business people

Irene A. Brace of Birmingham and John A. Obee have been named litigation attorneys at Schlussel, Lifton, Simon, Rands, Kaufman, Galvin & Jackier in Southfield.

Shelley Kunin has joined Dennis R. Green & Associates Inc. in Southfield as an account coordinator.

Walter Rodman of Bloomfield Hills has joined WDIV-TV Channel 4's engineering department as operations supervisor.

Vicki McDonald has been named marketing manager of the HealthPlus of Michigan regional office in Southfield.

LeRoy W. DeLisle of Rochester has been named director of pilot, paint, and technical system in advance manufacturing operations at Chrysler Corporation.

Lori S. Edwards of Birmingham has been named corporate banking officer, United States banking department at Comerica Bank-Detroit.

Gordon E. Geist of Birmingham has been named assistant vice president, private banking department at Comerica Inc.

Susan E. Allen of Bloomfield Hills has been named trust marketing officer, Michigan trust operations department at Comerica Bank-Detroit.

Jay S. Murray of Farmington Hills has been named manager of Metropolitan Life Insurance Co.'s Bloomfield Hills branch office.

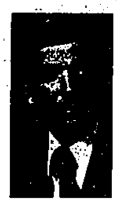

DeLisle


Edwards


Geist


Allen


Murray


Wolter


Krieger


Russell


Eick


Butzler

Kenneth G. Riedlinger of Bloomfield Hills has joined Ford Motor Co. as executive director — special stystems projects.

James Wolter has been named general sales manager and Bruce C. Butzler II has been named manager, Audi advertising at Audi of America Inc. in Troy.

Carl S. Shullman of Birmingham has been named management supervisor for Stone, August & Co. in Birmingham.

Simon Krieger of West Bloomfield has been named district operations manager at AT&T Communications.

Isabel F. Smith has been named to the board of directors of The Insitute of Certified Financial Planners and chairwoman of the ICFP's public awareness committee. She is president of Isabel Francis Smith Ltd. in Birmingham, a branch office of Mutual Services Corp. and Integrated Financial Strategies Ltd.

Ralph A. Caponigro of Bloomfield Hills has been elected a director at the Detroit chapter of the Financial Executives Institute.

Howard O. Emory of Bloomfield Hills has been elected a director of the Detroit chapter of the Financial Executives Institute.

Marvin Atlas of Southfield has joined Schmaltz & Co. in Southfield as a consultant in the computer systems group.

Winnie Pinet Russell of Birmingham has been named assistant vice president in the commercial loan department, western metropolitan regional banking divison of National Bank of Detroit.

David Eick of Birmingham has been named senior vice president and management supervisor of Campbell-Ewald Company.

Alan L. Gilman of West Bloomfield has been named to head of the Arthur Andersen & Co.'s retail and wholesale distribution practice.

Stewart N. Smith has been named vice president of sales and marketing for Uniroyal's Tire Group in Troy. David W. Schaub has been named vice president, replacement sales, and Barry J. Downs has been named vice president of marketing.

Micheal Devine of Farmington Hills has been named director of marketing ney, associate counsel — distribution, and assistant generalfor Maccabees Mutual Life Insurance Co. in Southfield.

Mary E. Kennedy of Southfield has been named personnel officer of National Bank of Detroit's persnnnel division, employee relations department.

Carole J. Tarian of Troy has been named banking officer of National Bank of Detroit's financial services division, corporate cash management department.

Dennis McCosky of Troy has been named account manager for Akzo Coatings America Inc. in Troy.

The following persons have been named to new positions at D'Arcy MacManus Masius/Bloomfield Hills. They are: Peggy Daitch to vice president and account supervisor-special marketing programs on the Cadillac account; Peter M. DeLorenzo of Birmingham to a vice presidency; Walter L. Gaer to a presidency; and Kenneth D. Sidlow of Bloomfield Hills to a vice presidency.

Henry B. Keidan of Farmington Hills has joined Ross Roy Inc. advertising as a copy writer in the master technical service conference division of the Chrysler Corp. account.

Submit information on new employees, promotions and retirements to Business Editor, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. Please include city of residence.

Look for 3 figures before buying stock

today's investor

Thomas E. O'Hara
of the National Association of Investors Corp.

I have read a number of places that the way to get ahead in investing is to buy small companies and stick with them while they grow.

I thought I would try this, and I bought Fortune Systems at $16, International Teledata at $8, Best Products at $17 and Chi-Chi's at $27. Now Fortune Systems is $1⅝, International Teledata is $1⅛, Best Products is $13¾ and Chi-Chi's is $12½.

The advice I read sounded great, and I read it in more than one place, but my results have been a disaster. What's the secret of investing in small companies?

There is a great deal of money to be made in investing in small companies, but you can't do it blindly. We have just gone through a period when there has been a great deal of speculation in small technological companies, and many people have lost money.

There is no guarantee of success, but you can increase your odds of making a profit and reduce your possible losses by checking just three figures before you buy stock.

For instance, if you had looked at the figures for Fortune Systems before you bought it, you would have found that sales had gone up very rapidly but the company was also losing money just as fast. It's dangerous to invest in a loser.

AS NEAR AS I can tell, none of the services publish figures on International Teledata. If you can't find a sales and earnings record for the company, don't buy it.

There are too many good companies whose records are readily available, and no need to bother taking a chance on one you don't know much about.

Best Products has had a published record, but it has been very erratic. It has been up one year and down the next. Why do you think it will be any different just because you bought the stock?

IN THE CASE of Chi-Chi's, you have a little different problem. The sales record of the company has shown good increases, and at the time you bought it, the earnings record was just about as good.

There was a third factor you should have checked, and that was the price. When you bought Chi-Chi's at $27, it had reported earnings of $.39 a share for the year.

That means that you paid 69 times earnings for it ($27 — $.39). At that time, the average stock in the Dow Jones Industrials was selling at 10 times earnings.

YOU PAID almost seven times as much on a dollar of earnings as the mass of investors were paying at that time for some of the country's biggest and best companies.

Whenever you do that, you must realize you are taking quite a risk.

If you want to invest in some smaller companies, first see that they have a record of increasing sales and earnings per share and that they can be bought at a fair price.

NAIC's Investors Advisory Service recently suggested Kulicke & Soffa at 14¼, Malex 31¼, Powerteck 12½, Russ Berrie 11⅝, AGS Computers 13½ and Augat 22⅝.

They are experiencing the downturn common to the electronics industry, which makes their price reasonable but at the same time they have had records that merit investor interest.

Thomas E. O'Hara of Bloomfield Hills is chairman of the board of trustees of the National Association of Investors Corp. and editor of Better Investing magazine. O'Hara welcomes questions and comments but will answer them only through this column. Readers who send in questions on a general investment subject or on a corporation with broad investor interest and whose questions are used will receive a free, one-year subscription to Better Investing. O'Hara will send a free copy of Better Investing magazine or information about investment clubs to any reader requesting it. Send 50 cents for postage and write Today's Investor, P.O. Box 220, Royal Oak 48068.

marketplace

Wesley Berry Flowers has opened a new store at 5063 Livernois and Long Lake Road, Troy 48098. Telephone (313) 828-7696.

The Berline Group, Birmingham, has been selected as advertising and public relations agency for Linden Medical Supply Inc..

Lampe Communications Inc., Birmingham, has been named to handle public relations, advertising and promotion work for Weber Industries Ltd., of Detroit.

Veron Advertising Inc., Southfield, has been appointed to handle all advertising, collateral and public relations for Nottawa Gardens Inc., Athens, Michigan.