

**July 27, 2015
Market Strategies Newsletter
Sample Issue**



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

A Publication of Princeton Research, Inc. (www.PrincetonResearch.com)
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**Where To Invest In 2015
Stock Options Trading Newsletter Covering:**

**Where to Invest August 2015
Best Stocks To Buy August 2015
Stock Market Investing Strategies
Stock Options Trade Alerts
Options Trading Strategies
How To Trade Options**

2015 Year To Date Profits \$ 5,879

Over 58% Returns

**2014 Profits = \$ 20,443
Over 204% Returns**

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Market Strategies \$10,000 Account Traders Comments

We have one open long position:

SNSS Aug 3.00 Calls

Funds in use \$ 560

WHAT ARE THE TRANSPORTS SAYING ???

Week 30 was a major disappointment on so many levels. We had a small realized loss of \$171 bringing YTD gains back to \$5,879. However, due to a failure to get an FDA approval (although it was approved in EU) SNSS, a stock that has performed for us repeatedly opened on Friday @ \$1.09-2.38, making our only open position worthless with no bid. This is what happens from time to time with biotech. I haven't sold the actual stock in the \$100,000 account since this mirrors the move in October 2014 with similar new when the stock traded down to \$1.46 -\$5.18. A month later it was \$2.60 and another month later it was back over \$3.00.

We have also scheduled SNSS to be on the radio show in the immediate future.

As I noted here last week, the rally continues to be focused on an ever decreasing group of big dollar stocks. Unfortunately this is one of the many signs that we are at or near a market top. The continued decline of commodities across the board is also extremely troubling. Copper, clearly one of the mainstays of economic growth has declined from almost \$3.00 to close this week under \$2.40, a decline of over 13% since the end of May.

Alcoa, maker of aluminum products also heavily used in aircraft and automobile production has fallen from \$17 in February to close this week @ \$9.81 down an astounding 42%. It seems like we have not only no inflation, but may be coming into a deflationary cycle. The public has gotten used to these type of moves, but they are really dramatic. The increase in the size of daily ranges

is not a good thing, whether you are long or short. It spells trouble...and margin calls.

I have repeatedly stressed that cutting jobs and lowering earning expectations so that the bar is set so low as to almost guarantee making numbers is a fools game. We now look at the Dow transportation average and see the slowing of the economy reflected in its action.

While airlines have reduced costs and made flying into a hellish experience, the railroads and over the road shippers continue to decline. It is my experience that the public will only take so much increased cost and inconvenience before it throws up its hands and says "no more." Clearly the non-confirmation of the transports is trying to tell us something, and it's not likely to be good news...

I have added no new trades this weekend since I am not at all sure of direction. The summer is always a low volume time with added volatility and I simply don't wish to make any big mistakes.

...CAM

Market Strategies \$10,000 Trading Account Trade Table

DATE	TRADES	PRICE	COST	PROCEEDS	RESULTS
07/24	Sold 5 SJM August 110 Calls	0.40		200	225 Loss
07/22	Sold 6 LULU August 60 Puts	0.94		564	54 Gain
07/21	Bought 6 LULU August 60 Puts	0.85	510		
07/20	Bought 5 SJM August 110 Calls	0.85	425		
07/17	Bought 8 SNSS August 3 Calls	0.70	560		

**Remember, these trades are based on your participation in the
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Previous closed out trades not listed here may be seen in previous market letters in the [VIP Subscribers Members Area.](#)

NOTE: In texting we have a limited amount of words. In the interest of brevity:

The Quantity and Strike Price for each trade is specific. 1=January, 2=February

Trading is hypothetical. We may trade weekly options and they are noted: SPY 1/25 147 for SPY Jan 25th 147 Calls or Puts.

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MARKET LABORATORY – WEEKLY CHANGES

Prices are copied from Barron's Weekly and Yahoo Finance and may be incorrect.

Dow 17,568.53 -517.92 -2.86%	Nasdaq 5088.63 -121.51 -2.33	S&P 500 2079.65 -46.99 -2.21%	Transportation 8072.57 -221.04 -2.70%	Russell 2000 1225.99 -41.10 -3.24%	Nasdaq100 4557.37 -104.22 -2.24%
Gold (spot) 1085.60 -46.20 -4.1%	Silver 1448.8 -34.6 -2.3%	Crude 48.14 -2.75 -5.4%	Heating Oil 163.78 -4.01 -2.4%	Unleaded Gas 1.7824 -0.0950 -4.9%	Natural Gas 2.776 -0.094 -3.3%
VIX 13.74 +1.79 +15.0%	Put/Call Ratios S&P 100 112/100's +7100's	Put/Call Ratios CBOE Equity 69/100's +7/100's	Bonds 154-19 +2-16 2.97% -0.25%	10 Yr. Note 126-23 +19 2.27% -.14%	Copper 238.25 -11.35 -4.6%
CRB Inflation Index 205.04 9.50 -4.4%	Barron's* Confidence 77.9 -1.8%	S&P100 921.21 -22.06 -2.34%	5 Yr. Note 119-134 +092 1.62% -0.05%	Dollar 97.20 -0.76 -0.8%	DJ Utilities 562.74 -12.68 -2.20%
AAll Confidence Index	Bullish 32.5% +1.7%	Bearish 25.6% +2.4%	Neutral 41.9 -4.1%	M1 Money Supply +5.42% July 13 th	M-2 Money Supply +5.50% July 13 th

* 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 Levels S&P 500 2060
Resistance S&P 500 2108

Support Levels DOW 17,470
Resistance DOW 17,880

Support Levels QQQ 110.30
Resistance QQQ 112.50

Support Levels Transports 8050
Resistance Transports 8360

Support Levels NASDAQ 5020
Resistance NASDAQ 5240

\$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)
XIV 100	38.85	07/06		43.28 07/13	\$ 426
SNSS 1200	2.95	06/26			
DSX 500	7.05	05/18			
CRM 100	72.90	04/29			
ARRY 500	8.02	02/24			
NAT 300 Sold 200	10.16	02/13		14.40 06/25	\$ 848
NBG 600	1.40	02/17			
BAC. Wts 5,000 lots	0.7411	12/26			
BSBR 500	4.84	12/18			
SAN 600	8.40	12/16			
AA 500	14.21	10/16			
FCX 150	34.99	09/09			
NBG 300	2.95	05/19			
RPTP 200 Sold 200	15.37	01/16		16.09 06/25	\$ 144
NBG 300	4.08	8/12			
TEXQY* 200	6.56	7/11			
REPR* 5000	0.22	10/22/12	.28 sco		

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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 were two closed long option positions; the JM Smucker (SJM 110 Calls) sold at \$ 0.40 taking a loss of \$ 450 and the LULU August \$ 60 Puts making a small profit of \$ 108. There were no closed out stock positions.

For the entire week we lost \$ 342.

For the full year to date, we have gains of \$ 17, 588

Open position losses increased to \$ 11,012. 00. The options expire on the third Friday of each Month unless otherwise posted.

The Stock table has the following 17 positions: AA, ARRY, BAC.B.WS, BSBR, CRM, DSX, FCX, GILD, NAT NBG (3), REPR, RPTP, SAN, SNSS, TEXQY:

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 and are using a total of \$ 59,622 for the 17 open stock positions. There is one long option position requiring \$ 1,120 totaling \$ 59,622 leaving \$ 40,378 in cash.

These figures are approximate and there might be errors.

We have not counted the dividends received from Apple, JP Morgan, North American Tankers, Santander, Blue Capital Reinsurance and others. Blue Capital issued a special extra dividend of \$ 0.66 per share which enabled us to reduce our cost by that amount. In addition it pays about 7% per year in regular dividends. We do not count commission costs and all trading once again is hypothetical.

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)
LULU August 60	Puts 0.85	07/21/15	0.94	07/22/15	\$ 108
SJM August 110 10 lots	Calls 0.85	07/20/15	0.40	07/24/15	(\$ 450)
SNSS August 3	Calls 0.70				

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This Weeks' Economic Numbers Earnings Releases and Media Data

MONDAY	<p>Norfolk Southern (NSC 1.42 vs 1.79) Philips (0.11 vs 0.26)</p> <p>08:30 hrs Durable Goods June (3.0% vs -2.2%) D.G. Ex Transportation (0.5% vs 0.0%)</p> <p>Baidu (BIDU 1.84 vs 1.73) Crane (CR 1.09 vs 1.15) Swift Transportation (SWFT 0.37 vs 0.33) Rent-A-Center RCII (0.49 vs 0.38)</p>
TUESDAY	<p>AK Steel (AKS (-0.39 vs -0.13) Airgas (ARG 1.15 vs 1.18) BP (BP 0.09 vs 0.20) Corning (GLW 0.37 vs 0.37) Cummins (CMI 2.56 vs 2.43) DuPont (DD 1.21 vs 1.17) Ford Motor (F 0.37 vs 0.40) Merck (MRK 0.81 vs 0.85) Peabody Energy (BTU -0.65 vs -0.28) Ingersoll-Rand (IR 1.23 vs 1.13) UPS (1.27 vs 1.21)</p> <p>09:00 hrs Case Shiller 20 city Index May (5.6% vs 4.9%) 10:00 hrs Consumer Confidence July (100 vs 101.4)</p>

	<p>C.H. Robinson (CHRW 0.86 vs 0.80) Twitter (TWTR (0.04 vs 0.02) Express Scripts (ESRX: 1.40 vs 1.23) Gilead Sciences (GILD 2.71 vs 2.36) Pinera Bread (PNRA 1.63 vs 1.82) U.S. Steel (X -0.60 vs + 0.17)</p>
WEDNESDAY	<p>Anthem (ANTM 2.69) General Dynamics (GD 2.05 vs 1.88) Goodyear Tire (0.76 vs 0.80) Humana (HUM 1.63 vs 2.19) Master Card (MA 0.85 vs 0.80) Northrop Grumman (NOC 2.36 vs 2.37) United Micro (0.28)</p> <p>07:00 hrs MBA Mortgage Index 07/25 (NA vs + 0.1% 10:00 hrs Pending Home Sales June (1.0% vs 0.9%) 10:30 hrs Crude Inventories 07/25 (NA vs + 2.468 MLnBbls) 14:00 hrs FOMC Rate Decision and Analysis for July</p> <p>Ashland (ASH 1.76 vs 1.63) Baxter (BAX 0.30 vs 1.26) Lincoln National (1.53 vs 1.47) O'Reilly Auto (ORLY 2.26 vs 1.91) Owens Illinois (OI 0.58 vs 0.80) Whole Foods (WFM 0.45 vs 0.41) Wynn (0.96 vs 2.11)</p>
THURSDAY	<p>AstraZeneca (AZN 1.06 vs 1.30) Avon Products (AVP 0.08 vs 0.20) Borg Warner (BWA 0.83 vs 0.89) Brinks (BCO 0.31 vs 0.27) Bunge (BG 1.38 vs 1.76) Colgate (CL 0.70 vs 0.73) Conoco Phillips (COP 0.04 vs 1.61) Ingredion (INGR 1.44 vs 1.35) Mondelez (MDLZ (0.39 vs 0.40) Procter and Gamble (PG 0.96 vs 0.95) Teva Pharma (TEVA TEX 1.29 vs 1.23) Virgin America (VA 1.26) Valero Energy (VLO 2.35 vs 1.22)</p> <p>08:30 hrs Initial Claims 07/25 (271K vs 255K) Continuing Claims 07/018 (2200K vs 2207K) 08:30 hrs GDP-Advanced 2nd Qtr (2.6% vs -0.2%) Implicit Price Deflator 2nd Qtr (+1.5% vs 0.0%) 10:30 hrs Natural Gas Inventories 0725 (NA vs 61 bcf)</p> <p>Amgen (AMGN (2.42 vs 2.37)</p>

	Broadcom (BRCM 0.75 vs 0.65) Edison (EIX 0.83 vs 1.08) Clearwater Paper (CLW 0.56 vs 0.74) FireEye (FEYE -0.48 vs -0.55) Fluor (FLR 1.05 vs 1.02) Ingram Micro (IM 0.54 vs 0.54) LinkedIn (LNKD 0.30 vs 0.51) OLN (OLN 0.30 vs 0.46) Timken Steel (-0.37 vs 0.55) Universal Health (UHS 1.63 vs 1.55) West Union 0.39 vs 0.36
FRIDAY	Chevron (CVX 1.15 vs 2.98) Exxon (XOM 1.11 vs 2.05) ArcelorMittal (-0.05 vs 0.03) Diana Shipping (DSX -0.18 vs -0.09) Honda (HMC 84.22 vs 81.29) 8:30 hrs Employment Cost Index 2nd Qtr (0.6% vs 0.7%) 09:45 hrs Chicago PMI July (50.5 vs 49.4) 10:00 hrs Michigan Sentiment July (94.0 vs 93.3)

Market Strategies Fundamentals

Stocks had a very bad week with every major index declining rather sharply. All ten Dow Industrial Components were down led by Basic Materials off a whopping 5.66%. Oil and Gas plummeted 4.26%; Industrials lost 3.4%; Telecommunications fell 2.91%; Health Care lost 2.77%; Technology fell 2.74%; Utilities 2.49%; Consumer Goods fell 1.06%; Consumer Service stocks lost 0.92%; while Financials lost the least just 0.77%.

The Russell 2000 Index lost 41 points or 3.24% the most of any index, while the Transportation Index continued its losing ways off 2.70%. Nasdaq lost 2.33% while the S&P 500 index lost 47 points or 2.21%.

It wasn't a week without winners: Amazon (AMZN: \$ 535.85) + \$ 52.84 or 11% on a revenue beat of 20% and an earnings increase to \$ 0.19 from expectations of -0.11 for the quarter. Lockheed Martin (LMT: \$ 201.26) had a huge win with earnings improving to \$ 2.94 for the quarter vs estimates of \$ 2.66 and \$ 2.76 last year. Top line gross sales improved well above expectations; 3% or \$ 337 million for the quarter. Yet with all the good news the LMT shares were just up eight cents for the week with a possible Gann (4-legged) top forming. Morgan Stanley (MS: \$ 39.46) - \$ 0.74 lost on the week after much better earnings \$ 0.79 vs \$ 0.73 and top line beat of \$ 9.7 million vs \$ 9.16 million expected.

Outside of the good news and an abundance of good earnings reports which did not help the markets, there were big names posting poor quarterly results last week, although not expected to be so deleterious. IBM, Caterpillar, 3M's American Express and Microsoft all disappointed.

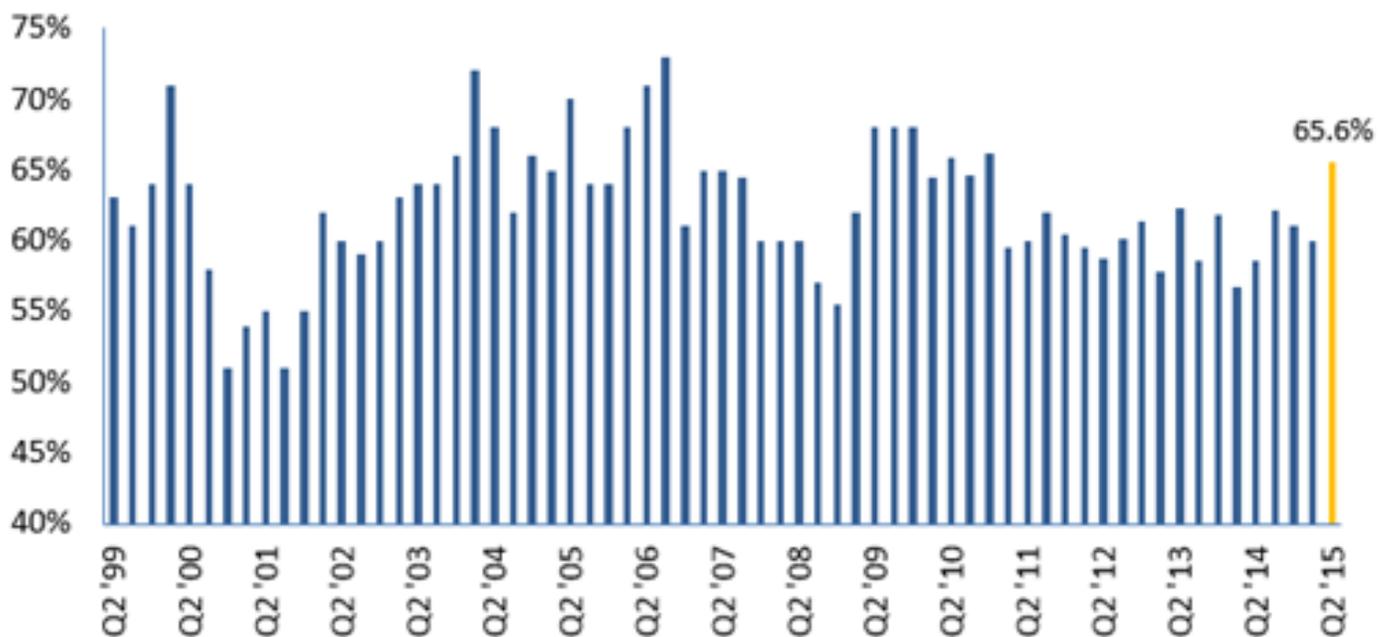
IBM (IBM: \$ 159.95) - \$ 12.56 or 7.3%; Caterpillar, (CAT: \$ 76.34) - \$ 6.82 or -8.2%, which is pulling back equipment from China. 3M (MMM: \$ 149.58 - \$ 7.11 or 4.5% and American Express (AXP: \$ 75.88) - \$ 3.34 or 4.2% is losing many clients such as Costco with little if anything new to offer.

The commodity price environment with Brent declining to the \$50-\$55 per barrel and the likelihood that these prices will prevail over an extended period of time can only cause trouble for the industry. Even Exxon would have to borrow or sell assets in order to continue to return cash to shareholders via dividend and stock buybacks. Exxon (XOM: \$ 79.93) - \$ 2.68 or 3.2% last week made its lowest close since June 29th 2012. Exxon had been a bastion of relative safety with all of its chemical diversification in the face of the oil price collapse. While the majority of stocks in the E&P sector experienced sharp declines in the past month, Exxon's stock had barely moved.

Other companies in this sector performed a lot worse: Cabot Oil and Gas. (CBOT: \$ 27.60)- \$ 2.31 or – 8% reported \$ 0.03 a share for the quarter vs \$ 0.28 same quarter a year ago. Just in May this year Cabot traded at \$ 35/share. Range Resources (RRC: \$ 42.25) and Oil States (OIS: \$ 29.88) will report next week and should go lower. Halliburton (HAL: \$ 41.78) performed very well considering a decline of top line revenue of 26.5%. Hal was up \$ 1.79 or + 4.5% on the week and closed above its 13 day price moving average.

Stocks like Dunkin Brands that would benefit from lower oil prices (DNKN: \$ 53.81) reported much better earnings with top line sales up 10%. However, the shares declined for the week.

% of Companies Beating Earnings Estimates by Quarter: 1998-Present



Market Strategies Economic Data

The market has not performed as well as many of the fundamentals.

Existing home sales increased 3.2% in June to 5.49 mln annualized from a downwardly revised 5.32 mln (from 5.35 mln) in May. The Briefing.com Consensus expected existing home sales to increase to 5.40 mln. That was the most existing homes sold in one month since 5.79 mln were sold in February 2007. The strong increase in home sales over the last couple of months may have developed because of the realization that the Fed is going to lift the fed funds rate in the near future. It seems that the potential rise in mortgage rates that would inevitably come with a higher fed funds rate which may have pulled buyers into the market.

However, New Home Sales declined 6.8% in June to 482,000 from a downwardly revised 517,000 (from 546,000) in May. New Home Sales were expected to be on an upward path similar to the existing home sales numbers. Sales in June were the lowest since 449,000 were sold in November 2014. The report was clearly disappointing.

While sales are still trending above 2013 and 2014 levels, we haven't seen the clear move higher that would indicate a normalizing market.

Category	JUN	MAY	APR	MAR	FEB
Total Sales	482K	517K	523K	485K	545K
Inventory (months)	5.4	4.8	4.7	5.1	4.5
Median Price Y/Y	-1.8%	-1.8%	6.4%	3.9%	9.5%

The Conference Board's Leading Economic Index increased 0.6% in June after increasing an upwardly revised 0.8% (from 0.7%) in May. The Briefing.com Consensus expected the index to increase 0.2%.

The Leading Economic Index maintains steady growth.

Category	JUN	MAY	APR	MAR	FEB
Total Index	0.6%	0.8%	0.6%	0.2%	-0.2%
Manufacturing Workweek	0.00%	0.00%	0.00%	-0.07%	-0.13%
Initial Claims	0.00%	0.05%	0.07%	0.22%	-0.18%
Cons. Gds Orders	0.00%	0.16%	0.02%	-0.08%	-0.13%
ISM New Orders	0.01%	0.01%	-0.04%	-0.07%	-0.06%
Nondef. Cap Gds Orders, exc. Aircraft	0.03%	-0.02%	-0.03%	0.06%	-0.21%
Building Permits	0.22%	0.28%	0.29%	-0.17%	0.11%
Stock Prices	-0.02%	0.03%	0.03%	0.00%	0.10%
Leading Credit Index	0.07%	0.05%	0.10%	0.08%	0.09%
Interest Rate Spread	0.25%	0.23%	0.20%	0.21%	0.21%
Consumer Expectations	0.08%	0.01%	0.07%	0.07%	0.07%

Leading and Coincident Indicators y/y%



Source: Conference Board; updated 07/23/15

Briefing.com

Market Strategies Cycles

The Madness of the Crowd (authored by Dennis Marlow)

Some of you may remember the 2000.com bubble. When companies earning no money, went public. Then around 2007 came the sub -prime fiasco. Both turned out in disaster.

Now we have the insanity of Amazon. They earned about 95 million in the last quarter. Walmart, the largest retailer in the world, makes that in a fraction of the time and has over one million employees. On Friday Amazon stock was worth more than Walmart, now that's insanity! Amazon may even have negative earnings next quarter.

With the exception of NFLX and GOOG, AMZN this earning season is a disaster.

We will probably have negative earnings, less revenues and next quarter will probably be worse than this. Companies are cost cutting, reducing staff, buying back stock to impress, while as in the case of Qualcomm , who fired as much as 15 percent of their employees.

Companies who are doing well, hire not fire employees and purchase other companies to make themselves growth stocks.

When a company buys back their own stock at market highs, history shows that they get hurt later on. Short term gain for long term pain....children want instant gratification!

In America, they plan for thirty to sixty days of gratification where in China they plan for fifty years of progress.

Just look at how poorly IBM, MSFT, CAT, AXP, FDX have performed. In the medium term all that counts are earnings and revenue not federal or government intervention. The same way that humans have to inhale and exhale and the oceans ebb and flow...the stock markets of the world now have to exhale.

We have not had a ten percent correction in years. This may be the start of a whopper decline. Maybe this is the start of a bear market, only time will tell. In a bear market all that can go wrong will go wrong. The bears can frolic and have fun, but a mother bear is the most vicious animal when protecting her cubs. The transports have been telling us this is a bear market for over six months.

Buy gold. Gold probably bottomed Sunday night. 7-19 in Singapore at 1080. I told people to hold their nose and buy! The high on gold was 1909 and the low was 250 early last decade. 1080 was a perfect fifty percent correction. The commitment of traders report issued on Friday showed commercials buying 33,000 contracts and speculators selling 24,000.

The commercials are usually right. If gold were to close below 1079, liquidate your position.

This brisk market rally and the accompanying swing positive by technical indicators is setting up nicely for the [mid-July S&P 500 short trade](#) detailed last week. **SPDR S&P 500** (SPY) has rallied up to and just slightly above monthly resistance at \$210.56 resulting in the addition of **ProShares UltraShort S&P 500** (SDS: \$ 20.57) or buying the SPXU \$ 33.94) Based upon this price and our 5% trailing stop rule, the stop loss on SDS is \$19.88. The SPXU stop loss is 32.87.

We recommend looking for short positions to utilize on rallies now preserve cash for the best six months which begins in October. . For now we continue to stick to the game plan for the "Worst Six Months." trades such as bond ETFs and outright short positions. Spending the summer in cash awaiting the next seasonal buying opportunity later this year may be a great way to avoid market volatility.

NASDAQ July Performance Over 4% Since 1971

Year	Prev. Yr	Jun	Jul	Aug		Dec	Aug-Dec	Full-Year	
	Close	Close	Close	Percent	Close	Percent	Close	Percent	
1973	133.73	100.98	108.64	7.6	104.87	-3.5	92.19	-15.1	-31.1
1978	105.05	120.30	126.32	5.0	135.01	6.9	117.98	-6.6	12.3
1980	151.14	157.78	171.81	8.9	181.52	5.7	202.34	17.8	33.9
1989	381.38	435.29	453.84	4.3	469.33	3.4	454.82	0.2	19.3
1991	373.84	475.92	502.04	5.5	525.68	4.7	586.34	16.8	56.8
1995	751.96	933.45	1001.21	7.3	1020.11	1.9	1052.13	5.1	39.9
1997	1291.03	1442.07	1593.81	10.5	1587.32	-0.4	1570.35	-1.5	21.6
2003	1335.51	1622.80	1735.02	6.9	1810.45	4.3	2003.37	15.5	50.0
2005	2175.44	2056.96	2184.83	6.2	2152.09	-1.5	2205.32	0.9	1.4
2009	1577.03	1835.04	1978.50	7.8	2009.06	1.5	2269.15	14.7	43.9
2010	2269.15	2109.24	2254.70	6.9	2114.03	-6.2	2652.87	17.7	16.9
2013	3019.51	3403.25	3626.37	6.6	3589.87	-1.0	4176.59	15.2	38.3
2015*	4736.05	4986.87	5218.86	4.7	* As of July 20, 2015 Close				
				Average:	1.3		6.7	25.3	
				Median:	1.7		9.9	27.8	
				Up:	7		9	11	
				Down:	5		3	1	

Source: StockTradersAlmanac.com. All rights reserved.

The markets performed well responding hand in glove with the European handling of the Greece crisis. Now as July winds down the fundamentals of individual earnings will come into play along with the backdrop of every nation making available and creating creating currency.

JULY 2015

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

Start: Gold & Silver (L), Transports (S)

In Play: Utilities (L), Cyclical (S), Materials (S)

Finish: Oil (L), High-Tech (L), Computer Tech (L),
Banking (S), Natural Gas (S)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT	SUN
<p>*Tuesdays: Wkly Chain Store Sales & Avg Hrly Earnings *Wednesdays: Oil & Gas Inventories *Thursdays: Weekly Unemployment Report, Wkly Mutual Fund Flows & Weekly Natural Gas Storage Report *Fridays: Weekly Leading Economic Index *<i>Except holidays</i></p>		<p>1  1st Trading Day Dow Up 21 of Last 26</p> <p>Construction Spending ISM Index Semiconductor Billings Vehicle Sales</p>	<p>2 Factory Orders Employment Rate</p>	<p>3 Independence Day Observed (Market Closed)</p> <p>ECRI Future Inflation Index</p>	<p>4 </p>	<p>5</p>
<p>6  Market Subject to Elevated Volatility After July 4th</p> <p>ISM Non-Mfg. Index</p>	<p>7 Dow: 1.1% Up 13 Down 8 Rank #6</p> <p>Int'l Trade Deficit Consumer Credit</p>	<p>8 9 10 Average July Gains Last 21 Years: S&P: 0.5% Up 10 Down 11 Rank #7 NAS: 0.4% Up 10 Down 11 Rank #9</p>			<p>11</p>	<p>12</p>
<p>13  First Trading Day Of Expiration Week, Dow Up 9 of Last 12</p> <p>Treasury Budget</p>	<p>14  July is the Best Performing Dow and S&P Month of the Third Quarter, But Beware the "Summer Rally" Hype. Historically the Weakest Rally</p> <p>Business Inventories Import/Export Prices Retail Sales</p>	<p>15  Beige Book Industrial Production PPI</p>	<p>16 Chain Store Sales NAHB Housing Mrkt Index Philadelphia Fed Survey</p>	<p>17  Expiration Day Dow Down 9 of Last 15, -2.5% in 2010</p> <p>CPI Housing Starts U Mich Consumer Sentiment</p>	<p>18</p>	<p>19</p>
<p>20 </p>	<p>21  July Begins NASDAQ's "Worst Four Months" Week After Expiration Prone to Wild Swings, Dow Up 9 of Last 13, 1998 -4.3%, 2002 +3.1%, 2006 +3.2%, 2007 -4.2%, 2009 +4.0%, 2010 +3.2%</p>			<p>23</p>	<p>24</p>	<p>25</p>
<p>27 </p> <p>Durable Goods</p>	<p>28 Consumer Confidence</p>	<p>29 FOMC Meeting</p>	<p>30  GDP - Q2 Advance Agricultural Prices</p>	<p>31 ECI ISM-Chicago U Mich Consumer Sentiment</p>	<p>1</p>	<p>2</p>
<p><i>Economic release dates obtained from sources believed to be reliable. All dates subject to change.</i></p>		<p> Bull symbol signifies a favorable day based on the S&P 500 Rising 60% or more of the time on a particular trading day 1994-2014</p>	<p> Bear symbol signifies an unfavorable day based on the S&P 500 Falling 60% or more of the time on a particular trading day 1994-2014</p>			

Undervalued Small Cap Stocks

International Star (ILST: 0.0003)

International Star is a junior mining Company with claims in the Black Mountains of NW Arizona. Its primary focus is to bring the Van Deeman gold project into production thereby generating cash flow to enable growth and sustainability.

Enzo Biochem (ENZ 3.13)

Buy on a dip to below \$ 2.80 or \$ 3.18 x on a rally out of the present trading range.

The short position had risen to 2.155 million shares as of June 15.. The company has revenue of about \$ 100 million per year. This pressure has been against the stock since May and now may be ending. I would expect the stock to start to recover to much higher levels.

When Ampiprobe is approved the top line revenue should start to show a increase within 3-4 months of approval (product rollout, packaging, etc..). Enzo should be included in the Russell next year if all of this comes to pass. Upside pressure is likely for the stock.

RMS Medical Systems, Inc (REPR 0..28)*

The company is poised for world-wide growth. The Freedom 60 is being marketed in Europe as well as gaining a footing among home-care professionals in America. International sales increased 47.8% first quarter 2015 up from same quarter 2014. U.S. sales were down 10%. Some of the First Quarter Sales were completed in the previous quarter. The RescueVac is used in ambulances and planes for emergency suction.

Immune Therapeutics, Inc. (IMUN 0.095)*

Buy now.

IMUN is a specialty pharmaceutical company formed by patients funded by patients involved in the manufacturing, distribution and marketing of patented therapies to combat chronic, life-threatening diseases through the activation and modulation of the body's immune system. The Company's technology platform is built on two different immunotherapies, Low Dose Naltrexone (LDN) and Methionine-Enkephalin (MENK). These proprietary technologies exploit the power of the body's own immune system to find and kill diseased cells. We have bought the shares.

Low Dose Naltrexone (LDN) is a proprietary immunotherapy for the treatment of autoimmune diseases, HIV/AIDS, opportunistic infections, cancer and a range of other serious diseases. LDN works by boosting levels of endorphins (peptides produced in the brain and adrenal glands).

These natural peptides are also powerful modulators of the immune system. In order for the body to maintain good health and wellness, there is a balance of the immune system between the cellular (Th1) and the humoral (Th2) immune systems. Immune balance is regulated through T-helper cells

that produce cytokines. The Th1 lymphocytes help fight pathogens that are within cells like cancer and viruses through activation of interferon-gamma and macrophages.

The Th2 lymphocytes target external pathogens like parasites, allergens, toxins through the activation of B-cells. In order for the body to maintain good health and wellness, there is a steady state of balance of the immune system between the cellular and humoral immunity as well as the regulatory T-cells that keep things under control.

When there is an excess of Th1 responses or cellular immunity conditions such as Crohn's disease, Type 1 diabetes mellitus and graft versus host diseases result. When there is over activity of the humoral immune system the body over reacts to allergens or even itself (autoimmunity). And with less cellular surveillance cancer can occur. What the body needs to remain healthy is a balance of the immune system. LDN is a compound that works on the body's natural opioid system to restore immune balance..

OTCQB listed Company FONU2 Inc.(OTCQB: FONU)

FONU2 Inc (FONU: \$ 0.03) Gov. Nathan Deal announced today that Georgia-lensed feature film and television productions generated an economic impact of more than \$6 billion during fiscal year 2015 (July 1, 2014-June 30, 2015). This was the result of 248 film and television productions that were shot in Georgia during the year. The state's first Marvel production, 'Ant-Man,' is set to open in theaters July 17. Georgia's pro business environment combined with true public private partnership offers has caused Moon River Studios, the largest film studio project in the Country, to locate in Coastal Georgia, just outside of historic Savannah.

FONU is a film studio and social commerce company that is actively developing a 1,560 acre film studio complex in Effingham County, Georgia. The studio operates under the name Moon River Studios, Inc., inspired by Savannah musician Johnny Mercer's song "Moon River" from Breakfast at Tiffany's. The property is approximately twice the size of Central Park, and is located only minutes from downtown Savannah, where projects ranging from Forest Gump to Magic Mike XXL have all been filmed.

The Company's recently announced the acquisition of the assets of Applebox productions, a film equipment rental house. This acquisition makes FONU the largest player in Savannah for film equipment, with an expected Fifty to One Hundred Million of film production is expected to take place in Savannah between and year end.

Stocks and ETF's bought over the past few weeks

The heavy black marks indicate execution.

We remain well away from getting buy stopped into the HDGE. We bought the HDGE @ 11.04. HDGE is the BEAR Financial Services ETF. We were stopped out of XOM for a \$ 200 loss.

Please check on the previous weekly market letters if there are questions. We are long in Diana Shipping at 6.60. The Scorpio Tankers were not filled as the market never got to our price. Try to buy a scale down on this move. The tanker shippers like NAT and GLNG have done much better than dry

shippers like Diana Shipping. However, DSX had a nice week and you should buy now if not already long now.

We would buy Bank of America and continue to like the banking sector. We have three new stocks to buy if their price is reached. OSIR, LUV and HOG.

Symbol	Name	Business Description	PE	P/S	MV mln	Price	Buy Limit	Stop Loss Or sold
OSIR	Osirus Therapeutics	Biotechnology	690	9.06	664M	21.62	18.90	18.50 x
LUV	Southwest Air	Regional Airlines	16	1.15	22.6B	35.01	33	32.31sco
HOG	Harley Davidson	Consumer Goods	14	1.87	11.6B	57.66	54	52.39sco
ENZ	Enzo Biochem	Life Sciences	NA	1.35	134M	3.13	2.78	2.44x
BAC	Bank of America	Commercial Bank	10	2.02	165.3B	17.93	16.45	15.22x
HDGE	Advisor Shares	Ranger Bear ETF				11.15	11.04 X	10.65X if filled
GLNG	Golar	Liquefied N.G. Hedging	NA	30.39	3.14B	43.47	32.44	30.50
SAN	Santander	Banking world-wide	14	2.34	91.6B	7.10	7.10	6.80
DSX	Diana Shipping	Dry Cargo Shipping	N/A	3.7	611	7.54	6.60	5.90
STNG	Scorpio Tankers	Oil Transportation	26	5.6	1.47B	10.98	7.46 unable	7.48

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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 Xinery. 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.

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