

SECURITIES AND EXCHANGE COMMISSION

FORM 13F-HR

Initial quarterly Form 13F holdings report filed by institutional managers

Filing Date: **2013-01-28** | Period of Report: **2012-12-31**  
SEC Accession No. [0001008895-13-000001](#)

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FILER

**SCHMIDT P J INVESTMENT MANAGEMENT INC**

CIK: **1008895** | IRS No.: **391397930** | State of Incorporation: **WI** | Fiscal Year End: **1231**  
Type: **13F-HR** | Act: **34** | File No.: **028-03627** | Film No.: **13550424**

Mailing Address

W62 N570 WASHINGTON  
AVE  
PO BOX 148  
CEDARBURG WI 53012

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W62 N 570 WASHINGTON  
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PO BOX 148  
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2623770484

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 13F

FORM 13F COVER PAGE

Report for the Calendar Year or Quarter Ended: 12/31/2012

Check here if Amendment [ ]; Amendment Number:  
This Amendment (Check only one.): [ ] is a restatement.  
[ ] adds new holdings entries.

Institutional Investment Manager Filing this Report:

Name: P.J. Schmidt Investment Management, Inc.  
Address: W62 N570 Washington Avenue

Cedarburg, WI 53012

13F File Number:28-5266

The institutional investment manager filing this report and the person by whom it is signed hereby represent that the person signing the report is authorized to submit it, that all information contained herein is true, correct and complete, and that it is understood that all required items, statements, schedules, lists, and tables, are considered integral parts of this form.

Person Signing this Report on Behalf of Reporting Manager:

Name: Patrick N. Sommerfield  
Title: Vice-President  
Phone: (262) 377-0484  
Signature, Place, and Date of Signing:

Patrick N. Sommerfield Cedarburg, WI January 28, 2013  
Report Type (Check only one.):

- [ X ] 13F HOLDINGS REPORT.  
[ ] 13F NOTICE.  
[ ] 13F COMBINATION REPORT.

I AM SIGNING THIS REPORT AS REQUIRED BY THE SECURITIES EXCHANGE ACT OF 1934.

FORM 13F SUMMARY PAGE

Report Summary:

Number of Other Included Managers: 0  
Form 13F Information Table Entry Total: 79  
Form 13F Information Table Entry Total: \$181,317,000

List of Other Included Managers:

NONE

<TABLE>

NAME OF ISSUER	TITLE OF CLASS	CUSIP	FORM 13F INFORMATION TABLE							VOTING AUTHORITY		
			VALUE (x\$1000)	SHARES/ PRN AMT	SH/ PRN CALL	PUT/ DSCRETN	INVSTMT MANAGERS	OTHER MANAGERS	SOLE	SHARED	NONE	
<S>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>
3M Co	cs	88579y101	630	6781.00	SH		Sole					6781.00
Abbott Laboratories	cs	002824100	5215	79624.00	SH		Sole					79624.00
Altria Group Inc	cs	02209s103	904	28752.00	SH		Sole					28752.00
American Electric Power Inc	cs	025537101	1650	38660.00	SH		Sole					38660.00
Analog Devices Inc	cs	032654105	220	5220.00	SH		Sole					5220.00

Apple Inc	cs	037833100	690	1297.00	SH	Sole	1297.00
AT&T Inc	cs	00206r102	5828	172885.00	SH	Sole	172885.00
Automatic Data Processing Inc	cs	053015103	818	14375.00	SH	Sole	14375.00
Bank Montreal Que	cs	063671101	538	8780.00	SH	Sole	8780.00
Barrick Gold Corp	cs	067901108	3529	100790.12	SH	Sole	100790.12
Baxter Intl Inc	cs	071813109	199	2982.00	SH	Sole	2982.00
BCE Inc	cs	05534b760	2156	50215.00	SH	Sole	50215.00
Bristol-Myers Squibb Co	cs	110122108	4562	139970.00	SH	Sole	139970.00
Caterpillar Inc	cs	149123101	2458	27425.00	SH	Sole	27425.00
CenterPoint Energy Inc	cs	15189t107	220	11445.00	SH	Sole	11445.00
Chesapeake Energy Corp	cs	165167107	166	10000.00	SH	Sole	10000.00
Chevron Corp	cs	166764100	7600	70277.00	SH	Sole	70277.00
Coca-Cola Co	cs	191216100	1610	44420.00	SH	Sole	44420.00
Colgate Palmolive Co	cs	194162103	132	1265.00	SH	Sole	1265.00
ConocoPhillips	cs	20825c104	565	9740.00	SH	Sole	9740.00
CVS Caremark Corporation	cs	126650100	319	6600.00	SH	Sole	6600.00
Deere & Co	cs	244199105	2291	26505.00	SH	Sole	26505.00
Dominion Resources Inc VA	cs	25746u109	4321	83407.94	SH	Sole	83407.94
Du Pont E I de Nemours & Co	cs	263534109	2662	59194.00	SH	Sole	59194.00
Duke Energy Corp	cs	26441c204	3871	60667.00	SH	Sole	60667.00
EMC Corp MA	cs	268648102	2259	89295.00	SH	Sole	89295.00
Emerson Electric Co	cs	291011104	3117	58850.62	SH	Sole	58850.62
Exxon Mobil Corp	cs	30231g102	5701	65873.72	SH	Sole	65873.72
Fastenal Co	cs	311900104	211	4530.00	SH	Sole	4530.00
First American Bankshares	cs		819	1260.00	SH	Sole	1260.00
General Electric Co	cs	369604103	1402	66787.00	SH	Sole	66787.00
General Mills Inc	cs	370334104	2409	59607.00	SH	Sole	59607.00
Genuine Parts Co	cs	372460105	2559	40250.00	SH	Sole	40250.00
Goldcorp Inc	cs	380956409	5421	147718.02	SH	Sole	147718.02
Grainger W W Inc	cs	384802104	1677	8287.00	SH	Sole	8287.00
Heinz H J Co	cs	423074103	594	10300.00	SH	Sole	10300.00
Honeywell Intl Inc	cs	438516106	2078	32745.00	SH	Sole	32745.00
Illinois Tool Works Inc	cs	452308109	4304	70772.00	SH	Sole	70772.00
Intel Corp	cs	458140100	2097	101710.00	SH	Sole	101710.00
International Business Machine	cs	459200101	1839	9602.00	SH	Sole	9602.00
Johnson & Johnson	cs	478160104	5455	77816.10	SH	Sole	77816.10
Johnson Controls Inc	cs	478366107	339	11062.00	SH	Sole	11062.00
Kellogg Co	cs	487836108	1708	30575.00	SH	Sole	30575.00
Kimberly Clark Corp	cs	494368103	652	7719.00	SH	Sole	7719.00
McDonalds Corp	cs	580135101	4989	56562.42	SH	Sole	56562.42
Merck & Co Inc	cs	58933y105	4453	108776.04	SH	Sole	108776.04
Newmont Mining Corp	cs	651639106	939	20215.00	SH	Sole	20215.00
NextEra Energy Inc	cs	65339f101	2842	41069.00	SH	Sole	41069.00
Nike Inc Cl B	cs	654106103	696	13480.00	SH	Sole	13480.00
Norfolk Southern Corp	cs	655844108	480	7770.00	SH	Sole	7770.00
Northern States Financial Corp	cs	665751103	7	11250.00	SH	Sole	11250.00
Occidental Petroleum Corp	cs	674599105	3432	44801.71	SH	Sole	44801.71
Oracle Corp	cs	68389x105	2143	64310.00	SH	Sole	64310.00
PepsiCo Inc	cs	713448108	4818	70402.68	SH	Sole	70402.68
Pfizer Inc	cs	717081103	250	9981.00	SH	Sole	9981.00
Philip Morris Intl Inc	cs	718172109	4959	59285.00	SH	Sole	59285.00
Phillips 66	cs	718546104	209	3935.00	SH	Sole	3935.00
Procter & Gamble Co	cs	742718109	5222	76915.00	SH	Sole	76915.00
Quad / Graphics Inc Cl A	cs	747301109	1167	57228.00	SH	Sole	57228.00
Qualcomm Inc	cs	747525103	1274	20590.00	SH	Sole	20590.00
Schlumberger Ltd	cs	806857108	3656	52759.04	SH	Sole	52759.04
Seadrill Limited	cs	g7945e105	1280	34775.00	SH	Sole	34775.00
Southern Co	cs	842587107	2242	52382.24	SH	Sole	52382.24
Suncor Energy Inc	cs	867224107	684	20755.00	SH	Sole	20755.00
Sysco Corp	cs	871829107	1183	37358.00	SH	Sole	37358.00
Union Pacific Corp	cs	907818108	3882	30881.67	SH	Sole	30881.67
Verizon Communications Inc	cs	92343v104	5688	131449.00	SH	Sole	131449.00
Walgreen Co	cs	931422109	2678	72365.22	SH	Sole	72365.22
Wisconsin Energy Corp	cs	976657106	738	20021.00	SH	Sole	20021.00
Yum Brands Inc	cs	988498101	4782	72015.00	SH	Sole	72015.00
BP PLC Sp ADR	ad	055622104	239	5746.00	SH	Sole	5746.00
Diageo PLC Sp ADR	ad	25243q205	1137	9750.00	SH	Sole	9750.00
GlaxoSmithKline PLC Sp ADR	ad	37733w105	3550	81665.00	SH	Sole	81665.00
Nestle SA Sp ADR	ad	641069406	3647	56015.00	SH	Sole	56015.00
Novartis AG Sp ADR	ad	66987v109	1326	20945.00	SH	Sole	20945.00
PetroChina Co Ltd Sp ADR	ad	71646e100	2919	20305.00	SH	Sole	20305.00
Royal Dutch Shell PLC Sp ADR B	ad	780259107	4841	68285.00	SH	Sole	68285.00
Market Vectors ETF Tr Gold Min ui		57060u100	919	19800.00	SH	Sole	19800.00
Digital Realty Trust Inc		253868103	252	3705.00	SH	Sole	3705.00

FORM 13F INFORMATION TABLE

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