

There's more to investing than buying mutual funds

I just went to a financial planner seminar at work, and I am thoroughly confused. The gentleman who ran the seminar was sold on mutual funds 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, McDonald's and Southland through Merrill Lynch. I want to learn how to invest. I really would like to own a mutual fund. But 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 side or have had a good broker. You have made a good start.

Learning how to invest really has 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 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 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 heard, who work for an agency that sells a particular product, and all their advice is directed to selling you that product. There is nothing wrong with that as long as you are aware of the bias and keep your feet on the ground. You should know more about mutual funds than you did before.

As I read your letter, my guess is that you haven't built enough of an investment background to know how you want to go on yet. But you have made a sensible start.

Organizing an investment club could be one answer to building your experience. This can be done with an investment of as little as \$20 a month. In a club, you will practice gathering information about companies and estimating how high and how low their stock may sell.

YOU'LL SPEND a couple of

hours each month with friends talking about stocks and the market. You'll get a lot of information you can use to buy additional stocks on your own.

As you learned at the seminar, a mutual fund is an organization run by professional investors that takes your money and the money of others and invests it in a variety of stocks. Owning a mutual fund can be a learning experience if you read its reports and watch what stocks it is buying and selling. This may give you some ideas of stocks to buy directly.

Thomas E. O'Hara of Bloomfield Hills is chairman of the board of trustees of the National Association of Investment Clubs and editor of Better Investing magazine. O'Hara welcomes questions and comments but will answer them only through this column.

marketplace

Continued from previous page

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 Lahaer in Birmingham.

Corporations that want to do business with minority-owned businesses can call the Franchise Locator Service of the Southeastern Michigan Business Development Center. The system lists more than 25,000 minority companies throughout the United States. For further information, call Dennis Pinder at 951-0900.

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.

Herwitz Enterprises of Southfield has been assigned to do the advertising campaign for North Forty brand packaged frozen steaks.

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

graphs, slides or three-dimensional objects.

Baker, Abbe, Dunningham & Kleppinger of Birmingham has been named agency of record for American Shows, ADM Technology and Enerlite Products.

Chiropractic Family & Industrial Clinic of Southfield has opened at 17320 W. 12 Mile in Southfield. The clinic specializes in low back, mild back and headache conditions. It is open six days a week. Telephone number is 559-8555.

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 Michigan Arcade Building in Lansing.

CMJ Corp. broke ground in Bloomfield Hills for its new world headquarters. Now in Troy, CMJ's move to Bloomfield Hills means keeping an \$8 million payroll in Michigan. The company buys, sells, leases and brokers computer equipment. The building was

designed by Louis DeRoosters of Bloomfield Hills.

April sales were up 146 percent over the same month in 1982 for the Keim 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 Southfield received six gold awards and one silver award in the 1983 Drummer Awards Competition sponsored by Building Supply News.

The Bertine Group of Birmingham has been awarded the marketing and advertising assignment for the Metropolitan Detroit Subaru Dealers Association.

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 Forest Condominiums complex between Pine Lake and Orchard Lake in West Bloomfield.

Business Card Directory

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<p>Phoenix-Ivory Moving & Storage Co.</p> <p>MARY PAT VAN NORMAN 21930 Hoover Road 313/757-5420 Warren, Michigan 48089 (313) 642-4511</p>	<p>FOSTER'S TRUCKING</p> <ul style="list-style-type: none"> • Clean black top soil • Stone • Sand • Gravel • Fill dirt <p>Grading and Loader Work Cleanup service and hauling Very Reasonable 334-2023</p>	<p>NAPOLÉON'S CLOSET</p> <p>Specializing in Men's Short Size Clothing 5'8" and under</p> <p>SHORT SIZES ONLY 685 S. Adams, Birmingham 642-5262</p>	<p>The Cat Practice 1650 Yosemite Birmingham, Michigan 48008 (313) 540-3390</p> <p>Terry Ryan D.V.M., M.S.</p> <p>Limited to feline medicine & surgery. Housecall service.</p>
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over 10 thru 20	\$25.00	\$35.00	\$55.00	\$60.00	\$65.00	\$75.00	\$100.00
Round Trip	N/A	\$30.00	\$30.00	\$30.00	\$37.50	\$37.50	\$50.00
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