There's more to investing marketplace than buying mutual funds

I just went to a financial planners seminar at work, and I am thoroughly confused. The gestleman who ran the seminar was sold on matual (ands and gave us a lot of reasons why we should buy them. I bought two stocks through NAIC's Low Cost Investment Program and have bought AT&T, McDoaald's and Southland through Mertill Lynch. I want to learn how to invest, I really would like to own a mustal fand. But I'm so confused; what do I do next!

From the stocks own have bought.

I'm so confused; what do I do next.

From the stocks you have bought, it looks to me like you either have pretty good judgment on the moderately conservative sade or have had a good brecker. You have made a good start.

Learning how to invest really two parts. One side is reading about investing, listening to investment lectures and doing everything you can to build a background of investment information and knowledge. The other side is the experimentation with buying different stocks and getting used to being a shareholder.

The seminar you attended is one way of building a background. As you

being a shareholder.

The seminar you attended is one way of building a background. As you learned in this seminar, there are two kinds of financial planners. The best are ones who give you a well-rounded view of many investment opportunities that are available to to you, and they help you work out a program that fits your own needs.



today's investor

Thomas E. O'Hara

of the National Association of Investment Clubs

THERE ARE OTHERS, like the one you beard, who work for an agency that selfs a particular product, and all their advice is directed to ellips you that product. There is nothing wrong with that is long as you have not about mutual funds that you did before.

As you learned at the seminar, a mutual fund is an organization run by protections that you letter, my guess is that you haven't built enough of an intended to go as yet. But you have made a want to go as yet. But you have made a better in the safe of the product of the pro

trustees of the National Association about companies and estimate about companies and estimate age how high and how low their stock may sell.

YOU WILL SPEND a couple of this column.

Lovio-George Inc. has been appointed public relations, advertising and marketing counsel for Haig G. Nevill Associates of West Bloomfield.

A. Martin Lerner, M.D., has opened an office for the practice of internal medicine on Lahser in Birmingham.

Corporations that want to do business with minority-owned businesses can call the Profile Locator Service of the Southeastern Michigan Business Development Center. The system list more, than 25,000 minority companies throughout the United States. For further information, call Dennis Pinder at 031,0000

LeBar Associates announces the opening of their new office and production facility at 77 E. Long Lake Road, Bloomfield Hills. Telephone number is 540-7033.

Hurwitz Enterprises of Southfield has been assigned to do the advertising campaign for North Forty brand pack-aged frozen steaks.

Graphics Plus of Birmingham, in the Informix Business Center, has intro-duced a color copy system that, within minutes, makes high-quality prints and overhead transparencies from photo-

grpahs, sildes or thrice -dimensional objects.

Baker, Abbs, Dunningham & Klep-lager of Birmingham has been named agency of record for American Shows, ADM Technology and Enerlite Prod-ucts.

Chiropractic Family & Industrial Clinic of Southfield has opened at 17320 W. 12 Mile in Southfield. The clinic spe-cializes in low back, mid back and headache conditions. It is open six days a week. Telephone number is 559-6555.

Completion is expected in July for Coventry Place executive office on Big Beaver in Troy. Coventry Place is being developed by BRB Properties of Southfield.

Dickinson, Wright, Moon, Van Dusen & Freeman, with offices in Bloomfield Hills, will open an office to become the anchor tenant in the 60-year-old Michi-gan Arcade Building in Lansing.

CMI Corp. broke ground in Bloom-field Hills for its new world headquar-ters. Now in Troy, CMI's move to Bloomfield Hills means keeping an 38 million payroll in Michigan. The com-pany buys, sells, leases and brokers computer equipment. The building was

designed by Louis DesRosiers of Bloomfield Hills.

April sales were up 146 percent over the same month in 1982 for the Kelm Group Realtors of Southfield.

Bill Traitel of General Development Corp.'s Detroit office was so successful a salesman that his company named a street in one of its Florida communities for him. Bill Traitel Boulevard is in North Port, a community of 8,000 on Florida's Gulf Coast.

Creative House Advertising in South-field received six gold awards and one silver award in the 1983 Drummer Awards Competition sponsored by Bullding Supply News.

The Berline Group of Birmingham has been awarded the marketing and advertising assignment for the Metro-politan Detroit Subaru Dealers Assoca-tion.

Heller Mortgage Co. committed \$1.5 million to Amos T. Knoll, president of Knoll Enterprises, for site development and the building of three luxury models in the \$8 million Pine Lake Forrest Condominiums complex between Pine Lake and Orchard Lake in West Bloomfield.

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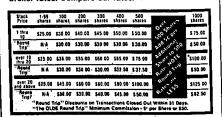
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