

# Plungers place is the stock market

Continued from Page 1

"Stock clubs that are smart never buy on margin," Gates said. "We do not 'plunge' into the stock market, although that's what the name implies. We're really quite conservative, and we're proud of that. We're definitely not risk-takers."

Before investing in a company, Plungers Club members study the stock at a public library via annual reports. Analyzed before investment is the 10-year history of the company: sales, earnings and dividends, especially.

"Nobody's lazy," said Gates. "We all contribute because it's all of our money."

Teams of four women work three-month research periods to bring in ideas for new investments. The portfolio is reviewed monthly by the entire group and new investments are voted on before any money changes hands.

FOR DIVERSITY of services, the

## Foster program aids teen moms

Continued from Page 1

HOWEVER, ANYONE with a sincere interest is encouraged to attend the orientation or call the center at 626-7527 for more information.

"Foster care is a temporary situation. That's its nature," Tochet said. "Any foster family is going to go through a honeymoon period, an angry period and an acceptance period."

"We also will try to match the child with the home," she said. "For instance, we wouldn't place a 14-year-old mom in a home with another 14-year-old because that could be a potential source for conflict. Also the parent may not have as much time to spend with the foster child if they had a teen of their own to care for."

Like race and cultures are also taken into account and prospective foster parents go through an initial meeting with the teen's counselors to get an explanation of her problems and personality. If after this meeting the foster parents still want to be part of the program, a meeting between the family and teen will be arranged at the center.

"If this goes well, subsequent day visits at the center will follow, then day visits to the home and overnight and weekend visits to the foster home."

"WE DON'T want to throw anyone into a new situation. We try to do it gradually," Lane said. "It could be anywhere from three to six weeks once the match is made before the teen is actually placed in the home."

Plungers Club uses a full-service broker to invest its monthly membership capital of \$20 a member, usually \$320.

According to Gates, membership in the Plungers Club is not limited to Birmingham, Franklin and Bloomfield Hills women — men can join, but none have sought entry.

While the club has been highly successful, earning the Top 15 ranking from the 7,000 investment clubs across the U.S., there are no plans to branch into other investments.

"We have discussed mutual-fund investments but have decided against them," Gates said. "It's not for us."

What is for the Plungers is the common stock buy. The bottom line, Gates said, is to keep informed. As often as possible, members attend stockholders' meetings of locally owned firms and study stock comparison and portfolio management guides.

To keep members up to date, fil-

**'Stock clubs that are smart never buy on margin. We do not "plunge" into the stock market, although that's what the name implies. We're really quite conservative, and we're proud of that.'**

— Leona Gates, treasurer  
Plungers Investment Club

financial statements of all companies the club has invested in are kept on a personal computer for comparison purposes.

NOT EVEN the recent stock market crash has discouraged members from plunking their dollars into new investments.

"The philosophy of the investment club is that you buy regularly whether the market is up or down," said club president Joyce Manby of West Bloomfield. "We're probably a little more cautious in what we are buying and were sort of hedging by looking more at blue chips that are not quite as affected by the secondary market. We didn't lose a lot in value at the crash, and we felt that was significant."

"So far we haven't sold anything. We're hanging in there," she said. "I was probably more surprised at the calmness with which our members accepted the drop."

"Since our club has existed during the bull market I guess I may have thought everybody would think it

was time to drop out," Manby said. "They may have been scared in their personal portfolios but not in the club shares."

Many Plungers Club members have used their new knowledge to start their own portfolios. Manby said she enjoys being able to talk with her husband and others on financial matters.

"WE HAD enough people to start two groups the first year and have had a continual waiting list since," she said. "We find it's easier to work with a small number. We have 16 now, and we find getting 16 people together monthly can be difficult."

"We don't have great attrition in the club," she laughed. "We've got five or six on the waiting list, and we've all become very friendly since we're dealing with everybody's money."

Ruttinger, who profiled the Plungers — the only all-star club from Michigan — as well as the other 14 all stars, said he was impressed with the club's focus on education.

"Plungers uses special time during monthly meetings to research stock comparison and selection guides, which is a smart learning and decision-making tool," he said. "The club has chosen quality growth companies, none of them quick-gainers, and has shown extraordinary patience. That makes it a model."

"Clubs like the Plungers, which look for good quality companies that have been around for awhile, have the best chance for survival."

Ruttinger said another plus for the Plungers was its penchant for buying nationally, with only two regional stocks among its double-digit investment count.

"A NATIONAL outlook is always healthier than a local or regional outlook because of the diversity of choice," he said. "The Plungers Club obviously studies what it does before doing it and is serious about long-term growth profits" of about 20 percent per year.

The fun-and-learn quiz Ruttinger found to be so unique when researching the Plungers' selection to the team consisted of the club's preparation of questions testing members' knowledge of the National Association of Investment Clubs' principles

and the basics of stock investment.

"These people know how to judge book value, payout yield and the price-earnings ratio," Ruttinger said. "No doubt a first-class outfit."

Of the 15 all-star clubs, they are young as a year and as old as 31 and invest in between three and 20 companies. Eighty-six percent of the clubs have portfolios under \$100,000, and 53 percent of the all-stars are all-woman clubs.

The Plungers Club is part of the 33 percent that invest once a month. More than half of the all stars buy stock every other month.

Besides Gates and Manby, another key player in the Plungers Investment Club is secretary Ruth McNair of Birmingham.

Birmingham residents with the club are Maxine Frey, Mary Ellen Johnson, Alice Lahiff, Mary Jane Snow, Nancy Diver and Sally Jenke. Member Ellie Bliss is from Franklin.

Members from Bloomfield Hills are Donna Dennis, Skip Greene, Inble Jessup, Eva Mitri, Margretta Steinmueller and Jacquie Wagoner.

Rebecca Haynes contributed to this story.

### SANDILAR TOO

STARTING TODAY — THURS. • FRI. • SAT.

## SAVE 50%

AND MORE

ON OUR LARGEST SALE EVER!  
OF FALL AND WINTER FASHIONS  
SAVE ON SHOES • HANDBAGS • BELTS

SAVE ON DESIGNER NAMES: REG. '80 to '300

• STUART WEITZMAN FOR MARTINIQUE  
• MAUD FRIZON • ANNE KLEIN • PANGALDI  
• PETRA • D'ROSSANA • PHYLISS POLAND  
• BEVERLY FELDMAN • VIA SPIGA

## BOOTS: 30% - 50% OFF

### SANDILAR TOO

SAVE ON FAMOUS BRAND  
DRESS SHOES, FLATS & BOOTS  
Regularly '35 to '100

FAMOUS BRAND NAMES

• VIA SPIGA • L.J. SIMONE • VAN ELI  
• MARC ALPERT • SACHA OF LONDON  
• SESTO MUCCI • MARTINEZ FALERO

SPECIAL GROUP OF  
DISCONTINUED SHOES  
OVER 300 PAIR

**\$11.90**  
2 pair  
\$20

Applegate Square, Northwestern Hwy. and Inkster Road  
Southfield, MI 352-7217

**"From solid wood doors  
to custom molding  
to countertops,  
Doors & Drawers  
did a great job!"**

... Tom and Ann Brennan

By refacing the existing kitchen cabinets and custom building drawers and door fronts with quality hardwoods, Doors & Drawers can save you money on your kitchen remodeling. Fast, friendly service and quality craftsmanship are the Doors & Drawers trademark. Call today for a free in-home estimate.

## Doors & Drawers

Cabinet refacing in quality hardwoods and premium laminates.

ANN ARBOR  
3157 Packard Rd., 313/971-0800

ROYAL OAK  
4607 N. Woodward, 313/549-1161

**Thursday - Sunday January 14 - 17th**  
Thursday & Friday 10-9 • Saturday 10-6 • Sunday 12-5

Bookpeople  
Bricker-Tunis Furs  
Cheesecake Cafe  
Clothes Friends  
Coat Unlimited  
The Cover Up  
Etro's Drugs  
Eschler & Estelle's  
Exotic Shoes for Men  
Gemini Travel  
G.G. Warren Company  
Greg Shoes  
Gullie's Fine Jewelry  
Heidi's Salon  
Hilde Contemporary  
Furniture  
It's The Gifts  
Jewelry Unlimited  
The John Kent Stores  
Joseph Hur Gallery

**SIDEWALK SALE**  
SAVE UP TO **75%**  
FREE POPCORN AND BALLOONS!

Julia Marie's Art  
of Dance  
Kitchen Glamour  
The Next Step  
The Perfect Package  
The Picture House  
Rhinestone Inn  
Rochelle's  
Knit Knit Knit  
Romanik's  
Shopping  
Center Market  
Silver Street  
Soleil Contemporary  
Sue's Haircut  
Furniture  
Terry Truitt  
Photography  
Valerie's Salon  
Warren Optical  
Weight Watchers

**ORCHARD MALL**  
ORCHARD LAKE ROAD • NORTH OF MAPLE • WEST BLOOMFIELD • 851-7727

Twice a week is better

Play Your Ace and be Her King of Hearts.



When it comes to her, there's no holding back. You lead with diamonds and she follows suit. Game's over, but the fun has just begun!

A winning hand wouldn't be complete without a Lavdas Instant-change Gold card. Come in now to one of our three locations and apply for your very own Lavdas Gold card, that guarantees you up to \$5,000 of credit in making the city's largest selection of gold, diamonds, and other fine jewelry at Lavdas amazingly low prices.

You'll LOVE Lavdas Jewelers, where you, credit is as good as gold.

**Lavdas**  
JEWELRY LTD.

— THIRD LOCATION —

5568 Drake Road  
West Bloomfield  
Between Maple & Walnut Lake  
Roads, next to Olive's Restaurant  
☎ 661-0300 ☎  
Custom Designing  
Gold Sold by Gram Weight  
Free Lay-A-Way, Jewelry Cleaning  
& Gift Wrapping