

NON-UTILITY PROXY GROUP

	(a)	(a)	(b)			(c)	(d)	(e)				
			Dividend	Growth Rates					Cost of Equity Estimates			
				Yield	V Line	IBES	Zacks	br+sv	V Line	IBES	Zacks	br+sv
1	3M Company	2.39%	7.0%	11.9%	11.3%	12.9%	9.4%	14.3%	13.7%	15.3%		
2	Abbott Labs.	3.67%	10.0%	8.9%	9.0%	15.0%	13.7%	12.6%	12.7%	18.7%		
3	Alberto-Culver	1.02%	15.0%	9.4%	12.5%	8.4%	16.0%	10.4%	13.5%	9.4%		
4	AT&T Inc.	6.09%	5.5%	5.7%	7.0%	5.4%	11.6%	11.8%	13.1%	11.5%		
5	Automatic Data Proc.	2.93%	8.0%	10.6%	10.8%	9.5%	10.9%	13.5%	13.7%	12.4%		
6	Bard (C.R.)	0.77%	9.5%	10.9%	11.8%	18.1%	10.3%	11.7%	12.6%	18.9%		
7	Baxter Int'l Inc.	2.45%	10.0%	9.6%	9.3%	15.5%	12.5%	12.1%	11.8%	17.9%		
8	Becton, Dickinson	1.97%	9.5%	9.9%	10.8%	9.0%	11.5%	11.9%	12.8%	11.0%		
9	Bristol-Myers Squibb	5.11%	8.5%	1.8%	2.0%	5.7%	13.6%	6.9%	7.1%	10.8%		
10	Brown-Forman 'B'	1.90%	7.5%	10.9%	13.0%	10.6%	9.4%	12.8%	14.9%	12.5%		
11	Chubb Corp.	2.55%	2.5%	8.7%	9.8%	8.0%	5.1%	11.3%	12.4%	10.5%		
12	Church & Dwight	0.97%	12.0%	11.8%	12.0%	10.3%	13.0%	12.8%	13.0%	11.3%		
13	Coca-Cola	2.80%	9.5%	8.7%	9.0%	9.9%	12.3%	11.5%	11.8%	12.7%		
14	Colgate-Palmolive	2.76%	11.0%	9.3%	9.2%	18.1%	13.8%	12.1%	12.0%	20.8%		
15	Commerce Bancshs.	2.22%	7.0%	7.0%	7.0%	7.9%	9.2%	9.2%	9.2%	10.1%		
16	ConAgra Foods	3.92%	10.5%	7.7%	8.0%	8.1%	14.4%	11.6%	11.9%	12.0%		
17	Costco Wholesale	1.24%	7.5%	13.3%	12.9%	8.2%	8.7%	14.5%	14.1%	9.5%		
18	Cullen/Frost Bankers	2.96%	4.5%	8.5%	8.0%	5.7%	7.5%	11.5%	11.0%	8.6%		
19	CVS Caremark Corp.	1.42%	9.5%	10.1%	12.0%	7.8%	10.9%	11.5%	13.4%	9.2%		
20	Ecolab Inc.	1.41%	12.0%	13.2%	13.2%	19.6%	13.4%	14.6%	14.6%	21.0%		
21	Exxon Mobil Corp.	2.26%	6.0%	12.1%	8.4%	13.5%	8.3%	14.4%	10.7%	15.7%		
22	Gen'l Mills	3.02%	9.5%	7.7%	8.0%	9.3%	12.5%	10.7%	11.0%	12.3%		
23	Heinz (H.J.)	3.85%	6.5%	7.0%	8.0%	13.9%	10.4%	10.9%	11.9%	17.8%		
24	Hormel Foods	2.01%	10.5%	10.0%	9.3%	10.7%	12.5%	12.0%	11.3%	12.7%		
25	Int'l Business Mach.	1.77%	13.0%	11.5%	9.3%	20.4%	14.8%	13.3%	11.1%	22.2%		
26	Johnson & Johnson	3.44%	4.5%	6.0%	5.8%	10.8%	7.9%	9.4%	9.2%	14.2%		
27	Kellogg	3.14%	9.5%	8.6%	9.0%	9.7%	12.6%	11.7%	12.1%	12.9%		
28	Kimberly-Clark	4.09%	6.5%	7.5%	8.7%	18.6%	10.6%	11.6%	12.8%	22.7%		
29	Kraft Foods	3.71%	8.0%	8.4%	8.0%	10.7%	11.7%	12.1%	11.7%	14.4%		
30	Lilly (Eli)	5.64%	-2.5%	-6.4%	-5.3%	8.4%	3.1%	-0.8%	0.3%	14.0%		
31	Lockheed Martin	3.78%	10.0%	8.1%	6.8%	20.3%	13.8%	11.9%	10.6%	24.1%		
32	McCormick & Co.	2.24%	8.5%	9.6%	9.5%	13.3%	10.7%	11.8%	11.7%	15.6%		
33	McDonald's Corp.	3.25%	9.5%	9.8%	9.3%	10.7%	12.8%	13.1%	12.6%	13.9%		
34	McKesson Corp.	0.98%	10.0%	14.2%	11.0%	11.7%	11.0%	15.2%	12.0%	12.7%		
35	Medtronic, Inc.	2.47%	7.5%	8.8%	8.4%	11.7%	10.0%	11.3%	10.9%	14.1%		
36	Microsoft Corp.	2.26%	12.5%	11.3%	11.7%	15.3%	14.8%	13.6%	14.0%	17.5%		
37	NIKE, Inc. 'B'	1.49%	9.5%	10.9%	12.5%	12.2%	11.0%	12.4%	14.0%	13.7%		
38	Northrop Grumman	2.82%	12.5%	11.0%	11.1%	7.9%	15.3%	13.8%	13.9%	10.7%		
39	PepsiCo, Inc.	2.91%	11.0%	8.9%	9.5%	14.5%	13.9%	11.8%	12.4%	17.4%		
40	Pfizer, Inc.	4.50%	5.0%	2.8%	3.5%	7.0%	9.5%	7.3%	8.0%	11.5%		
41	Procter & Gamble	3.01%	8.0%	8.9%	9.2%	7.2%	11.0%	11.9%	12.2%	10.3%		
42	Raytheon Co.	3.02%	10.0%	8.0%	10.0%	8.6%	13.0%	11.0%	13.0%	11.6%		
43	Stryker Corp.	1.26%	12.5%	10.9%	11.4%	13.6%	13.8%	12.2%	12.7%	14.9%		
44	Sysco Corp.	3.47%	8.0%	10.0%	9.7%	14.2%	11.5%	13.5%	13.2%	17.6%		
45	TJX Companies	1.28%	13.5%	14.5%	14.4%	11.1%	14.8%	15.8%	15.7%	12.4%		
46	United Parcel Serv.	2.59%	9.0%	11.7%	11.5%	17.9%	11.6%	14.3%	14.1%	20.5%		
47	Verizon Communic.	5.63%	4.0%	6.2%	14.9%	5.7%	9.6%	11.8%	20.5%	11.3%		
48	Walgreen Co.	1.68%	11.5%	13.4%	13.0%	8.4%	13.2%	15.1%	14.7%	10.1%		
49	Wal-Mart Stores	2.16%	10.0%	10.7%	11.3%	9.9%	12.2%	12.9%	13.5%	12.1%		
50	Waste Management	3.52%	5.5%	9.6%	11.0%	5.2%	9.0%	13.1%	14.5%	8.7%		
	Average (f)						11.9%	12.4%	12.5%	12.1%		

(a) www.valueline.com (retrieved Jan. 28, 2011).

(b) Thomson Reuters Company in Context Report (Jan. 28, 2011).

(c) www.zacks.com (retrieved Jan. 31, 2011).

(d) See Exhibit WEA-7.

(e) Sum of dividend yield and respective growth rate.

(f) Excludes highlighted figures.