Adviser can help you select ways to invest

were best.

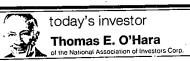
How would you compare all these various types of investments? I need some help in getting my thinking straightened out.

It looks like your conference or-ganizer left out one important pro-

fession: the financial planner. After throwing all that information at you, a perfect close for your conference would have been a session with a qualified financial planner. Your question is no different from dozens of others I get these days. You got a huge dose of advice in a four-day conference. Most people are just bombarded by mail, advertisements, telphone cails and salespeople tylephone cails and salespeople tylephone cails and the part with their money.

Let us look at these different items.

STOCK IS the preference of more than 40 million people. It is a fairly liquid investment. It can normally be turned into cash in a few days. The price you get may fluctuate a lot, so being able to pick the time when you sell is important. The return on stock is pretty well docu-



Most mutual funds invest in stock Most mutual tunds invest in stock and are a way of spreading the risk. Real estate has been an excellent investment in many cases. To lovest in it, however, usually requires more money than investing in stock.

REAL ESTATE is much less liquid, that is, turning it into cash can take a long time. Penny stocks are pretty much pure speculation. You would probably have more fun at

would probably have hole fail at Las Vegas.

Gold to me is an "ultimate disaster" holding, and unless I felt the world was going to fall apart, I would not want to hold very much of

To me, diamonds, other jewels,

If you make money, rejoice. But finding a buyer who would pay a higher price than you did may take more than a lifetime.

OH, WELLS carry a great deal of risk, yet a successful venture can provide a great return. You need guidance to invest with a promoter who has had above-average success. Insurance is very important as protection against the various risks we are all subject to. Where insurance is promoted as an investment, it pays to check the figures very carefully since returns may be on the low side.

Your bank deposit is tops from the standpoint of safety and the convenience of instant liquidity. But as an investment, the rate of return is pretty low as a result of those two features.

In the final analysis, where you

put your money is really decided by how you choose to balance the risks you are willing to assume with the returns you are hoping to gain.

If you are realistic about both, your chances for success are the

Thomas O'Hara of Bloomfield Hills vecleomes your questions and comments but will answer them only through this column. Readers who send in questions or a general investment subject of management of the properties of the properti

marketplace

JB Communications of Bingham Farms will produce the 1988-89 ad-missions catalog for the College of Art and Design.

Design Twenty Four has opened in Suite 100, 1721 Crooks, Troy, to han-dle blinds, draperles, pleated shades, carpeting and wallpaper. The tele-phone number is 643-6344.

Art Expression moved to Suite 100, 1721 Crooks, Troy. The company serves corporate customers seeking art for their offices. The telephone number is 649-3380.

Manufacturer's Bank is hosting a celebration of the opening of its Prudential Town Center office, Sulte 140, 2000 Town Center, Southfield, through Oct. 9.

MacKenzie & Associates CPAs opened a Birmingham office in Sulte 340, 999 Haynes. The telephone number is 433-3100.

Conway & Associates financial consultants opened a Birmingham office in Suite 340, 999 Haynes. The telephone number is 647-2288.

Diversified Equities Inc. real estate investments, moved from Detroit to Suite 340, 999 Haynes, Birmingham. The telephone number is 645-2590.

Kelling & Murley, a division of W.B. Donor and Co. of Southfield, will handle advertising for the Colo-rado Pontiac Dealers Association.

Miliman Center for Eye Care broke ground in Rochester Hills for an office at 375 Barelar Circle in the Hampton Office Park Subdivision.

Decorating Den, a home-based in-terior decorating franchise, will be-gin a franchise in Livonia.

Derderinn, Kann, Seyferth, & Salucci of Troy formed a legal ser-vices department.

The Birmingham accounting firm of Broder, Feinberg & Sukenic merged into Seldman & Seldman/ BDO's Detroit office.

Central Benefits National Life In-surance Co. has opened a sales office in Southfield. The address is Suite 114-B. 26400 Labser. The telephone number is 353-2777.

Custom Distributors Inc. of Troy was named an Outstanding Distribu-tor of the Year by Modern Maid. Modern Mald is a division of Caloric Corn. a Raytheon company.

Simons Michelson Zieve Inc. of

Troy will handle advertising for Ac-

Olen Advertising of West Bloom-field won two awards from the Olds-mobile Central Region Marketing Conference.

Howard M. Dubin Insurance Agen-cy Corp. moved to Suite 300, 260 E. Brown, Birmingham.

Patrick Media Group Inc., an out-door advertising company, opened a New Business Group office in Suite 570, 4000 Town Center, Southfield. The telephone number is 352-1888.

Marketing Impact Inc. of South-field will prepare the first national advertising campaign for Lisia Pa-quette of Saint Joval, a designer of quette of Saint Jova women's sportsware.

Brad Hubert of Birmingham will handle advertising and sales promo-tion for Cosmo Instruments Co. Ltd. in Farmington Hills.

Dennis R. Green & Associates Inc. of Southfield will handle advertising and public relations for the Michigan Council of Osteopathic Physicians.

The Transition Team of Troy will provide outplacement-related services for the Norand Corp.

C&C Inc. and Rockwell Interna-tional Automotive Operations formed a joint venture — C&C Golde Sunroofs Inc. to develop, manulac-ture and market electric sunroofs, pop-up sunroofs and manual sun-roofs in North America.

Yeager and Co. Inc. of Southfield has been acquired by Consolidated Healthcare Inc. of Richmond, Va.

Liss & Liss, a Southfield law firm, noved to Suite 260, 260 E. Brown.

Patrick Olds GMC Truck, 3722 S. Rochester Road, Rochester Hills, has changed its name to Pat Moran Oldsmobile GMC Truck.

W.B. Doner and Co. of Southfield will handle advertising for Red Roof



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Stock choices shown Oct.

Corporate officers or investment relations directors from 75 publicly traded U.S. and Canadian companies will staff boults to field questions from individual investors Thursday through Saturday, Oct. 15-17, at the 37th Annual Investors Califery.

from individual Investors Thursday through Saturday, Oct. 16-17, at the 37th Annual Investors Gallery. Sponsored by the Royal Oak-based National Association of Investors Corp., the gallery is part of the NAIC's national convention at the Westin Hotel in the Renaissance Centur. With the theme of "Take Stock of Your Future". The gallery concourages common stock investments and gives potential investors the chance to meet with company of ricials.

The gallery, billed as the largest display of stock investment information for the individual investor assembled in the U.S. is open to the public 2-6 p.m. Oct. 15, noon to 6 p.m. Oct. 17. There is no admission fee.

Corporate exhibitors also will present 15-minute "Corporate Management Speaks" sessions, providing company profiles.

In addition to providing information on investments, the gallery is a forum for NAIC staff members to



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