

BEFORE THE STATE OF WISCONSIN
DEPARTMENT OF FINANCIAL INSTITUTIONS
DIVISION OF SECURITIES

In the Matter of

ORDER OF REVOCATION

ALETHEIA SECURITIES, INC.,
Respondent.

File No. S-229511 (LX)

Based upon the registration cancellations issued by the SEC on November 20, 2013, and by FINRA on July 18, 2013, I find that this action is necessary and appropriate in the public interest, and for the protection of investors;

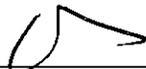
Therefore, pursuant to § 551.412, Wis. Stats. and DFI-Sec 4.09, Wis. Adm. Code,

IT IS ORDERED THAT:

The broker dealer registration of Aletheia Securities, Inc., (CRD # 44784) in the State of Wisconsin is hereby revoked as of December 13, 2013.

EXECUTED at Madison, Wisconsin, this 13th day of December, 2013.

(SEAL)



Patricia D. Struck
Administrator
Division of Securities

NOTICE:

Pursuant to Wis. Stat. § 551.604(2), this Order is effective on the date issued. Any person subject to the Order may request a hearing in the form of a written petition for hearing as provided in Wis. Adm. Code § DFI-Sec. 8.01. If no hearing is requested, this Order will become final by operation of law 30 days after service.

You are advised that any willful violation of an Order issued by the Administrator of the Division of Securities of the Wisconsin Department of Financial Institutions is a criminal offense punishable under the provisions of Wis. Stats. § 551.508.