

Computer best for research-oriented investor

I am considering buying a computer to use in managing my stock investments. I guess I have doubts as to what I can do with the computer that will be useful and whether it will save me money or help me make money.

It occurs to me that you must hear from a lot of people that have computers and may have some advice for me. What would you say I should think about in deciding to buy a computer?

The value of a computer to an individual investor depends on many factors. I'll tell you some of the reasons why folks have told me they use them.

First, if you are the type of person who enjoys playing with that kind of a gadget, you are likely to have a lot of fun just enjoying the way it enables you to move figures around and build a record of information. That is a compensation that is in addition to the practical value you derive.

The practical value will depend on a number of things. If you do all of your own research in finding and reviewing stocks, the computer can be very helpful.

To get the maximum use of the computer in looking for particular kinds of stocks, you will need a modem that will connect you with some of the data banks.



today's investor

Thomas E. O'Hara

of the National Association of Investors Corp.

FOR INSTANCE, if you wanted to find all the electric utility companies that now had a dividend yielding 7 percent or more and also had increased their dividend each year for the past five years by 5 percent or more a year, you would be able to plug into a data bank and get that information printed out on your computer in just a few minutes.

You then could review each of those companies individually to decide which ones might be the best investments.

There are programs for computers that will help you make a fundamental analysis of an individual company. Some of the best use NAIC's individual company analysis technique.

IN USING a computer this way you have to be careful. Look at the individual figures to see what has happened between the figures you began with and the answers you are getting. NAIC's procedure requires you to do this.

The basic point is that a computer can show you two companies that each have a 15 percent compounded growth rate for the last five years, but that are very different in how they have grown.

ONE COMPANY may have grown regularly at 15 percent a year, the kind of consistency investors like to see. The other may have done poorly for four years and then have gone

from nothing to a figure that produces a good average.

I would want a lot of questions answered before I bought some of their stock.

If you are a technician the computer will be very helpful in churning out the numbers you need. The size of your account is also a factor. The larger it is, the more helpful a computer can be in the basic task of keeping records.

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.

datebook

MEDICAL MARKETING

Friday, May 9 — "Medical Advertising/Marketing," a daylong series of seminars, will be offered to health care professionals in Farmington Hills. Fee: \$150. Information: 552-1413. Sponsor: Health Care Marketing Services Inc.

REAL ESTATE EXECUTIVES

Friday, May 9 — Michigan Chapter of the National Association of Corporate Real Estate Executives meets at 11:30 a.m. in Southfield. Information: Leonard Borman, 270-1003.

BUSINESS PLANNING

Saturday, May 10 — A one-day workshop, "The Business Plan," will be offered from 8:15 a.m. to 3:30 p.m. in Detroit. Fee: \$45. Information: 577-4655. Sponsor: Wayne State University.

SOFTWARE FAIR

Saturday, May 10 — Computer soft-

ware fair from 10 a.m. to 5 p.m. in Troy. Information: 689-5575. Sponsor: Micro Station.

GRE PREPARATION

Saturday, May 10-11 — Graduate record examination preparation workshops offered from 9 a.m. to 3 p.m. in Rochester. Fee: \$25. Information: 370-3120. Sponsor: Oakland University.

INCOME TAX PREPARERS

Monday, May 12 — National Association of Income Tax Preparers meets. Information: Dee Rankin, 534-3789.

COMMUNICATION

Tuesday, May 13 — "Building Effective Managerial/Subordinate Communications" seminar in Detroit. Fee: \$125. Information: 577-4655. Sponsor: Wayne State University College of Lifelong Learning.

SECRETARIAL SEMINARS

Tuesday, May 13 — Half-day seminars on "Your Professional Image" and "Effective Telephone Communication" offered from 9:30 a.m. to 4:30 p.m. in Southfield. Fee: \$39. Information: 358-2121. Sponsor: Office Management Consultants.

MORNING WITH MASSEY

Tuesday, May 13 — "A Morning With Morris Massey" offered from 9 a.m. to noon in Detroit. Non-member fee \$5. Reservation deadline: April 29. Information: Sponsor: Employers Association of Detroit.

LIABILITY LAWS

Tuesday, May 13 — "Liability in 1988 — Problems and Solutions" seminar and luncheon offered for insurance company employees from 8:30 a.m. to 4 p.m. in Southfield. No charge. Information: 626-5000.

WOMEN'S ECONOMIC CLUB

Tuesday, May 13 — Women's Economic Club meets in Detroit. Information: 965-5088.

FINANCING

Wednesday, May 14 — "Financing:

Making the Right Choice for Your Growing Company" teleconference offered 1-4 p.m. in Detroit. Fee: \$135. Information: (312) 948-9006. Sponsors: Arthur Young & Co., Public Broadcasting Service.

SECRETARIES

Wednesday, May 14 — "The Professional Secretary" offered from 8:30 a.m. to 12:30 p.m. in Detroit. Fee: \$115. Information: 342-3700. Sponsor: Employers Association of Detroit.

REAL ESTATE WOMEN

Wednesday, May 14 — Commercial Real Estate Women Inc. meets at 7 p.m. in Southfield. Information: CeCe Sharp, 559-2000.

TRAINING SOCIETY

Wednesday, May 14 — American Society for Training and Development meets at 6:30 p.m. in Troy. Information: 581-8177.

REAL ESTATE INVESTING

Tuesday, May 14-June 4 — "Real Estate Investing" offered 7-9 p.m. in Birmingham. Fee: \$40. Information: 277-4655, division of non-credit programs. Sponsor: Wayne State University.

LAWYERS OFFICE

Thursday, May 15 — "Choosing and Planning an Office" seminar offered from 9 a.m. to noon in Southfield. Fee: \$10. Information: 764-0533. Sponsors: Legal Economics Section of State Bar of Michigan, Institute of Continuing Legal Education.

INFORMATION PROS

Thursday, May 15 — Detroit Chapter of the Association of Information Systems Professionals meets. Information: Valina Walker, 446-1000.

ACCOUNTANTS

Thursday, May 15 — Detroit Chapter of National Association of Accountants meets. Information: 239-8600.

AD ASSOCIATION

Thursday, May 15 — Business/Professional Advertising Association presents BIZ-COM awards. Information: 643-4644.

CPAs AND PLANNING

Thursday, May 15 — Certificate of completion in personal financial planning offered May 15-Dec. 19. Information: 855-2288.

CPAs AND TAXES

Friday, May 16 — Financial and tax planning conference from 8 a.m. to 4:45 p.m. in Bloomfield Hills. Fee: \$80. CP2 credit: 8 hours. Information: 855-2288. Sponsor: Michigan Association of Certified Public Accountants.

CPA WEEKEND

Friday-Sunday, May 16-18 — CPA weekend offering up to 40 continuing professional education credits. In Rochester. Registration: \$15. Courses: \$15. Deadline: May 14. Information: 370-3120. Sponsor: Oakland University.

GMAT MATH

Saturday, May 17 — Mathematics refresher for persons preparing for the June 24 Graduate Management Admissions test offered 1:30-5:30 p.m. in Rochester. Fee: \$35. Information: 370-3120. Sponsor: Oakland University.

STARTING A BUSINESS

Saturday, May 17 — "Successful Strategies for Starting a Business in Michigan" seminar offered in Troy. Fee: \$55. Information: 228-2700. Sponsor: Business Information Network.

Design your own loan payment.

\$

Only at the Big E

You're the expert.

Nobody knows better than you what kind of loan fits your needs.

That's why the experts at the Big E let you design your own loan. You tell us how much you'd like to borrow. You choose the monthly payments you can afford. You decide between a fixed and variable rate. You even pick your own payment date. That's the kind of flexibility you won't find anywhere else.

Whether you're looking for an auto loan, boat loan, home improvement loan, or any kind of personal loan, we'll work together—one expert to another—to give you a loan that fits your individual needs. And if your application is in by noon, we'll even give you same day approval. At the Big E, you even decide how to apply for your loan—by phone or in person. Just visit your nearest branch or call Smartline 1-800-THE BIG E (1-800-843-2443) 9 A.M.-9 P.M., 7 days a week.

Talk to the experts

the Big E
Empire of America
Federal Savings Bank
Member FDIC

21 offices throughout the Metropolitan Detroit Area:
DETROIT: 2060 Van Dyke, 880-7180/1411 Telephone, 627-7550/7719 West Vernor Highway, 841-8427/9530 West 7 Mile, 527-3400 EAST DETROIT: 1900 East 10 Mile, 771-8840 BOUTTEFIELD: 24700 Northwestern Highway, 827-6952/2040 West 12 Mile, 358-5017/25177 Greenfield, 657-7840/7841 Twelve Mile, 358-5017/25177 BIRMINGHAM: 4140 West Maple, 628-2542/2550 BIRMINGHAM: 644-0440 OAK PARK: 13700 West 9 Mile, 847-7530/2556 Grosse Pointe Woods: 2400 Clawson: 1305 West 14 Mile, 435-4430 FARMINGTON HILLS: 31300 Orchard Lake, 861-7222 WARREN: 19710 East 14 Mile, 294-8050 CYTHERING HEIGHTS: 2700 East 16 Mile, 977-0957 UTICA: 45675 Van Dyke, 731-4500 DEARBORN: 18007 West Warren, 584-7650 ROCHSTER HILLS: Great Oaks Mall, 1848 Wilson Blvd., 654-1040 GROSSE POINTE WOODS: 20065 Mack Avenue, 854-0161

Equal Opportunity Lender

SAVE 15% TO 60%!

Beckwith-Evans Annual Spring Sale!

Featuring Irresistible Savings on Carpets of Premium Anso IV® Nylon!

SALE STARTS THURSDAY, MAY 8th AT 10 AM!

ALL CARPET SALE PRICES INCLUDE PADDING AND INSTALLATION!

We're offering major price reductions on every one of our best brand name carpets. Every item in every store is now on sale. You'll choose from today's most popular colors and textures, including new arrivals from Lees, Cabin Crafts, Alexander Smith, Carpet One and Karastan. Plus, you'll save big on vinyl floors, go-go, Berber area rugs and even outdoor "grass" carpet. Savings of 15% to 60% throughout the store. NOW THROUGH WEDNESDAY NIGHT, MAY 21st at 9 PM ONLY!

<p>Anso IV ALLOY OF ENHANCED SAVE 35%! SELF-TONED PLUSH</p> <p>...OF PREMIUM ANSO IV NYLON</p> <p>Here's a carpet you won't want to miss. A handsome tone on tone plush pile of premium Anso IV nylon, your assurance of maximum durability and built-in soil and stain protection that lasts. 9 colors, it's all yours at this remarkable low price... it's never been lower.</p> <p>REGULAR \$16.99 inst... SAVE \$8.00 YD. I</p> <p>Completely installed including pad and labor</p> <p>\$10.99 sq. yd. installed</p>	<p>SAVE 24%! GALAXY SMOOTH ANSO IV NYLON TIGHT PLUSH</p> <p>Regular \$24.99 Sale \$18.99 \$18.99</p>	<p>SAVE 36%! KARASTAN ANSO IV NYLON DEEP PLUSH</p> <p>Regular \$33.99 Sale \$22.99 \$22.99</p>	<p>INCREDIBLE SPECIAL OFFER! SAVE 40% TO 60%! BERBER RUGS</p> <p>Only 200 rugs to sell 4' x 6' and 6' x 9'</p> <p>Wool and wool blend area rugs dramatically reduced from \$40 to \$60. Big loops, small loops, assorted patterns and textures in popular earth tones and pastels.</p> <p>4' x 6' BERBER from \$79.00 (Reg. is \$159.00) 6' x 9' BERBER from \$159.00 (Reg. is \$339.00)</p> <p>Hurry in for the best selection. Certificates and units not available at all stores. 4' x 6' and 6' x 9' are approximate sizes.</p>
<p>SAVE 26%! BIGELOW ANSO IV NYLON TRACERY</p> <p>Regular \$24.99 Sale \$19.99 \$19.99</p>	<p>SAVE 30%! ALEXANDER SMITH ANSO IV NYLON SOFT PLUSH</p> <p>Regular \$33.99 Sale \$22.99 \$22.99</p>	<p>SAVE OVER 100%! Completely installed TARKETT® 8700® SERIES VINYL FLOORS</p> <p>These new vinyl floors are extremely resistant to wear and tear, easy enough to commercial use. 12 in. pl. Vinyl Installation: \$4.99 (Free Underlayment Regularly \$4.99)</p> <p>\$29.70</p>	<p>SAVE 32%! CABIN CRAFTS ANSO IV NYLON SCULPTURE</p> <p>Regular \$33.99 Sale \$22.99 \$22.99</p>
<p>SAVE 26%! CUT PILE ANSO IV NYLON TONE ON TONE</p> <p>Regular \$24.99 Sale \$18.99 \$18.99</p>	<p>SAVE 27%! MAGNETIC ANSO IV NYLON DENSE PLUSH</p> <p>Regular \$24.99 Sale \$18.99 \$18.99</p>	<p>SAVE 40%! KARASTAN ANSO IV NYLON SAXONY</p> <p>Regular \$33.99 Sale \$22.99 \$22.99</p>	<p>SAVE 28%! VELVET ANSO IV NYLON FINE PLUSH</p> <p>Regular \$33.99 Sale \$22.99 \$22.99</p>

Beckwith-Evans

• TROY WAREHOUSE: 190 E. Maple Rd. 555-7000
• PEASANT RIDGE: 24242 Woodward 547-7100
• ZAYANT TOWNSHIP: 34920 Gratiot 792-1310
• REDFORD: 25000 E. 8 Mile Rd. 538-3950
• DEARBORN HEIGHTS: 24330 Ford Rd. 374-7990
• LIVONIA: 35175 Plymouth Rd. 422-6900
• DETROIT/EAST: 16015 E. 8 Mile Rd. 371-7910
• TAYLOR: 23077 Europa Rd. 287-2850

STORE HOURS: MONDAY-FRIDAY 10 am to 9 pm... SATURDAY 10 am to 6 pm... SUNDAY Noon to 5 pm

Buying carpet has never been easier!

SPECIALIZING IN COMMERCIAL INSTALLATIONS
Call Our Contract Dept. (313) 585-7000