

2014 .20 (A) Fiscal year ends on last Saturday in Oct. (B) Based on diluted shares outstanding. Excludes non-recurring gains: '04, 5¢; '99, 2¢; '98, 7¢. Next earnings report due late Nov. (C)

.15

.17

2012

2013

15

.17

.20

.15 .17

.15

.17

.68

Dividends have historically been paid in the middle of Feb., May, Aug., and Nov. ■ Div'd reinvestment plan available. (D) Includes intangibles. In '13: \$1312.6 mill., \$4.98/sh. (E) In

good success leveraging the recognizable

label on the home front, such as by rolling

millions, adjusted for splits

Company's Financial Strength Stock's Price Stability Price Growth Persistence 90 Earnings Predictability

October 24, 2014

not cheap, has investment appeal as a

core long-term holding.

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