#####	2.5	2.2	S	73.47	0.5	4.10	76.48	-59.02
COST	COSTCO WHOLESA	L	7.6	10.4	2.9	UP	0.97	0.94	30.4%	1.800	1.1%	25.1	30.7	122.3	6.3	8.5		160.11	8.8	3.77	166.15	157.28
UNH	UNITEDHEALTH GR	L	9.9	11.0	7.1	DOWN	0.97	0.86	46.3%	2.500	1.5%	14.7	22.0	149.7	14.1	17.8		160.04	15.1	2.85	164.60	190.44
NSC	NORFOLK SOUTHE	L	1.7	6.3	25.5	UP	0.19	0.51	44.8%	2.440	2.2%	15.0	19.8	132.0	11.2	14.9		108.07	10.4	2.83	111.13	119.33
BRK.B	Berkshire Hathaway -	L	9.0	13.7	21.7	DOWN	0.95	0.65	27.4%	0.000	0.0%	14.5	17.2	118.6	0.8	5.2		162.98	2.0	2.74	167.44	149.04
NOV	NATIONAL OILWEL	L	-2.0	-68.9	16.3	DOWN	0.02	0.45	17.9%	0.200	0.5%	12.3	-6.0	-48.8	0.7	0.6	S	37.44	-2.3	2.62	38.42	-115.58
SO	SOUTHERN CO ~	L	1.9	1.0	21.6	DOWN	0.60	0.07	66.4%	2.240	4.5%	19.9	19.9	100.0	6.6	9.7		49.19	3.0	2.26	50.30	47.30
KO	COCA-COLA CO	L	5.3	1.9	22.1	DOWN	0.63	0.07	63.4%	1.400	3.3%	23.8	28.2	118.5	3.3	5.9		41.46	4.1	2.07	42.32	36.17
UTX	UNITED TECHNOLO	L	0.9	3.7	11.3	EVEN	0.20	0.42	44.9%	2.640	2.4%	17.2	18.2	105.8	9.0	13.0		109.62	7.8	2.02	111.83	111.65
USB	U S BANCORP	L	4.5	9.4	46.9	EVEN	0.85	0.49	49.4%	1.120	2.1%	12.8	16.1	125.8	7.8	12.2		51.37	6.9	1.62	52.20	50.95
JPM	JPMORGAN CHASE	L	2.7	14.0	31.4	UP	0.31	0.43	56.0%	1.920	2.2%	10.4	14.1	135.6	6.9	11.9		86.29	6.2	1.10	87.24	81.98
EXC	EXELON CORP ~	L	6.9	-11.9	8.8	DOWN	0.86	0.66	57.9%	1.310	3.7%	19.5	29.1	149.2	3.6	6.2		35.49	4.9	0.99	35.84	30.08
TWX	TIME WARNER INC	L	-4.2	52.0	18.5	DOWN	0.36	0.24	49.4%	1.610	1.7%	15.3	19.7	128.8	12.9	16.8	B	96.53	11.9	0.86	97.36	109.09
WMT	WAL-MART STORES	L	2.9	4.4	4.9	DOWN	0.92	0.63	36.9%	2.040	2.9%	15.3	15.9	103.9	4.6	8.8		69.12	3.0	0.78	69.66	63.73
WFC	WELLS FARGO & C	L	7.6	15.1	52.0	EVEN	0.49	0.59	63.1%	1.520	2.7%	11.6	13.9	119.8	7.5	12.4		55.11	5.6	0.51	55.39	52.83
FDX	FEDEX CORP	L	4.2	10.6	6.0	DOWN	0.88	0.11	49.5%	1.600	0.9%	23.6	26.3	111.4	11.4	14.7	B	186.20	13.8	0.45	187.04	202.82
CVS	CVS Caremark	L	9.0	10.8	5.4	DOWN	0.98	0.96	43.1%	2.000	2.5%	18.1	16.0	88.4	12.7	17.5	B	78.91	13.4	-0.51	78.51	85.60
CAT	CATERPILLAR INC	L	-0.4	-38.9	9.0	DOWN	0.02	0.24	70.2%	3.080	3.4%	16.5	#####	#####	1.7	1.5	S	92.74	2.2	-1.33	91.51	-2.32
MS	MORGAN STANLEY	L	3.8	25.4	25.4	UP	0.57	0.07	0.0%	0.800	1.9%	76.0	14.3	18.8	1.3	6.2		42.25	0.3	-1.59	41.58	35.14

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C	CITIGROUP INC	L	0.3	78.0	25.7	UP	0.00	0.25	50.3%	0.640	1.1%	13.5	12.3	91.1	2.8	8.8		59.43	4.2	-1.85	58.33	50.50
RF	REGIONS FINANCIA	L	-4.0	82.5	48.6	EVEN	0.73	0.26	30.4%	0.260	1.8%	11.3	16.2	143.4	6.0	10.5		14.36	6.4	-1.95	14.08	13.35
BK	BANK OF NEW YOR	L	4.5	31.2	35.2	UP	0.37	0.12	38.6%	0.760	1.6%	15.4	14.7	95.5	14.4	19.4	B	47.38	13.9	-2.38	46.25	52.39
T	AT&T INC	L	2.8	-0.4	12.7	DOWN	0.74	0.00	49.8%	1.960	4.7%	18.0	19.9	110.6	8.0	11.3		42.53	4.7	-2.45	41.49	40.41
INTC	INTEL CORPORATI	L	5.9	10.8	26.5	DOWN	0.81	0.55	28.0%	1.040	2.9%	13.2	16.8	127.3	6.9	11.0		36.82	5.3	-3.88	35.39	34.09
MET	METLIFE INC	L	4.6	14.2	5.3	DOWN	0.52	0.02	20.3%	1.600	3.1%	27.3	82.6	302.6	-8.7	-7.1	S	53.89	11.1	-4.08	51.69	18.90
BMJ	BRISTOL-MYERS S	L	-1.8	1.5	19.9	UP	0.31	0.02	0.0%	1.560	2.8%	38.4	18.4	47.9	20.2	23.8	B	58.44	21.1	-4.11	56.04	65.36
CVX	CHEVRON CORP ~	L	-5.5	-41.6	13.3	DOWN	0.38	0.31	23.8%	4.320	4.1%	16.9	#####	#####	2.6	2.3	S	111.35	18.8	-4.55	106.28	-4.88
CPB	CAMPBELL SOUP C	L	0.5	0.4	13.1	DOWN	0.25	0.01	57.5%	1.400	2.4%	20.4	35.9	176.0	0.1	2.0	S	60.47	4.9	-4.93	57.49	43.43
F	FORD MOTOR CO ~	L	0.2	100.3	5.0	DOWN	0.00	0.45	82.0%	0.600	5.2%	10.8	10.1	93.5	-0.4	5.2		12.13	-4.2	-5.52	11.46	8.36
GILD	GILEAD SCIENCES I	L	25.8	33.5	51.4	UP	0.92	0.83	0.0%	2.080	3.1%	13.2	6.8	51.5	0.9	9.5		71.61	-1.8	-5.74	67.50	47.32
GS	GOLDMAN SACHS	L	-1.4	2.2	34.2	EVEN	0.04	0.01	0.0%	2.600	1.2%	11.2	13.8	123.2	11.3	16.8	B	239.45	11.3	-5.83	225.48	240.78
COF	CAPITAL ONE FINL	L	8.0	26.2	32.2	DOWN	0.88	0.28	53.9%	1.600	1.9%	9.8	11.9	121.4	8.5	14.6		87.24	8.2	-5.86	82.13	80.35
GE	GENERAL ELECTRI	L	-3.8	-11.8	9.7	DOWN	0.80	0.29	61.7%	0.960	3.3%	45.6	29.4	64.5	13.9	16.2		31.60	13.0	-6.84	29.44	28.00
FCX	FREEMPORT-MCMOR	L	0.0	-49.8	8.2	DOWN	0.00	0.25	78.7%	0.200	1.6%	12.3	-3.8	-30.9	0.0	0.0	S	13.19	-20.8	-7.43	12.21	-57.30
VZ	VERIZON COMMUN	L	3.7	10.1	18.6	DOWN	0.94	0.13	84.1%	2.310	4.7%	14.5	15.3	105.5	9.0	13.1		53.38	6.1	-7.94	49.14	46.03
WMB	WILLIAMS COS INC	L	-4.7	-49.7	21.4	DOWN	0.64	0.24	82.9%	1.200	4.2%	22.3	-50.3	#####	2.5	2.2	S	31.14	-17.2	-7.96	28.66	-10.27
SLB	SCHLUMBERGER -L	L	5.4	-37.7	15.1	DOWN	0.33	0.30	32.3%	2.000	2.6%	26.4	-65.8	#####	1.1	1.0	S	83.95	9.5	-8.25	77.02	-21.08
UPS	UNITED PARCEL SE	L	2.7	17.8	8.6	EVEN	0.77	0.34	81.6%	3.120	3.0%	24.4	27.1	111.1	9.0	11.8		114.64	8.9	-8.60	104.78	102.23
XOM	EXXON MOBIL COR	L	-4.4	-8.1	10.7	DOWN	0.27	0.25	19.9%	3.000	3.7%	19.9	43.2	217.1	-2.0	-0.2	S	90.26	6.2	-9.98	81.25	51.82
BHI	BAKER HUGHES IN	L	4.7	-54.7	10.9	UP	0.15	0.49	18.3%	0.680	1.2%	17.0	-9.2	-54.1	0.8	0.7	S	64.97	10.0	-10.62	58.07	-113.40
HAL	HALLIBURTON CO	L	4.8	-51.3	11.6	DOWN	0.23	0.43	56.2%	0.720	1.5%	15.1	-7.1	-47.0	0.6	0.6	S	54.09	10.0	-11.67	47.78	-120.45
COP	CONOCOPHILLIPS ~	L	-31.5	-80.1	23.4	DOWN	0.82	0.12	39.2%	1.060	2.4%	11.8	-15.2	#####	1.6	1.4	S	50.14	-14.9	-11.67	44.29	-52.35
OXY	OCCIDENTAL PETR	L	-4.7	-66.8	29.9	DOWN	0.22	0.63	30.6%	3.040	4.8%	13.3	-48.0	#####	1.4	1.2	S	71.23	14.4	-11.74	62.87	-23.63
QCOM	QUALCOMM INC	L	14.2	12.6	32.6	DOWN	0.88	0.60	27.3%	2.120	3.7%	17.4	17.3	99.4	11.2	15.4	B	65.20	9.7	-13.10	56.66	58.46
DVN	Devon Energy ~	L	4.5	-51.0	19.8	DOWN	0.09	0.09	64.2%	0.240	0.6%	16.9	-5.6	-33.1	0.9	0.8	S	45.67	0.3	-14.87	38.88	-124.05
AVP	AVON PRODUCTS	L	-5.8	-66.9	1.9	DOWN	0.56	0.76	171.2%	0.240	5.7%	0.0	-16.8	0.0	0.0	0.0	S	5.04	7.1	-16.47	4.21	-4.50
TGT	TARGET CORP	L	1.5	4.4	5.6	EVEN	0.69	0.44	52.4%	2.400	4.5%	16.4	11.6	70.7	11.3	16.8	B	72.23	7.5	-26.17	53.33	53.36

Stock Challenges

SP 100

Sorted by

3/27/2017

Use Due Diligence

Ticker Name	Rev Size	Sales Grwth	EPS Grwth	Profit Mrgn	Trend PTP	SLS R^2	EPS R^2	%Debt to Cap	Cur Div	Cur Div %	Avg PE	PE	RV	PAR	TR	RECO	YE Price	ACE	YTD Pr %	Cur. Price	Buy UP to
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Report Headers Legend

Rev Size = Based on Sales Revenue Size-BI value
 SP Qlty = Standard Poors Quality
 Date of Data = Date of Last Update
 Sales Grwth = Sales Growth
 EPS Grwth = EPS Growth

Profit Mrgn = Pre-tax Profit Margin
 Trend PTP = Trend of Pre-tax Profit
 Sales R^2 = Sales Trend Line Predictability
 EPS R^2 = EPS Trend Line Predictability
 %Debt to Cap = % of Debt to Capitalization

RV = Relative Value of Current PE to Average PE
 PAR = 5 yr Projected Average Return
 TR = 5 yr Total Return
 Rec = Recommendation

Because of Rounding 6 decimals a boundary figure may appear in either of 2 colors

1. Look for RV,PAR,TR Columns to be Dark Blue.
2. Sales ^2 in upper.90's should indicate good trend lines.
3. Compare PTP (Pre Tax Profit) for individual stock to the Industry
4. Compare % of Debt to Capitalization) for individual stock to the Industry
5. Check Company with Buy recommendation to PTP Trend. If Down this may be an indication of the Barbed Wire Fence. DO NOT PROCEED!

R ^2	Color	Range	Count	Percentage
	Blue	.97 to 1.00	1	1.1%
	Green	.90 to 0.96	6	6.8%
	Orange	less than .90	81	92.0%

Relative Value	Color	Range	Count	Percentage
	Blue	85.0 to 110.0	14	15.9%
	Green	70.0 to 84.9	2	2.3%
	Orange	110.01 to 115.	3	3.4%
	Pink	Market knows something that we don't		
	Pink	< 70.0	19	21.6%
	Pink	> 115.0	50	56.8%

Category	Count	Percentage
Large Revenue	88	100.0%
Mid Revenue	0	0.0%
Small Revenue Companies	0	0.0%
Total	88	

Category	Color	Range	Count	Percentage
PAR	Blue	14.9 Plus %	5	5.7%
	Green	12.0 to 14.8	9	10.2%
	Orange	10.0 to 11.9	8	9.1%
	Orange	< 10.0	66	75.0%
Total Return	Blue	20 Plus	3	3.4%
	Green	14.9 to 19.9	18	20.5%
	Orange	10.0 to 14.8	25	28.4%
	Orange	< 10.0	42	47.7%
%Debt to Ca	Blue	33% or Less	18	20.5%
	Green	33.01 to 40.0	6	6.8%
	Orange	40.01 Plus	52	59.1%
	Orange	<= Zero	12	13.6%
	Orange	Null	0	0.0%

40 Plus: Money goes to the Banks not to You. Compare to Industry