INVESTMENT LETTER



FEATURED STOCKS - SEPTEMBER 2011

Growth Stocks: Apple Baidu

Joy Global

Value Stocks: Canadian Pacific IBM McDonald's Pet Smart Income Stocks: Abbot Labs AT & T Intel







Donald E. Pearson
President



Ann Hathaway
Account Manager

This Choppy Market

By Donald Pearson

Steve Jobs has retired from his CEO position at Apple; politicians have gone on vacation and can't agree how to fix our debt problem; housing prices continue to decline; unemployment remains above 9%; Europe's debt issue continues without any resolution; gasoline remains at or above \$4.00 in many parts of the country. Most of us are not in a position where we can impact or change any of the above, but there are things we can do to help ourselves.

We cannot control the market as it moves 100 points in either direction, but we can agree that when it moves lower, superior companies become better investments, and if one had additional cash to invest, a buying opportunity has arisen. Year to date our top five holdings are up, and most more than 15%. These are Apple, Baidu, Gold, Silver, and Teco. When the market gets punished, quality companies are driven down with all the others, and we have featured many in this month's letter. Quality companies can sustain the down days and reward us long range. For this reason we have featured Apple, Baidu, IBM, McDonald's, Abbot Labs, AT&T, and Intel. Simply said, get quality for your invested dollar. Whether you pursue growth, value, or income, be selective, as are we.

With Steve Jobs retiring one might think Apple (AAPL) will have difficulty in the days and months ahead. We believe they have such an arsenal of products, such as the soon to be released iPhone 5, their growth and prosperity will continue for many years to come. Most analysts expect profits to rise by 63% in their current fiscal year, due in part to their iPad, the most successful consumer product launch in history. We've recommended this twice this year, and in August of 2010. Since that time the stock has climbed over 100 points.

Baidu (BIDU), the Chinese Internet, continues to outperform. They have recently reached a deal with major record labels to provide songs on their site. Their users will be able to download these for free. Since recommending this in June of last year at \$73.21, the stock has more than doubled.

International Business Machines (IBM). Nearly two thirds of their \$100 billion annual revenue comes from outside the United States. Sixty percent of this revenue comes from technology and business services, and 40% from software. Their dividend of \$3.00 a share also looks attractive as a value stock. We featured this in January of 2010, at \$130.90. Today it is 31% higher.

Another quality value stock is McDonald's (MCD). McDonald's is the world's largest restaurant chain, with more than \$24 billion in annual sales. Two thirds of their revenue comes from outside the US. The stock pays a dividend of \$2.44, which equates to a yield of 3%. We recommended this in our March 2011 letter at \$75.68, and today it up about 20% YTD.

For those needing income we have featured Abbot Labs, AT&T, and Intel. Abbot Labs (ABT) continues to increase its dividend and has for over 25 consecutive years. Abbott Laboratories is engaged in discovery, development, manufacture, and sale of a diversified line of healthcare products. With a yield of 3.8% this is a great addition to any portfolio pursuing income.

AT&T (T) fits the same criteria for those pursuing income with minimal volatility. The Company is a provider of telecommunications services in the United States and worldwide. We featured this in February of this year and May of last year. The stock price appreciates about 5%, but the real value is the 6% yield paid annually as well.

Intel (INTL) is currently buying back

Continued on page 5

DP

WALTER'S WISDOM www.pearsoncapitalinc.com

CHANGES

One of the important things in the investment field is to become aware of the fact that things may have changed, and because of that fact it is important to change one's investment strategy in order to make a perfect fit. From the time that I started in this business more than fifty years ago it has always been important to find companies that are going to grow. The next thing is to buy them, let them grow and make you rich. During the outcome of the high tech industry it seemed only natural to me to get invested as rapidly as possible, into as many companies as possible, which were in that field. What puzzled me was that Warren Buffet, the admittedly top man of the realm, would not consider any, simply because he didn't understand them. An investor might have bought 25 shares of Cisco for \$1,000 in 1991 and would be sitting on 3600 shares today with a value approximating \$65,000.

Today the entire investment field has been turned around. Growth does not seem to be a standout. On the other hand it seems that it may be an outstanding feature just to be able to hold one's own as one business to another. Because of the chilling business outlook over the upcoming period, stock prices have been beaten down in much the same manner as using a sledge hammer. Stocks have never before gone down so far so fast. What does that mean to the investor? It simply means that there are values galore staring him in the face. Yesterday Sun Microsystems was one price and today it is 80% higher. Why is this? Another company realized that by acquiring Sun Micro it would enhance their business, so they decided to buy the company out. They also realized that the company was worth a great deal more than it was selling for, which is why they made such a large offer.

There are numerous companies that have been beaten down in price. In the old days it was only gamblers and risk takers who would look at what were called penny stocks, but today the investor who is looking for value should be scanning the entire horizon. In the market today there are companies that used to sell for 30, 40, or 50 dollars a share that are selling in the one or two dollar range and some are still paying dividends. The income return may be 5%, 25%, 50% or even as much as 400%. What this all comes down to is that a company that used to pay a \$4 dividend used to sell at \$50 or \$60 and give a normal return. However, the marketplace has decided that the dividend will be eliminated and the stock has come down to \$1 a share making the yield 400% unless the dividend is not paid next time.

Many of these companies have come down too far in price. Again I say, there are two ways of determining the value of a stock. The stock market is an excellent way of determining the value that you can receive for shares owned or the price one must pay in the event of a purchase. The vitally important thing to remember is that the true value of a stock may be much higher than the market has it ticketed. This is why it is mandatory to do one's research. Bear in mind that there may be many more companies just like Sun Micro, and if you find them first the profits belong to you.

Many investors have been hurt by the rapid deteriorations of stock prices, and I would suggest, difficult as it may seem, to look on the bright side. On the positive side I do not see it possible to go much lower. At the present time it is an excellent idea to add more cash. It may be difficult, or it may be impossible, but it is worth a try. Again on the positive side, it is possible to get a very good return on one's investment these days. There are companies that have raised the dividend each year for the last 20 or 30 years that are paying 5-6-8% or more. Companies pay so much in the form of dividends. The yield is determined by the price of the stock. Because stocks are cheap, the yields are higher. Try to add cash.

Now I want you to understand one thing here. This piece was written about a year ago. Unfortunately, it was overlooked and is being published at a time where things have changed a bit. The penny stocks no longer exist, as most of them have come to the point where you might say they were selling for a pretty penny. However, I do wish to say that there are still a number of stocks that we feel are still selling for less than we feel reflects their true value.

Another area that has been vastly overlooked by the investing public is the income babies. There are numerous companies that are paying very strong dividends. In addition to that, there are a number of solid companies that are paying a decent dividend and increasing that dividend each year. And, not to be overlooked are the growth companies. It is truly amazing what these companies can accomplish for your portfolio on a positive basis. This is the reason we admonish you to do your best to add cash if you have an account with us. On the other hand, if you do not have one, I think there is no better time to get started.

Give It All You've Got!

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Pearson Value Rating measures current value in terms of potential for the dollar. Investors Business Daily measures growth and relative price strength.

S&P measures financial quality and growth potential. Value Line measures timeliness, value and safety.

Information & data obtained from other sources is believed to be reliable, but its accuracy and completeness can not be guaranteed.

Walter Pearson is the former President of First New England Securities, Co., Inc. and at that time, also managed the Statistical Department.

He is the author of the book, "Investing for the Millions" and Publisher Emeritus for the Pearson Investment Letter.

At this time, Mr. Pearson is Chairman of the Board of Pearson Capital, Inc.

He is a contributing columnist for various publications and is listed in Who's Who in America.

"Remember the Lord your God, for it is He who gives you the ability to produce wealth. Deut. 8:18"

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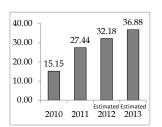
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APPLE INC (AAPL) NASDAQ PRICE: \$384.43

Apple Inc. (Apple) designs, manufactures and markets a range of personal computers, mobile communication and media devices, and portable digital music players, and sells a range of related software, services, peripherals, networking solutions, and third-party digital content and applications. It's products and services include Macintosh (Mac) computers, iPhone, iPad, iPod, Apple TV, Xserve, a portfolio of consumer and professional software applications, the Mac OS X and iOS operating systems, third-party digital content and applications through the iTunes Store, and a range of accessory, service and support offerings. The Company sells its products globally through its retail stores, online stores, and direct sales force and third-party cellular network carriers, wholesalers, retailers, and value-added resellers. As of September 25, 2010, the Company had opened a total of 317 retail stores, including 233 stores in the United States and 84 stores internationally.

Type: Growth Institutional Holdings: 4341 Sector: Technology Industry: Computer Hardware

Current P/E Ratio: 15.4
Annual Yield: 0%
Annual Dividend: \$0
Investor's Bus. Daily: A+
Pearson Growth & Value: A+
Morningstar Rating: B
Stand & Poor Rating: A
The Street (analyst avg.): A

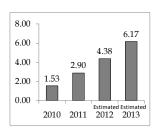


BAIDU INC (BIDU) NASDAQ PRICE: \$145.78

Baidu, Inc. (Baidu) is a Chinese-language Internet search provider. The Company conducts its operations in China principally through Baidu Online Network Technology (Beijing) Co., Ltd., its wholly owned subsidiary in Beijing, China. It also conducts its operations in China through Baidu Netcom Science Technology Co., Ltd., which holds the licenses and approvals necessary to operate the Company's Websites and provide online advertising services. The Company has launched a Japanese search service at www.baidu.jp, run by Baidu Japan. Its Japanese search services enable users to find relevant information online, including Web pages, images, multimedia files and blogs, through links provided on its Websites. Baidu offers a Chinese-language search platform on its Website www.baidu.com. It provides Chinese-language Internet search services to enable users to find relevant information online, including Web pages, news, images and multimedia files, through links provided on its Websites.

Type: Growth Institutional Holdings: 1131 Sector: Technology Industry: Computer Services

Current P/E Ratio: 67.4
Annual Yield: 0%
Annual Dividend: \$0
Investor's Bus. Daily: A
Pearson Growth & Value: A
Morningstar Rating: C
Stand & Poor Rating: B
The Street (analyst avg.): B



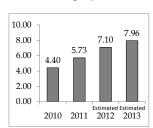
JOY GLOBAL INC (JOYG) NASDAQ PRICE: \$83.45

Joy Global Inc. is a manufacturer and servicer of mining equipment for the extraction of coal and other minerals, and ores. The Company's equipment is used in mining regions throughout the world to mine coal, copper, iron ore, oil sands and other minerals. Its underground mining machinery segment (Joy Mining Machinery or Joy) is a manufacturer of underground mining equipment for the extraction of coal and other bedded minerals and offers service locations near mining regions worldwide. Its surface mining equipment segment (P&H Mining Equipment or P&H) is a producer of surface mining equipment for the extraction of ores and minerals and provides operational support for many types of equipment used in surface mining. During the fiscal year ended October 29, 2010 (fiscal 2010), the Company completed the integration of Continental Crushing and Conveying by combining this segment into its Underground Mining Machinery and Surface Mining Equipment segments.

Type: Growth Sector: Capital Goods Institutional Holdings: 1407 Industry: Constr. & Agric. Machinery

Ratings & Recommendations Earnings per share

Current P/E Ratio: 16.5 Annual Yield: 0.85% Annual Dividend: \$0.70 Investor's Bus. Daily: A Pearson Growth & Value: A-Morningstar Rating: B Stand & Poor Rating: B The Street (analyst avg.): B



CANADIAN PACIFIC RAILWAY LTD (CP)

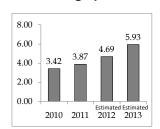
Canadian Pacific Railway Limited, through its subsidiaries, provides rail and intermodal freight transportation services. It transports bulk commodities, including grain, coal, sulphur, and fertilizers; and merchandise freight that consists of finished vehicles and automotive parts. The company also transports forest products, such as wood pulp, paper, paperboard, newsprint, lumber, panel, and oriented strand board; and industrial and consumer products, which include chemicals, plastics, aggregates, steel, mine, ethanol, and other energy related products. Canadian Pacific Railway Limited provides rail and intermodal freight transportation services over a 14,800-mile network. It serves the principal business centers of Canada, which include Montreal, Quebec and Vancouver, British Columbia; and the Midwest and Northeast regions of the United States. The company was founded in 1881 and is headquartered in Calgary, Canada

NYSE PRICE: \$57.42

Type: Value Institutional Holdings: 781
Sector: Transportation Industry: Railroads

Ratings & Recommendations Earnings per share

Current P/E Ratio: 17.7 Annual Yield: 2.11% Annual Dividend: \$1.23 Investor's Bus. Daily: D Pearson Growth & Value: A-Morningstar Rating: C Stand & Poor Rating: B The Street (analyst avg.): B



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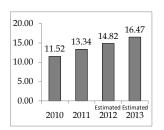
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INTERNATIONAL BUSINESS MACHINES CORP (IBM) NYSE PRICE: \$171.91

International Business Machines Corporation (IBM) is an information technology (IT) company. It operates under five segments: Global Technology Services (GTS), Global Business Services (GBS), Software, Systems and Technology, and Global Financing. GTS primarily provides IT infrastructure services and business process services. GBS primarily provides professional services and application management services. IBM's Software segment consists primarily of middleware and operating systems software. IBM provides clients with business solutions requiring advanced computing power and storage capabilities. Global Financing invests in financing assets and leverages with debt. During the year ended December 31, 2010, IBM acquired Intelliden Inc., National Interest Security Company, LLC, Cast Iron Systems, BigFix, Inc., Datacap Inc., Clarity Systems, BLADE Network Technologies, Netezza Corporation, Lombardi and Unica Corporation. In April 2011, it acquired TRIRIGA, Inc.

Type: Value Institutional Holdings: 3356 Sector: Technology Industry: Computer Services

Current P/E Ratio: 14.1
Annual Yield: 1.74%
Annual Dividend: \$3.00
Investor's Bus. Daily: A
Pearson Growth & Value: A+
Morningstar Rating: C
Stand & Poor Rating: A
The Street (analyst avg.): A



MCDONALDS CORP (MCD)

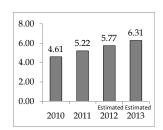
McDonald's Corporation franchises and operates McDonald's restaurants in the global restaurant industry. These restaurants serve a varied, limited, value-priced menu in more than 100 countries around the world. All restaurants are operated either by it or by franchisees, including conventional franchisees under franchise arrangements, and foreign affiliated markets and developmental licensees under license agreements. The Company and its franchisees purchase food, packaging, equipment and other goods from various independent suppliers. It offers a range of products. Independently owned and operated distribution centers, approved by it, distribute products and supplies to McDonald's restaurants. s menu includes hamburgers and cheeseburgers, Big Mac, Quarter Pounder with Cheese, Filet-O-Fish, several chicken sandwiches, Chicken McNuggets, Chicken Selects, Snack Wraps, french fries, salads, shakes, McFlurry desserts, sundaes, soft serve cones, pies and cookies.

NYSE PRICE: \$90.41

Type: Value Sector: Services

Institutional Holdings: 2618 Industry: Restaurants

Current P/E Ratio: 18.4
Annual Yield: 2.69%
Annual Dividend: \$2.44
Investor's Bus. Daily: A+
Pearson Growth & Value: A
Morningstar Rating: C
Stand & Poor Rating: C
The Street (analyst avg.): A+



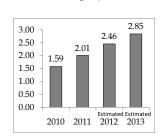
PETSMART INC (PETM)

PetSmart, Inc. (PetSmart) is a specialty provider of products, services and solutions for the lifetime needs of pets. The Company offers product assortment with pet services, including grooming, training, boarding and day camp. All its stores offer complete pet training services and feature pet styling salons that provide grooming services. As of January 30, 2011, the Company offered pet boarding at 180 of its stores through its PetSmart PetsHotels (PetsHotels). As of January 30, 2011, there were full-service veterinary hospitals in 768 of its stores. Its PetPerks program enables it to understand the needs of its customers and target offers directly to them. It also reaches its customers through PetSmart.com, pet e-commerce site, as well as mypetsmart.com, pet community site and selected social networking sites.

NASDAQ PRICE: \$42.18

Type: Value Institutional Holdings: 780 Sector: Services Industry: Retail (Specialty)

Current P/E Ratio: 18.7 Annual Yield: 1.31% Annual Dividend: \$0.56 Investor's Bus. Daily: A Pearson Growth & Value:A-Morningstar Rating: C Stand & Poor Rating: C The Street (analyst avg.): A



ABBOTT LABORATORIES (ABT)

Abbott Laboratories is engaged in discovery, development, manufacture, and sale of diversified line of healthcare products. It has four segments: Pharmaceutical Products, which include a line of adult and pediatric pharmaceuticals manufactured, marketed, and sold directly to wholesalers and healthcare facilities; Diagnostic Products, which include a line of diagnostic systems and tests manufactured, marketed, and sold to hospitals and commercial laboratories; Nutritional Products, which include a line of pediatric and adult nutritional products, and Vascular Products, which include a line of coronary, endovascular, and vessel closure devices for the treatment of vascular disease. On February 15, 2010, it acquired the Solvay Group's pharmaceuticals business. In March 2010, it acquired Starlims Technologies Limited. In April 2010, it acquired Facet Biotech Corporation. On September 8, 2010, it acquired Piramal Healthcare Limited's Healthcare Solutions business.

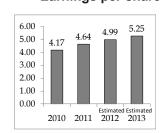
NYSE PRICE: \$52.51

Type: Income Sector: Healthcare Institutional Holdings: 2489 Industry: Biotechnology &

Drugs

Ratings & Recommendations Earnings per share

Current P/E Ratio: 15.8
Annual Yield: 3.71%
Annual Dividend: \$1.92
Investor's Bus. Daily: A
Pearson Growth & Value: AMorningstar Rating: A
Stand & Poor Rating: B
The Street (analyst avg.): B



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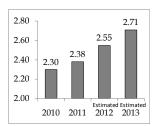
AT&T INC (T) NYSE PRICE: \$28.48

AT&T Inc. is a holding company. The Company is a provider of telecommunications services in the United States and worldwide. These include wireless communications, local exchange services, long-distance services, data/broadband and Internet services, video services, managed networking, wholesale services and directory advertising and publishing. It operates in four segments: wireless, which provides both wireless voice and data communications services across the United States and, through roaming agreements, in foreign countries; wireline, which provides landline voice and data communication services, AT&T U-Verse TV, broadband and voice services (U-Verse) and managed networking to business customers; advertising solutions, which publishes Yellow and White Pages directories and sells directory advertising and Internet-based advertising and local search, and other, which provides results from customer information services and all corporate and other operations.

Type: Income Sector: Services Institutional Holdings: 2958 Industry: Communications Services

Ratings & Recommendations

Current P/E Ratio: 8.9
Annual Yield: 5.81%
Annual Dividend: \$1.72
Investor's Bus. Daily: CPearson Growth & Value: AMorningstar Rating: C
Stand & Poor Rating: A
The Street (analyst avg.): A-



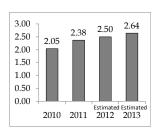
INTEL CORP (INTC) NASDAQ PRICE: \$20.13

Intel Corporation is a semiconductor chip maker company. The Company develops advanced integrated digital technology products, primarily integrated circuits, for industries, such as computing and communications. The Company designs and manufactures computing and communications components, such as microprocessors, chipsets, motherboards, and wireless and wired connectivity products, as well as platforms that incorporate these components. The Company's reportable operating segments are PC Client Group (PCCG) and Data Center Group. It also has non-reportable operating segments, whose product lines are based on Intel architecture: Embedded and Communications Group, Digital Home Group and Ultra-Mobility Group. The Company's NAND Solutions Group, Wind River Software Group, and Software and Services Group segments are included within the other operating segments category. In February 2011, it acquired McAfee, Inc.

Type: Income Sector: Technology

Ratings & Recommendations

Current P/E Ratio: 9.3
Annual Yield: 4.15%
Annual Dividend: \$0.84
Investor's Bus. Daily: BPearson Growth & Value: A
Morningstar Rating: B
Stand & Poor Rating: B
The Street (analyst avg.): A-



Institutional Holdings: 3647

Industry: Semiconductors

Continued from page 1

shares with their \$7.7 billion cash surplus and, at the same time, investing in research and development in a world where smart phones and hand-held devices are replacing computers. It appears a real value at its current multiple while yielding 3.3%. We last recommended this in March of this year at \$21.47. In just five months it has appreciated about 10%.

I believe the message here is threefold. As my father always says, "One should not invest in the stock market; one



"One should not invest in the stock market; one should seek out quality companies, understand their business, and select those that appear to be heading for success with quality management, and unique and superior products."

Value is king today. Buying Apple and Baidu makes sense when you are purchasing something superior, but in today's uncertain times, find value, and find those increasing their dividends annually. As choppy as today's market is, many companies, especially those referenced in this article, are up year to date and will probably continue to go higher.

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WALL STREET INDEXES

Indexes	2005	2006	2007	2008	2009	2010	YTD
S&P 500	3.0%	13.6%	3.6%	(40.0%)	23.5%	12.9%	(3.2%)
Dow Jones	(0.6%)	16.3%	6.4%	(33.4%)	18.8%	11.0%	.3%
Nasdaq	1.4%	9.5%	9.8%	(42.1%)	43.9%	16.9%	(2.8%)
Market Average	1.8%	14.1%	5.6%	(38.4%)	27.9%	13.8%	(1.9%)



MARKET VIEW

Christopher Carothers - PCI's Stock Analyst

Economic Flows:

To add stability to an ever-fracturing world economic stage, the Fed has decided to keep interest rates low until

at least 2013. With the basic precepts of the Euro unraveling, we have made a long term commitment to see low short term interest rates run their course. This gives us a defending position as the world currency. In this new dynamic of government austerity and slow growth, we are taking the wait and see approach until the "Old World" can get its political act together. China seems to be helping to support the Euro, as it needs to continue its position as the main exporter of the world. Major political changes need to happen for the Euro to continue to work, including a European Federal Reserve, and each country giving up more of its rights.



Key Point: The Fed is committed to keep short term rates low until at least 2013.

Earnings Flows

September finishes second quarter earnings season reporting and prepares for the third quarter. Summer months are usually light with news and volume, as most Wall Street brokers take summer vacation. By the end of September, they get into the swing of the year end, and volume normally starts picking up. With weak volume and no new earnings news, political forces will dominate the month as the market continues to move up and down. Normally the market moves very lightly, but with the invention of leveraged ETF's, a normal day that could move only 1/2 of 1 percent can now move 3 percent or more. These can easily be traded and are very liquid. On the other hand, any part of the market that has been violently upended can be a unique opportunity for an investor looking for a longer term outlook.

Key Point: September usually ends the second quarter and prepares for the year-end outlook.

Cash Flows:

In an op-ed opinion in the August 20, 2011 Wall Street Journal, Marc Andreessen, founder of Netscape and current investor of Facebook, writes he believes that the next big wave of change will be that software-driven ideas will move big swaths of the economy. This change is not a new idea. A good example would be Wal-Mart, which used its backroom logistical IT support and know-how to destroy mom and pop stores as well as big competitors such as K-Mart. We already know this. We also know that Microsoft used its desktop software to maintain its monopoly status and take out Netscape, Sun Microsystems and Lotus Notes, while simultaneously building a gaming dynasty with its X-box. Those have been building up for years. Those are all known variables. He makes the brilliant case of what is next. Through the easy-to-use Kindle book reader, the book can be turned into "software" and at the same time take out Borders and finish off Barnes and Noble traditional bookstores. This convergence with new technology brings the use of software into a whole new light. For example, people are now walking into Best Buy electronic stores, trying an item and, at the same time, using an app on their cell phone to find the item cheaper on the Internet. This is a real serious problem for the brick and mortar stores. Also, why are most tablets that are created by other computer companies' total failures, leaving Apple as the top contender? Is it the tablet itself or the software supporting it, with the plethora of apps, and its iTune's store behind it? Does this make his point that software is the deciding factor in people's decisions?

Key Point: Software-driven ideas will make dramatic changes in how business is run.

Please note:

- 1. Value Line's basket of stocks P/E ratio is dramatically lower, making many parts of the market at fair value.
- 2. I still look to the third & fourth quarter to push us toward a good new year.

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