

**May 16, 2016**  
**Market Strategies Newsletter**  
**Market Strategies Newsletter - Sample Issue**

**MARKET STRATEGIES**  
**NEWSLETTER**

**Balanced Investing Strategies To  
Make Money In Up Or Down Markets**

A Publication of Princeton Research, Inc. ([www.PrincetonResearch.com](http://www.PrincetonResearch.com))  
Contributing Staff: Michael King, Charles Moskowitz

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**Where To Invest In 2016 Newsletter Covering:**

**Where to Invest May 2016**  
**Best Stocks To Buy May 2016**  
**Stock Market Investing Strategies**  
**Stock Options Trade Alerts**  
**Options Trading Strategies**  
**How To Trade Options**


**Proven Profits Trading Success**

**Results From Our Recent Trade Alerts:**

**107% Profits on SIG May 105 Puts**  
**97% Profits on SJM May 125 Puts in 7 Days**  
**27% Profits on QQQ May 109 Puts in 7 Days**  
**53% Loss on MSFT May 52 Calls in 2 Days**  
**365% Profits on SIG April 120 Puts in 10 Days**  
**207% Profits on SIG April 120 Puts in 6 Days**  
**70% Profits on GLD April 119 Calls in 1 Day**  
**50% Loss on QQQ Puts in 5 Days**  
**50% Loss on GLD Calls in 15 Days**  
**207% Profits on SIG Puts in 6 Days**  
**48% Profits on BA Calls in 2 Days**  
**50% Loss on JPM Calls in 3 Days**  
**70% Profits on GLD Calls in 1 Day**

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## **\$10,000 Trading Portfolio** **Charles Moskowitz Discussion**

There are 6 positions:

Long 6 HL Sept Calls  
Long 4 NEM May 33 Calls  
Short 4 NEM May 34 Calls  
Long 2 SIG May 105 Puts  
Long 4 FB May 121 Calls and  
10 XLF June 23 Puts

**Funds in Use = \$ 2230**

### ***A Shake Shack in Every Macy's ???***

Week 19 was a small gain of \$195 bringing YTD gains back up to \$4566. Funds in use swelled to \$2230 as we added new positions in FB calls and the XLF (financial ETF) puts while keeping balance in the gold and SIG. We only sold 1 (of 3) of the SIG puts on the 100% rule. I am usually buying on round numbers of options, but I only bought 3 as a way of managing the amount of capital at risk.

As noted here repeatedly, retail is a hot mess. While people are spending on home improvements and autos, they are clearly not buying any apparel (except on Amazon) and not going near a Macy's, Kohls, Nordstrom, Dillards, or Gap. It will get worse as we move away from the malls in general. Simon Properties (SPG) made a new high on Tuesday @\$214.80 and closed the week \$20 lower on one of the most stunning technical moves (an outside week reversal) closing @ \$196.49-14.33. This stock had a low in March 2009 of \$22.82. This week's move looks eerily like late October of last year when the stock topped @ 208 on the same pattern and spent 3 months in decline until making a bottom @ \$176. Macerich is in the same boat but made its high back in March of last year@ \$96 and has come down to some support around \$75 but has already broken below its 200 day MA around \$79 and can easily test support near \$64.

So, this week all of the commentators were speaking about the demise of mall traffic, (which I first mentioned re:SIG in the \$130-135 range) and their most oft mentioned issue was that malls need to be made attractive destinations, so....the best earnings of the week were from Shake Shack...the answer is clear...A Shake Shack in every Macy's and Nordstrom store....

As mentioned in my midweek note and Flash message this week, I really feel like we are approaching an important point here in the S&P500. 2000 is a round number and we have looked like a breaking point repeatedly only to turn on a dime and press higher. The markets are pretty thin and if we turn again, last week's highs around 2085 or the 2000 level are easily attainable. And since we closed pretty much in the middle of that range, there's not much to be gained by guessing which way we'll go. It would not surprise me to see a test of 1900. Besides all of the "normal" trends, US\$, Gold, Oil can all take a back seat in an election year where the "street" is stuck between someone we don't want to win and someone who is an unknown quantity. The markets (everywhere) hate indecision, and this is clearly going to be a summer of just that..... **CAM**

## Market Strategies \$10,000 Trading Account Trade Table

DATE	TRADES	PRICE	COST	PROCEEDS	RESULTS
05/12	Bought 10 XLF June 23 Puts	0.47	470		
05/11	Sold 1 SIG May 105 Put ( Leaves 2 lots Open )	3.80		380	<b>195 Gain</b>
05/09	Bought 4 FB May 121 Calls	1.15			
05/04	Sold 4 NEM 34 May Calls	0.78		312	312 Credit
05/03	Bought 4 NEM May 33 Calls	1.83	732		
05/03	Bought 6 HL September 3.50 Calls	0.85	510		
04/28	Bought 3 SIG May 105 Puts	1.85	555		

3rd Week expiration when the month is listed without a date

**Remember, these trades are based on your participation in the  
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## MARKET LABORATORY – WEEKLY CHANGES

Prices are copied from [Barron's Weekly](#) and [Yahoo Finance](#) and may be incorrect.

<b>Dow</b> 17,535.32 -205.31 -1.16%	<b>Nasdaq</b> 4717.68 -18.48 -0.39%	<b>S&amp;P 500</b> 2046.61 -10.53 -0.51%	<b>Transportation</b> 7507.31 -231.65 -2.99%	<b>Russell 2000</b> 1102.44 -12.28 -1.10 %	<b>Nasdaq100</b> 4326.53 -3.64 -0.08%
<b>Gold (spot)</b> 1292.90 -21.00 -1.6%	<b>Silver</b> 1713.2 -39.5 -2.3%	<b>Crude</b> 46.21 +1.55 +3.5%	<b>Heating Oil</b> 140.31 +6.58 +4.9%	<b>Unleaded Gas</b> 1.5882 +0.0920 +6.2%	<b>Natural Gas</b> 2.096 -0.005 -0.02%
<b>VIX</b> 14.72 -0.98 -6.2%	<b>Put/Call Ratios</b> S&P 100 126/100's +16/100's	<b>Put/Call Ratios</b> CBOE Equity 68/100's Unch/100's	<b>Bonds</b> 166-23 +1-22 2.55% - 0.07%	<b>10 Yr. Note</b> 130-31+14 1.71%-0.07%	<b>Copper</b> 207.40 -8.00 -3.7%
<b>CRB Inflation Index</b> 182.55. -2.64 -1.5%	<b>Barron's* Confidence</b> 65.5 -1.3	<b>S&amp;P100</b> 907.81 -4.29 -0.47%	<b>5 Yr. Note</b> 121-094+037 1.21% -0.02%	<b>Dollar</b> 94.63 +0.74 +0.8%	<b>DJ Utilities</b> 665.34 +6.05 +0.92%
<b>AAll Confidence Index</b>   <b>Long Term Average</b>	<b>Bullish</b> 20.4% -1.9%  38.74%	<b>Bearish</b> 31.3% +1.0%  30.30%	<b>Neutral</b> 48.3% +0.9%  30.96%	<b>M1 Money Supply</b> +6.51% May 2 <sup>nd</sup>	<b>M2 Money Supply</b> +6.95% May 2 <sup>nd</sup>

\* Component Change in the Confidence Index

M1...all money in hands of the public, Time Deposits Traveler's Checks, Demand Deposits

M2.. adds Savings and Money Market Accounts both compared with the previous year.

## Market Strategies Technical Information

Support/Resistance Levels:

SUPPORT

RESISTANCE

S&P 500	2025	2068
Dow	17,210	17,770
QQQ	103.10	107.90
Transports	7355	7755
NASDAQ	4600	48.00

## **\$100,000 Trading Portfolio Stock Positions and Trades**

Each stock is allocated a theoretical \$ 5,000 share of the portfolio unless otherwise indicated.

Stock	Purchase Price	Purchase Date	Stop/Loss	Price/ Date Sold	Profit/ (Loss)
SCO 20	89.28	05/13			
HL 1000	3.95	05/03			
MOS 200	27.53	05/02			
NVAX 500	5.38	04/18			
SCO 20	109.88	04/12			
EYES 500	5.04	04/04			
SUN 300	29.50	02/23		Sold 3 32.50 Calls	\$ 900 credit
STNG 500	6.02	02/22			
EYES 1000	6.49	12/28			
LVL 100	50.81	11/23			
TWTR 200	28.51	10/28			
MOS 100	43.55	08/14			
NBGY 600	1.40	02/17			
BAC. Wts 5,000 lots	0.7411	12/26			
BSBR 500	4.84	12/18			
500	3.75				
SAN 600	8.40	12/16			
AA 500	14.21	10/16			
NBGY 300	2.95	05/19			
NBGY 300	4.08	8/12			
TEXQY* 200	6.56	7/11			
REPR* 5000	0.22	10/22/12			

**Recommendations will be both listed in this letter and texted to members.**

**Previous closed out stock and option positions can be found in past Market Strategies Newsletter issues available in the VIP Subscribers Members Area.**

For those of you who do not buy puts to protect your portfolio, there are many ETF's that are the inverse of the DOW. The symbols are **DOG, DXD, SDS, TZA and RWM**, which go up when the DOW, S&P 500 and Russell 2000 go down and down when they go up. **The DZZ goes up double when gold goes down.**

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### **Market Strategies \$100,000 Trading Account**

There was one closed option position:

Half of the SIG May 105 Puts were sold on the 100% Profit Rule, making \$ 585 and leaving the other half, 3 SIG Puts still long.

**The total for the week was a \$ 585 gain in the options account.**

There were no closed out stock positions.

**For the entire year on closed out trades, our hypothetical profits increased to \$16,724.**

The options expire on the third Friday of each Month unless otherwise posted.

The Stock table has the following 23 positions:

**AA, BAC.B.WS, BSBR(2), EYES(2), HL, LVLTL, MOS(2), NBGGY (3),  
NVAX, REPR, SAN, SCO(2), STNG, SUN, TEXQY, TWTR, Short 3 SUN Calls**

The options call for a \$ 2,500 investment unless otherwise stated; each stock position requires \$5,000 unless otherwise mentioned specifically.

We are basing money management on a hypothetical \$ 100,000, using a total of \$77,645 for the 22 open long stock positions plus two credits for covered writes a credit of \$900 for the SUN written Calls, and a \$ 624 credit for the NEM written Calls which reduces the requirement to \$ 76,121. The Open Option Position requires \$ 800. This increases the margin requirement to \$ 76,921, leaving \$ 23,079 in cash.

These figures are approximate and there might be errors.

We have not counted the dividends received from many previous trades such as Apple, Colgate Palmolive, JP Morgan, North American Tankers, STNG, Santander, which pays over 5%, their Brazil affiliate BSBR and Blue Capital Reinsurance which was sold for a profit and many others.

The trading is hypothetical and we do not count commission costs.

Executions that have occurred at or near the open or close of trading sometimes vary from our actual numbers. For example, when something opens down and it is through our price, we take the next trade whether it is an uptick or continues lower. This sometimes results in a 50% trade that is slightly above or below the exact number...

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### Previous Week's Recommendations and Rules for the Market Strategies \$100,000 Portfolio Trading Account

- All options count for about \$ 2,500.00 for model portfolio calculations unless otherwise stated
- When the option has doubled sell half the position
- Stop Loss protection is either half or offered with each trade
- The cost of the option is the asking price (or the price between the bid and ask, whichever is more realistic)
- The options will be followed until closed out.
- Option Symbols are stock symbol with expiration month and strike price

Option	Cost	Date	Sold	Date	Profit/ (Loss)
XLF June 23 20 lots	Puts 0.47	05/12/16			
FB May 121 8 lots	Calls 1.15	05/09/16			
NEM May 33 8 lots SHORT	Calls 0.78		0.78	05/04/2016	\$ 624 Credit Covered write
HL Sept 3.50 12 lots	Calls 0.85	05/03/16			
NEM May 33 8 lots	Calls 1.83	05/03/16			
MOS May6th27.50 4 lots	Puts 0.45	05/03/16	0.92	05/04/2016	\$ 188
SIG May 105 3 lots Remain	Puts 1.85	04/28/16	3.80 ( sold Half 100% Rule )	05/11/2016	\$ 585
FXE June 109 8 lots	Puts 1,00	04/18/16	0.49	05/02/2016	( \$ 408 )
SUN June 32.50 3 lots written	Calls		3.00	02/23/2016	\$ 900 credit Covered write

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### **This Weeks' Economic Numbers Earnings Releases and Media Data**

Before the Open on top of the Row;  
After the close below the Economics Information

<b>MONDAY</b>	Leju Holdings LEJU ( 0.03 vs 0.01 ) Virtusa VRTU ( 0.47 vs 0.51 ) Editas Medicine EDIT (-0.32 ) The Supreme Court is set to rule on cases affecting President Obama's immigration order as well as Abortion and Puerto Rican debt 08:30 hrs Empire Manufacturing May ( 6.2 vs 9.6 ) 10:00 hrs NAHB Housing Market Index May ( 59 vs 58 ) 16:00 hrs Net Long Term TIC Flows March ( NA vs +72.0Bln ) Agilent A ( 0.39 vs 0.38 ) American Farmland REIT ADCD ( 0.09 ) ComScore SCOR ( 0.26 vs 0.54 ) Qunar QUNR ( -0.38 vs -0.96 ) Radiant Logistics RLGT ( 0.03 vs 0.03 )
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<b>TUESDAY</b>	<p>Home Depot HD ( 1.34 vs 1.16 ) Red Robin Gourmet RRGB ( 1.11 vs 1.10 ) The Children's Place PLCE 1.03 vs 0.83 TJX TJX ( 0.71 vs 0.69 )  08:30 hrs CPI April ( +0.3% vs +0.1% )  08:30 hrs Core CPI ( 0.2% vs 0.1% )  08:30 hrs Housing Starts April ( 1135K vs 1089K )  08:30 hrs Building Permits April ( 1130K vs 1096K )  09:15 hrs Industrial Production April ( 0.2% vs -0.6% )  09:15 hrs Capacity Utilization April ( 75.0% vs 74.8% )  <b>Fed Presidents Lockhart and Williams</b> will be interviewed by Politico correspondent Ben White in Washington, D.C.  <b>Dycom DY 0.74 vs 0.58 ) Ocean Rig UDW ORIG ( 0.88 vs 0.31 ) Vipshop VIPS 0.15 vs 0.13</b></p>
<b>WEDNESDAY</b>	<p>Analog Devices ADI ( n0.62 vs 0.73 ) Lowe's LOW ( 0.84 vs 0.70 ) Booz Allen Hamilton BAH ( 0.41 vs 0.30 ) Citi Trends CTRN ( 0.76 vs 0.74 ) Diana Shipping DSX ( -0.35 vs -0.15 ) Hormel Foods HRL ( 0.39 vs 0.67 ) Israel Chemical ICL ( 0.10 vs 0.15 ) JA Solar JASO ( .31 vs 0.13 ) QIWI QIWI 17.83 vs 20.29 Staples SPLS ( 0.16 vs 0.17 ) Target TGT ( 1.20 vs 1.10 ) Steris STE ( 1.04 vs 0.98 ) Autohome ATHM ( 0.26 vs 0.28 )  07:00 hrs MBA Mortgage Index 05/14 ( NA vs +0.4% )  10:30 hrs Crude Inventories 05/14 ( NA vs -3.410 Mln Bbls )  14:00 hrs FOMC Minutes April  Cisco Systems CSCO ( 0.55 vs 0.54 ) American Eagle AEO ( 0.18 vs 0.15 ) Flowers Foods FLO ( 0.29 vs 0.29 ) L Brands LB ( 0.55 vs 0.61 ) Salesforce.com CRM ( 0.23 vs 0.16 )</p>
<b>THURSDAY</b>	<p>Advance Auto AAP ( 2.62 vs 2.39 ) Airgas ARG ( 1.18 vs 1.15 ) Dicks Sporting Goods DKS ( 0.49 vs 0.53 ) Dollar Tree DLTR ( 0.82 vs 0.71 ) Cheetah Mobile CMCM ( 0.67 vs 0.54 ) Teekay Shipping TK ( 0.17 vs 0.22 ) Wal-Mart WMT ( 0.88 vs 1.03 ) Stein Mart SMRT ( 0.27 vs 0.31 ) Perry Ellis PERY ( 0.94 vs 0.99 ) Monro Muffler MNRO ( 0.44 vs 0.38 )  08:30 hrs Initial Claims 05/14 ( 278K vs 294K )  08:30 hrs Continuing Claims 05/07 ( NA vs 2161K )  08:30 hrs Philadelphia Fed May ( 2.7 vs -1.6 )  10:00 hrs Leading Economic Indicators April ( 0.3% vs 0.2% )  10:30 hrs Natural Gas Inventories 05/14 ( NA vs 56bcf )  Applied Materials AMAT ( 0.32 vs 0.29 ) Autodesk ADSK ( -0.14 vs 0.30 ) Gap GPS ( 0.32 vs 0.56 ) Keysight KEYS ( 0.56 vs 0.70 ) Marvell MRVL ( 0.10 vs 0.25 ) New York &amp; Co NWY ( 0.03 vs -0.03 ) Ross Stores ROST ( 0.73 vs 1.33 ) Shoe Carnival SCVL ( 0.57 vs 0.52 )</p>
<b>FRIDAY</b>	<p>Deere DE ( 1.48 vs 2.03 ) Campbell Soup CPB 0.64 vs 0.62 Foot Locker FL ( 1.39 vs 1.29 ) Hibbett Sporting HIBB ( 1.21 vs 1.09 ) Brady BRC 0.34 vs 0.34</p> <p><b>U.S. Oil Rig Count fell for the eighth straight week -10 to 318</b>, Nat Gas rig count fell one rig to 86 making a total US rig count of 406. June Crude closed the week at \$ 46.13.</p>

## **Market Strategies Fundamentals**

**Stocks fell hard Friday the 13<sup>th</sup> of May**, brought on by weak department store data, commodity-price weakness and a stronger dollar. Both the Dow and S&P 500 fell below their respective 50 day moving averages on Friday following the Transportation Index which again led all indexes declining 231.65 points or 2.99% to 7507, a level not seen since March 10<sup>th</sup>. The Dow fell 205 points or -1.16% to 17,535 while the S&P 500 was off 10.53 points or 0.51% to 2046.61. The Nasdaq dropped 18.48 points or -0.39% to 417.68. The Russell 2000 fell 12.28 to 1102.44, off 1.10%.

The Metals and Mining ETF, ( XME: \$ 21.42 ) - \$ 1.34 or -5.9% was lower but held ground right at its 50-day moving average. Chinese steel futures fell more than 10% last week down 25% from their April highs. Chinese credit data showed a sharper drop in April than expected.

Department store top and bottom line performance was very weak even though overall retail sales were strong. Nordstrom was the worst ( JWN: \$ 39.16 ) - \$ 8.90 or -18.5%. Macy's ( M: \$ 31.27 ) - \$ 6.43 -17%; Kohls ( KSS: \$ 35.74 ) - \$ 5.63 or -13.6%; Dillards ( DDS: \$ 59.86 ) - \$ 7.24 or -10.8% and the beleaguered

JC Penny ( JCP \$ 7.58 ) - \$ 0.68 or -8.2%. Forward guidance was downbeat as the entire group suffers from a shift in consumer sentiment to online spending.

While the markets are trending lower in the doldrums there are seven stocks that are forward looking and have upside to buy only when the overall market displays expected weakness: **Scotts Miracle Grow ( SMG: \$ 66.94 )** has declined from a recent high of \$ 75.13 reached March 30<sup>th</sup> and is just above its 200 day moving average.

**Sunoco** is a buy on dips to the \$ 30 level, but must close above its 200 day M.A. at about \$ 34.50 to confirm.

**Alcoa** ( AA: \$ 9.20 ) has declined to its 200 day m.a. and should be bought. Aluminum technology continues to be developed. We would place a stop loss on any two closes below \$ 9.

**Hecla Mining** ( HL: \$ 4.36 ) has been on a tear having climbed from a low of \$ 1.45 on January 19<sup>th</sup> to present levels. The 50 day m.a. is at \$ 3.54 where we would like to consider being long.

Ulta Salon, Cosmetics & Fragrance, Inc ( ULTA: \$ 205.20 ) Specialty retailer providing cosmetics, fragrance, haircare, skincare bath and body products and saloon styling tools. Buy at the 200 day m.a. at \$ 175 when the market sells off.

WebMD Health ( WBMD: \$ 63.16 ) has posted 33% or higher quarterly earnings for the past three years. The pace is expected to slow to about 25%. We would consider buying on a pullback to below the 50 day m.a. at about \$ 58. Stop loss at \$ 52.

AMN Healthcare Services, Inc \* AHS ( \$ 37.41 ) Offers temporary and permanent staffing of physicians and nurses to health care facilities in the U.S. Buy toward the 50 day m.a. at \$ 34: Stop loss at \$ 28.

Pessimism persists in the markets despite Retail Sales Growth and a stronger Michigan Sentiment Index. Retail Sales grew 1.3% in April from March beating most expectations. The Michigan Sentiment index jumped to 95.8 in May from 89.7 in April. Expectations jumped by 9.9 points to 87.5 while Current Conditions edged up by 6 1.9 points to 108.6. Treasuries closed at a new high for the week using the TLT, the 20 year Treasury Bond Fund ( TLT: \$ 132.28 ) up \$ 1.83 or + 1.4% and very close to the all-time highs. Major support exists at the 130 level where Stops should be placed If reached.

Gold June 2016 (COMEX)						
[ Futures Prices ] [ Options ] [ Detailed Quote ] [ Technicals ]						
Date	Open	High	Low	Last	Change	Percent
05/13/16	1264.8	1277.7	1264.0	1272.7s	+1.5	+0.12%



While gold has closed lower in six of the last eight sessions, the precious metal still remains near 15-month highs from the start of the month. Although the Stock Trader's Almanac ( page 10 ) calls for a seasonal low in June or July, the above charts are saying that that this "might" be one of those years that turn out to be an exception. Technically, Charles Moskowitz writes, "we have made a very important bottom since its decline from \$1900 in late 2011 and have started back up. The consolidation between \$1200-1300 is substantial. Over the past two weeks the consolidation has occurred above its break-out at the \$ 1260 level. This recent movement has formed a well - defined "Flag" formation and any break above recent highs with a close over \$1295 can yield another leg up."

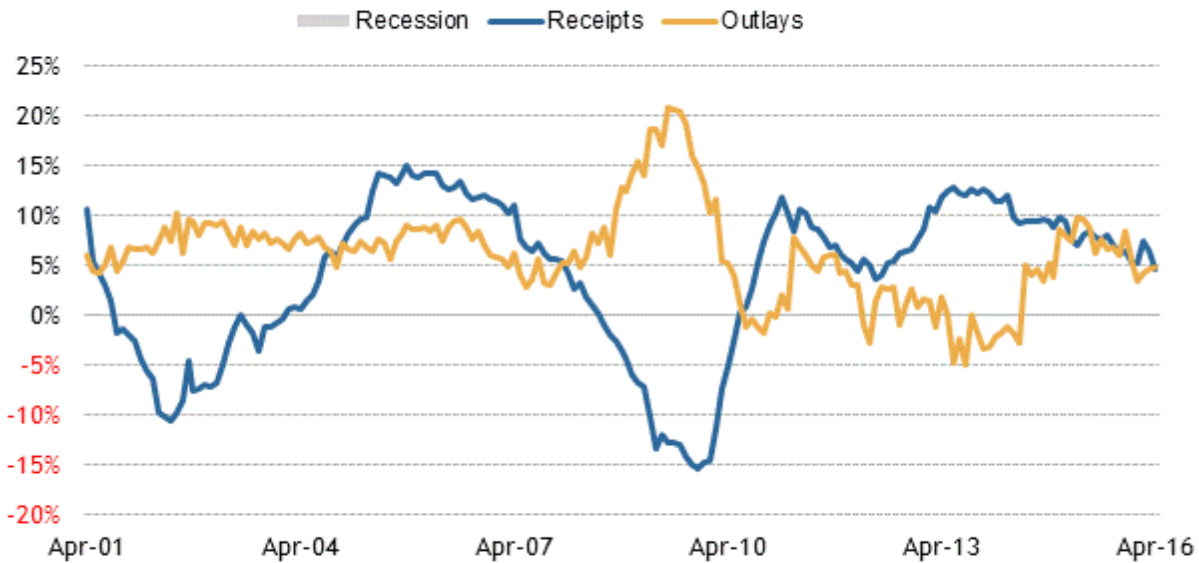
Gold appears to be a buy. It is a challenge as to whether to buy now or wait for the seasonal decline to occur as shown from the Stock Trader's Almanac cycle work beginning on page 11.

## Market Strategies Economic Data

Total receipts in April were \$438 billion while total outlays were \$332 billion. Bolstered by individual tax receipts, the Treasury Budget for April showed a surplus of \$106.5 billion; however, that was much less than the surplus of \$156.7 billion seen in the same period a year ago. The economy was slower and asset profits, including stock market gains, no comparison to year earlier profits.

Receipts were \$33 billion less than receipts in April 2015. A large portion of that difference can be attributed to a lower level of individual tax receipts this year (\$266 billion) versus last year (\$288 billion). Total outlays, meanwhile, were \$17 billion more than last year. The 12-month deficit is \$510.9 billion versus \$460.6 billion in March.

### Federal Receipts and Outlays TTM y/y%



Source: Treasury Department; updated 05/11/16

Briefing.com

### Federal Budget (\$blns, Trailing Twelve Months)



Source: Treasury Department; updated 05/11/16

Briefing.com

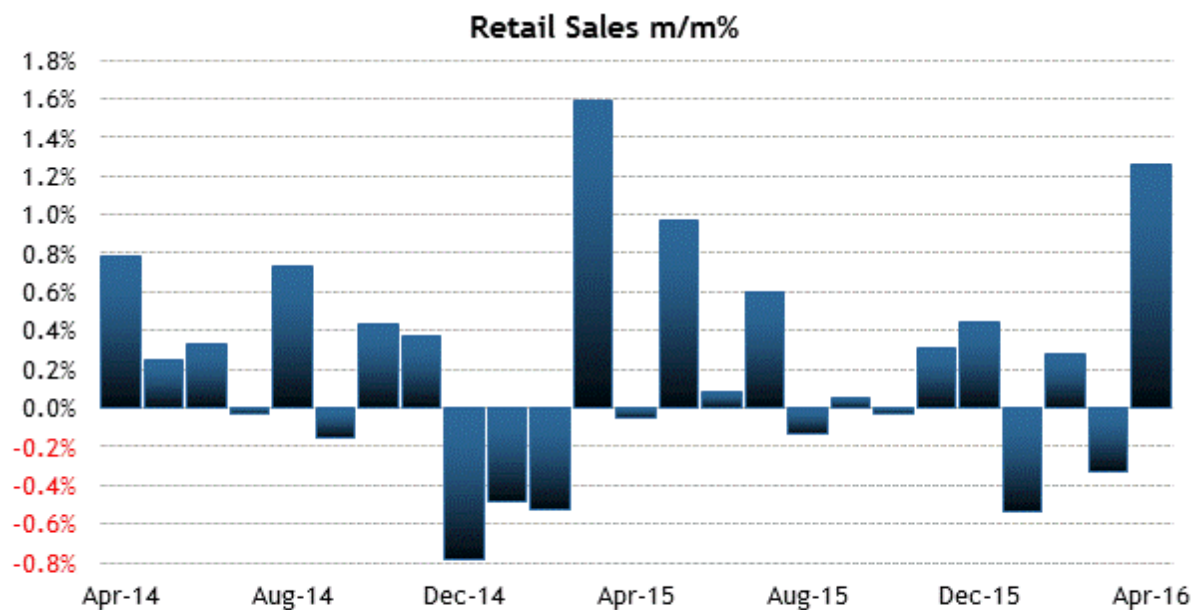
**Retail Sales surprised**, increasing 1.3% month-over-month (Briefing.com consensus +0.8%) in April after an unrevised 0.3% decline in March. Excluding autos, retail sales increased 0.8% on top of an upwardly revised 0.4% increase (from +0.2%) in March.

The retail sales gain was fueled by a 3.2% increase in auto sales, a 2.2% jump in gasoline station sales, and a 2.1% uptick in sales at non-store retailers.

The retail sales gains in April were fairly broad-based. The only decline seen was in building materials, garden equipment, and General Merchandise dealers (-1.0%), which might have been impacted from the unseasonably cool spring temperatures.

General merchandise store sales were flat, yet department store sales were reportedly up 0.3%.

Category	APR	MAR	FEB	JAN	DEC
<b>Retail Sales</b>	1.3%	-0.3%	0.0%	-0.4%	0.3%
Excluding Autos	0.8%	0.4%	0.0%	-0.3%	0.4%
<b>Durable goods</b>					
Building Materials	-1.0%	0.5%	1.4%	-0.4%	4.9%
Autos/parts	3.2%	-3.2%	0.0%	-0.5%	0.0%
Furniture	0.7%	0.2%	-0.2%	0.0%	0.2%
<b>Nondurable goods</b>					
General Merchandise	0.0%	0.3%	-0.3%	-0.7%	0.1%
Food	0.9%	-0.5%	0.0%	0.5%	-0.4%
Gasoline stations	2.2%	3.1%	-5.4%	-3.0%	-1.2%
Clothing	1.0%	-0.8%	0.3%	-0.1%	0.0%
e*retailing/non-store	2.1%	0.5%	0.1%	1.8%	0.0%



Source: Census Bureau; updated 05/13/16

Briefing.com

## Market Strategies Cycles

Both Gold and Silver have a strong tendency to peak in May, bottoming in mid to late June. Traders can look to sell both silver and gold on or about May 13 and maintain a short position until on or about June 24. In the past 43 years the Stock Trader's Almanac has recommended these trades which have seen declines 29 times for a success rate of 67.4%. Prior to 2014, this concept had been successful for eight years in a row. Last year, this trade did get back on track and is now been successful in 9 of the last 10 years. In the second chart below, the 43-year historic average seasonal price tendency of silver as well as the decline typically seen from mid-May until the low is posted in late June into early July is shown. This May silver short trade captures the tail end of silver's weak seasonal period (shaded yellow). A weakening U.S. dollar caused silver to spike in April, but the dollar has firmed and the spike appears to have run its course.



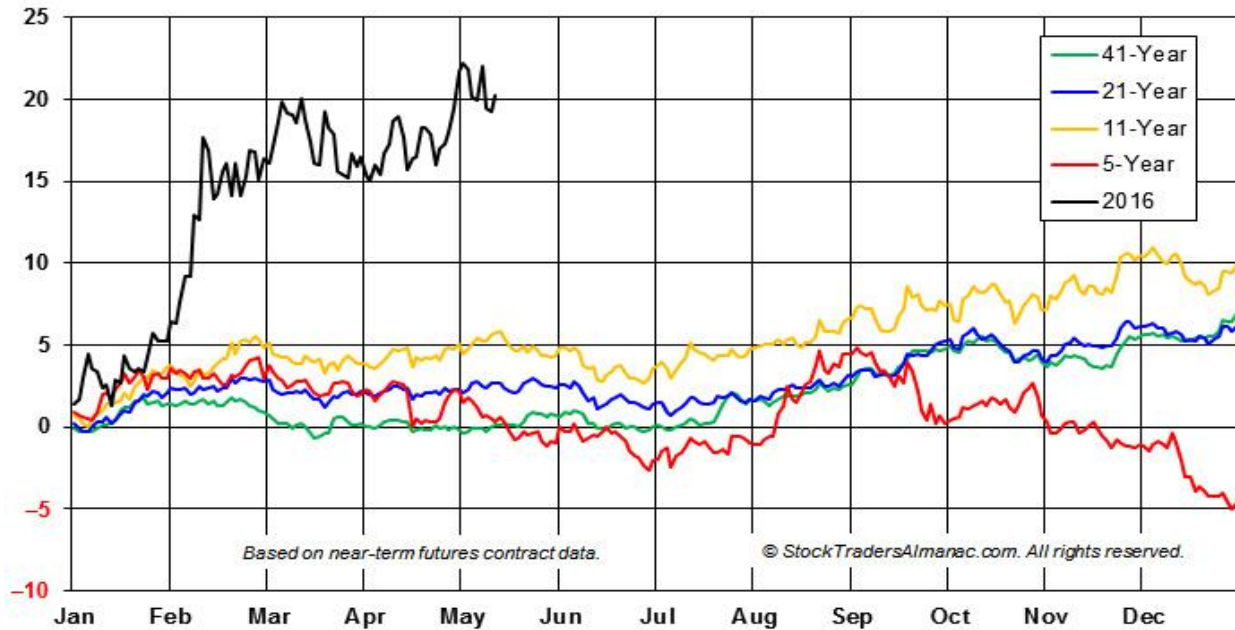
Gold has a seasonal tendency to peak in late January after the holiday season, as jewelry demand starts to decline. Price increases can last into the first part of February, as inventories are being replenished by dealers preparing for retail sales for Valentine's Day gifts.

Gold tends to post seasonal bottoms in late June or early July, as demand increases when jewelers again stock up ahead of the seasonal wedding event in India and also, when investors return from summer vacations. Gold prices are also subject to spikes in demand from the investment community, as a hedge or protection from concerns over inflation or times of economic instability or uncertainties. It is valued in terms of the U.S. dollar, so periods of dollar weakness helps support gold's value.

The GLD ( GLD: \$ 121.21 ) has what the infamous Richard Donchian labeled as a "broken kite" pattern. The six trading days from Wednesday April 27<sup>th</sup> to May 6<sup>th</sup> and then the gap down Monday the 9<sup>th</sup> of May constitutes the "broken kite" pattern. To negate this pattern, a consolidation or close above the highs is needed.

If ZSL then rises and closes above \$40.95 switch to a 5% trailing stop loss. update its stop loss.

### GOLD FUTURES ONE-YEAR SEASONAL PATTERN 1975-2015



**ProShares UltraShort Silver (ZSL)** generally corresponds to two times the inverse of the daily performance of silver. However, ZSL is not tracking spot silver price, rather it is tracking the U.S. dollar price for delivery in London. Nonetheless, ZSL has a solid history of rising when silver price declines. ZSL could be bought on dips below \$39.00. If purchased, an initial stop loss of \$35.50 is suggested














# MAY 2016

## Sector Seasonalities: Long = (L); Short = (S)

**Start:** Banking (S), Gold and Silver (S), Materials (S)

**In Play:** Consumer Disc. (L), Consumer Staples (L), Oil (L), Natural Gas (L), High-Tech (L), Utilities (L), Computer Tech (L)

**Finish:** Banking (L), Healthcare (L), Materials (L), Real Estate (L), Transports (L)


MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT	SUN
<b>2</b>  <b>First Trading Day,</b> <b>DJIA Up 13 of Last 18</b>  Construction Spending ISM Index Semiconductor Billings	<b>3</b>  Vehicle Sales	<b>4</b>   Factory Orders Int'l Trade Deficit ISM Non-Mfg. Index Productivity and Costs	<b>5</b>   Chain Store Sales	<b>6</b>  <b>Friday Before</b> <b>Mother's Day,</b> <b>DJIA Up 14 of Last 21</b>  Consumer Credit ECRI Future Inflation Index Employment Rate	<b>7</b>	<b>8</b>  <b>Mother's Day</b>
<b>9</b>  <b>Day After Mother's Day,</b> <b>DJIA Up 15 of Last 21</b>	<b>10</b>  <b>Dow: 0.2%</b> <b>Up 11 Down 10</b> <b>Rank #8</b>  Wholesale Trade	<b>11</b>   <b>Average May Gains Last 21 Years:</b> <b>S&amp;P: 0.5%</b> <b>Up 13 Down 8</b> <b>Rank #6</b>  Treasury Budget	<b>12</b>  <b>NAS: 0.5%</b> <b>Up 12 Down 9</b> <b>Rank #8</b>  Import/Export Prices	<b>13</b>  Business Inventories PPI Retail Sales U Mich Consumer Sentiment	<b>14</b>	<b>15</b>
<b>16</b>  <b>Monday of Options</b> <b>Expiration Week,</b> <b>DJIA Up 21</b> <b>of Last 28</b>  NAHB Housing Mkt Index	<b>17</b>  CPI Housing Starts Industrial Production	<b>18</b>  FOMC Minutes	<b>19</b>   Leading Indicators Philadelphia Fed Survey	<b>20</b>    <b>Expiration Day,</b> <b>DJIA Down 14 of Last 26</b>  Existing Home Sales	<b>21</b>	<b>22</b>
<b>23</b>	<b>24</b>  New Home Sales SEMI Book to Bill Ratio	<b>25</b>	<b>26</b>  Durable Goods	<b>27</b>  <b>Friday Before Memorial</b> <b>Day, DJIA Down 8 of</b> <b>Last 15, Average -0.3%</b>  GDP - Q1 Revised U Mich Consumer Sentiment	<b>28</b>	<b>29</b>
<b>30</b>  <b>Memorial Day</b> <b>(Market Closed)</b>	<b>31</b>  <b>Day After Memorial Day,</b> <b>DJIA Up 21 of Last 29</b>  Agricultural Prices Consumer Confidence ISM-Chicago Personal Income/Spending	<b>*Tuesdays: Weekly Chain Store Sales &amp; Avg Hourly Earnings</b> <b>*Wednesdays: Oil &amp; Gas Inventories</b> <b>*Thursdays: Wkly Unemployment Report, Wkly Mutual Fund Flows &amp; Weekly Natural Gas Storage Report</b> <b>*Fridays: Weekly Leading Economic Index</b> <b>*Except holidays</b>				
<i>Economic release dates obtained from sources believed to be reliable. All dates subject to change.</i>			Bull symbol signifies a favorable day based on the S&P 500 Rising 60% or more of the time on a particular trading day 1995-2015			Bear symbol signifies an unfavorable day based on the S&P 500 Falling 60% or more of the time on a particular trading day 1995-2015

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## **Undervalued Small Cap Stocks**

Lower Priced stocks that look to be a buy:

### **Repro-Med Systems, Inc ( OTCQX: REPR 0.35 )\***

Fourth quarter preliminary net revenues will exceed \$3.2 million, representing a slight increase over the \$3.1 million of the previous quarter. Sales are led by the Company's proprietary infusion products. The Company's fiscal year ended February 29, 2016.

This month the Company participated in the 25th Annual National Home Infusion Association (NHIA) Conference and Expo in New Orleans, LA and used the occasion to introduce its new "On-Line Calculator", a tool to help determine which of the Company's Precision Flow Rate Tubing™ and RMS High-Flo Subcutaneous Needle Sets™ to use based on the medication being administered and desired time of infusion.

RMS Medical Products was one of 110 exhibitors in attendance at NHIA. Customers responded well to the new calculator and expressed that the new format of the "On-Line Calculator", which can be used on any computer, tablet, or mobile device, was easy to use and very helpful. The marketing and sales teams continue to build new relationships and expand the Company's customer base as evidenced by continued strong sales.

Andy Sealfon, Company President and CEO commented, "The military has expressed interest in our products for utilization in emergency applications as well as use in VA hospitals. We believe that because of our performance standards and the reliability of our products, we will provide them with great value and benefits."

The Company manufactures medical products used for infusions and suctioning. The Infusion product portfolio currently includes the FREEDOM60<sup>(R)</sup> and the newer FreedomEdge™ Syringe Infusion Pumps, RMS Precision Flow Rate Tubing<sup>(TM)</sup> and RMS High-Flo<sup>(TM)</sup> Subcutaneous Safety Needle Sets. These devices are used for infusions administered in professional healthcare settings as well as at home. The Company's RES-Q-VAC line of medical suctioning products is used by emergency medical service providers in addition to a variety of other healthcare providers.

NHIA is a trade association representing the interests of entities providing infusion and specialty pharmacy products and services to home-based infusion patients.

The Company's website is [RMSMedicalProducts.com](http://RMSMedicalProducts.com).

Repro-Med Systems, Inc has had an increase in sales each of the last four years. They finished the year of 2014 with \$ 11.2 million in sales reflecting top line growth of 29% from 2013. In each of the previous two years they had a 12% increase in sales. The company has had at least \$ 700 thousand of net income in each of the past four years and has no debt. The patented needle sets alone can give the company a huge growth potential. In my opinion, with new products coming on stream, the stock should trade between \$ 3 and \$ 8 in the next two years.

## **Oakridge Global Energy Solutions, Inc. (OTCQB:OGES 0.58) \***

Oakridge global energy is a developer, designer and manufacturer of proprietary energy storage solutions. The Company is based out of Florida's "space coast" near Kennedy Space Center. They make premium quality, proprietary batteries, battery systems and lithium ion cells that are built for maximum performance over the traditional lead/acid batteries. OGES, proudly manufacturing in America since 1986, produces batteries for military, consumer, government, and industrial applications. Target market priorities include golf cars and other recreational vehicles, electronics, and devices requiring rechargeable batteries.

Oakridge Energy produces highly reliable, sustainable and dependable batteries for mobile power sources. Based on size and weight, OGES products deliver a higher capacity than comparable competitor batteries. OGES batteries are higher in quality, longer lasting and safer to use. These batteries have undergone and passed rigorous military testing in underwater and aerial vehicles proving to be high/low pressure tolerant. Most significant, OGES batteries are superior performing yet competitive in the market.

Martac Maritime Tactical Systems, Inc., MARTAC recently conducted very successful field trials on the Inter-coastal waterway in Palm Bay, Florida. MARTAC is a Melbourne, Florida based company that designs and produces the Man-Portable Tactical Autonomous Systems (MANTAS) that can reach extreme high speeds and operate anywhere in the world. These vehicles are designed to be used in numerous applications including naval fleet protection, mine warfare, port and harbor security patrol, antipiracy, search and rescue, and many others. shows our high quality and high performance gets us into the military space at a time when made in USA is of critical strategic importance.

Freedom Trucks shows that Oakridge can outperform Tesla and the "Tesla of trucks" - trucks are much more difficult and laborious to power than cars - because of the Oakridge high power high energy dense batteries, we need only 180 OGES batteries to power the interstate truck that pulls an 80,000 lb trailer, whereas it would take 208,000 Tesla/Panasonic batteries, which is simply not feasible.

Lithium ion batteries, deliver twice the energy of nickel cadmium batteries and are the fastest growing battery segment. Their growth and demand dynamically forward trending. They are lightweight and easy to maintain. They deliver superior electro-chemical output and provide highest energy density for weight, non-metallic and are rechargeable. In 2015, the OGES ProSeries golf car was launched at the annual PGA show, the largest golf show in the world. OGES plans to have a new factory producing its patented thin film solid state lithium ion batteries by 2017. OGES is commencing delivery of small format prismatic to help several smart card customers reach the next generation. Their growth will be serviced by the new factory. These batteries are also in a rapidly growing demand for a variety of applications.

Oakridge has recently continued expansion of its ISO certified manufacturing facility and warehouse in Palm Bay, with the support of Florida Governor Rick Scott. The new facility represents a \$270 million investment, increasing the size of the manufacturing plant to 70,000 sq-ft to accommodate the growing demand for OGES batteries. Production is expected to increase from 250,000 to 25 million cells per year by 2018. The company's growth will provide 1000 Americans with new jobs; this is part of the company's commitment to support domestic employment. Overseas, Oakridge Global Energy Solutions Limited (Hong Kong) is a subsidiary company that operates for sales and service in Asia.

## **Pluristem Therapeutics ( Nasdaq : PSTI: \$ 1.58 )**

is a leading developer of patented placenta-based cell therapy products through its ( Placental expanded ) platform. In 2016 PLX cells will enter pivotal trials aimed at marketing approval in two indications serving multi-billion dollar markets. Positive clinical trial data for the cells have been reported in multiple indications. PLC cells release a cocktail of therapeutic proteins in response to inflammation, ischemia, hematological disorders and radiation damage. The Company's proprietary, three - dimensional expansion technology is used to grow the cells in mass quantities with batch-to-batch consistency at Pluristem's FDA and EMA approved state-of-the-art manufacturing facility. The cells do not require tissue matching prior to administration, making the treatment cost effective and readily available in virtually any medical setting. Pluristem has a strong intellectual property position, GMP-certified manufacturing facilities, strong balance sheet and strategic relationships with major research institutions.

Japan's Patent Office just granted Pluristem two key patents, which cover: 1) Pluristem's core technology of three-dimensional expansion methods for producing therapeutic cell products derived from placental or fat cells; 2) the use of placenta-derived cell products grown with this 3D technology to treat disorders of the hematopoietic system\* (see below for a bit of detail), such as disorders caused by exposure to radiation or chemotherapy, and failed engraftment of hematopoietic stem cell transplants. Pluristem continues to strengthen its IP position in order to support the current negotiations with pharmaceutical companies in Japan regarding potential partnerships for the development and commercialization of its Placental expanded (PLX) cells.

Key to their activities in Japan, and as is described on the fact sheet, is that Pluristem received clearance for the protocol for a Phase 2 trial in critical limb ischemia targeting marketing approval in Japan, via Japan's accelerated regulatory pathway for regenerative medicines. Having been accepted into that pathway, Pluristem is able to apply for conditional marketing approval after a single successful phase 2 study. If the Phase 2 results are positive and PLX-R18 gets approved on the basis of those data, they will not need to spend the years and millions of dollars on Phase 3 trials, but will have to collect "real world" data on patients who have been prescribed the drug to treat critical limb ischemia, once it hits the market. In any case, acquiring IP for all placenta-derived cell therapies is crucial to activities there, as is protection of Pluristem's 3D manufacturing methods.

## Gold Mining USA OTC: GMUI ( 0.03 )

Has both mining activities in Australia and the U.S. Gold Mining USA Inc is an emerging natural resources company focused on developing metallurgical and mining projects. The Company's business model is to acquire projects with the potential to provide significant resources through exploratory drilling and generate value through their development, joint venture or divestment. GMUI has a team of experts who will manage all mining operations available on their website. In addition GMUI has an Offtake Agreement with a prestigious Swiss-based Gold buyer and Refiner to purchase its gold production at the spot price at the London Bullion Market ( LBMA ) on the day gold is collected.

**GMUI Strategy:** The company uses strict investment criteria for project acquisitions and focuses on available tenements in proximity to operating mines, or in areas with proven or potential in-ground resources in regions suitable for short-term development. Projects are selected based upon historical drilling or sampling results combined with robust geological mining concepts and financial models. The projects are explored, analyzed and where required, brought into compliance to JORC/NI 43-101.

**Australia and Nevada** provide the opportunities to exploit smaller, undeveloped or previously mined gold resources that are of no interest to the large mining companies. In addition, there are numerous small hard rock and alluvial gold mines which have viable gold resources but are unable to raise the funds to start up or continue operations.

**An initial target** acquisition, Mt Tymn, provides an opportunity to enter the gold mining arena in Australia on a small scale with the confidence of total outlay recovery and good profits, sufficient to expand operations by acquisition of similar nearby deposits to continue positive cash flow mining and commence an exploration program capable of even greater rewards.

**Mt Tymn** is located approximately 125kms southwest of Darwin, 1km east of the Stuart Highway and 18kms south of the Adelaide River. As part of this acquisition, GMUI will also own the MLs relating to Ringwood which is situated approximately 120 kms southeast of Darwin, in the Pine Creek area. The minimum gold resource at Mt Tymn is conservatively estimated at 227,000 ounces with large potential for further drilling and assessment. Gross revenue is estimated to be in excess of \$ 300 million with a gross profit expected to exceed 45%.

## Fundamental Analysis Stocks To Buy with Stops

Using fundamentals the following are stocks to buy and they have done well. Now it is your decision whether to take profits in these uncertain times.

Church and Dwight ( CHD ) made a new all-time high at \$ 98.05. We would like to buy again at \$ 93, the 50-day m.a.

Harley Davidson ( HOG ) was repulsed at its 200 day price moving average around \$ 50 and since has retreated below its 50 day m.a. to the 45 level and is in consolidation.

The HDGE can be bought at current levels with a stop loss at \$ 10.70. The HDGE goes up when the market goes down. It is a good hedge against long positions.

Symbol	Name	Business Description	PE	P/S	MV mln	Price	Buy Limit	Stop Loss Or sold
HL	<b>Hecla Mining</b>	Basic Materials	44	3.61	1.7B	4.36	3.95	3.46x
FFIC	<b>Flushing Financial</b>	Bank Holding company Savings and loans	13	3,5	592Mln	19.57	19.10	Buy on a dip
SUN	<b>Sunoco</b>	Oil and Gas Refining and marketing	10	0.2	2.1B	<del>33.33</del>	29.50	Short Calls against position
AA	<b>Alcoa</b>	Aluminum Processing and Technology	N/A	0.4	9.5B	<del>9.20</del>	<del>7.05</del>	8.97X
SBH	<b>Sally Beauty Holdings</b>	Specialty Retailer and distributor beauty supplies	16	1	4B	<del>29.34</del>	<del>27.30</del>	30x stopped out at 30
HOG	<b>Harley Davidson</b>	Motorcycles and related products	11	1.32	8B	<del>45.56</del>	<del>39.84</del>	Sold at 51.66 on 4/4
CHD	<b>Church &amp; Dwight</b>	Consumer Products Sodium bicarbonate Arm and Hammer	25	3	10.6B	<del>96.55</del>	<del>79.80</del> <i>01/26/16</i>	Sold at 94.20
T	<b>AT&amp;T</b>	Communications	36	1.54	211.7B	<del>39.15</del>	<del>34.10</del>	37.78x
VA	<b>Virgin Air</b>	Regional Airlines	7.2	0.9	1.5B	<del>55.46</del>	<del>30.30</del> <i>Bought</i>	<i>Merging with Alaska</i>
ENZ	<b>Enzo Biochem</b>	Life Sciences	NA	1.35	134M	<del>6.05</del>	4.15 Suggested buy Originally bought at \$ 2.78 8/24/15	4.68x
BAC	Bank of America	Commercial Bank	10	2.02	165.3B	<del>13.88</del>	11.86	13.80x
HDGE	Advisor Shares	Ranger Bear ETF				<del>10.98</del>	<i>Buy on a close above 11.04</i>	10.70x

### Rule 17B Attestations and Disclaimers

Princeton Research, Inc. has approximately 2,581,578 shares of AIVN both free and restricted and represents them for Investor relations. Princeton also has about 40,000 shares of TXGE. Princeton is paid \$ 1,500 per month from RMS Medical Products. Princeton has bought 81,100 shares of RMS Medical Products. Princeton was paid \$ 2,500 to write a report on Xinerdy. Princeton has signed a contract with CBLI to be paid \$ 2500 for July and August for investor relations. Princeton has been engaged by Target Energy. No contract is currently in place. Princeton was paid about 500,000 restricted shares of Leo Motors.

When there is no movement in penny stocks, even though there is none or very small losses, we will liquidate ( sold AIVN on stop ) even though we like the company, if money is needed for better opportunities.

We now believe REPR represents upside opportunity. The Target ADR trades at about \$ 4.50 in U.S. vs 0.05 in Australia. Princeton owns 400,000 Australia shares and about 900 U.S. ADR's.

Pursuant to the provisions of Rule 206 (4) of the Investment Advisers Act of 1940, readers should recognize that not all recommendations made in the future will be profitable or will equal the performance of any recommendations referred to in this e-mail issue. Princeton may buy or sell its free-trading shares in companies it represents at any time.

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