

business people

Tamara L. Peng of Bloomfield Hills was promoted to assistant accountant executive at Baker, Abbe, Cunningham & Klempner in Birmingham. Peng had been a traffic/production assistant at the company. She joined BAC&K in May 1987.

Larry Tanner was promoted to vice president, manufacturing & engineering at the Hydralink Corp. in Farmington Hills. Tanner has been with Hydralink 25 years.

David Boyle was promoted to vice president finance and administration with the Hydralink Corp. in Farmington Hills. Boyle has been with Hydralink five years. He had been controller of the company.

Carol Phillips was named director of property management at the Ivanhoe Cos. of Birmingham. Phillips has been with the company five years.

Chris A. Lawson of Troy, Pamela Getner of Birmingham, Rex B. Smith and Alana L. Thiry of Troy were promoted at the Ross Roy Group in Bloomfield Hills. Lawson was named executive vice president, finance and administration. Getner was named senior vice president, finance. Smith was named senior vice president, group account supervisor. Thiry was named vice president, account supervisor.

Mary B. Jackson was appointed a computer programmer with the Gordon Computer Group Inc. in Bloomfield Hills. Jackson had worked for the U.S. Tank Automotive command.

Peter L. Pappas was appointed an account coordinator at Simons Michelson Zieve Inc. in Troy.

Jim Zimmer was appointed an account executive with Stone & Simons Advertising in Southfield. Zimmer had been a franchise marketing supervisor at Little Caesars Inc. in Farmington Hills.

Fred Spennachio was hired as an associate broker in the West Bloomfield Office of Merrill Lynch Realty.

Drew S. Detting of Bloomfield Hills was admitted as a partner in Arthur Andersen & Co. Detting joined Arthur Andersen in 1978.

Pamela Watken of West Bloomfield was promoted to art director/production manager at Simons Michelson Zieve Inc. in Troy. She had been keyline supervisor.

John M. Ricco of Farmington Hills was appointed vice president, finance and treasurer for the J. Lewis Cooper Co.

Ken Cunningham received the Pa-cemaker Award from Metropolitan Life Insurance Co. Cunningham works at the Southfield office.

Donald O. Dulude was elected president and chief operating officer and a member of the board of directors of the Kuhlman Corp. in Birmingham. Dulude, who joined Kuhlman in 1957, had been chief executive officer.



Peng



Tanner



Boyle



Phillips



Lawson



Getner



Smith



Thiry

Ruth McCrary was promoted to account executive at Michael Flora & Associates in Troy. McCrary joined the firm as an assistant advertising executive. Before that, she had worked at Kelly Services Inc. as a marketing analyst.

Teressa L. Thompson of Farmington was named director of nursing at the Rehabilitation Institute in the Detroit Medical Center. She been with Sinai Health Services and Sinai Hospital.

Regina Roberts was appointed copywriter/producer with Kolon, Bittker & Desmond Inc. in Troy. Roberts had worked as a copywriter at Ross Roy Inc.

Alan D. Henderson of Bloomfield was appointed managing partner of the Detroit region offices of Touche Ross. Henderson, who joined the company in 1957, most recently was associate managing partner for the Detroit region.

Leslie Tausch was appointed an art director with Kolon, Bittker & Desmond Inc. in Troy. Before joined the company, Tausch had worked as an art director for the Berlin Group.

Government backs loans

Continued from Page 1

be more than 12 percent, is currently 10.45 percent.

"I tell them it's better than using VISA. That's 22 percent (interest)," Knudsen said.

PLUS loans are available through 250 commercial lenders in Michigan, according to Clark. They include Manufacturers Bank, Empire of America in Southfield and Bloomfield Savings and Loan Association in Birmingham. PLUS loans may also be obtained through a nationwide plan called the Select/PLUS plan. For information about the Select/PLUS plan, call 1-800-524-0100, ext. 431 or write Select/PLUS, Box 407, Belleville, Md. 20785.

Safeguard your savings

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on your own expertise when choosing stocks. If, for example, you work for an airline and part of your job is staying on top of the industry's problems and opportunities, you are in an excellent position to select securities in that market segment.

• Look for reasonable gains. We all dream of the million-dollar investment, the one smart tip that makes a fortune overnight. Keep dreaming. In reality, look for investments that yield reasonable gains — say, a few percentage points above the current inflation rate.

Accounts paying 8 percent will double your savings in approximately nine years. An 11 percent yield will double your money in 6 1/2 years. To figure out how long it will take for your money to double, use the financial advisor's "rule of 72." Divide 72 by the rate of interest on your savings.

• Take the long view. The worst

victims of Black Monday were the ones who couldn't see past the day's closing price. If you do invest in the market, you have to be willing to ride out the roller-coaster days. In general, the longer you hold onto an investment, the more likely you will be able to minimize your overall losses.

But some people follow this advice a little too closely. They become attached to a favorite stock and won't sell it — even when it has become a clear loser. Remember that if a stock loses half its value, its price will have to double for you to break even.

• Try dollar-cost averaging. One often-recommended plan for people interested in making long-term market investments is called "dollar-cost averaging." According to this strategy, you invest a set amount of money in a security or a mutual fund every two months. As a general rule, you will end up buying more shares at a lower price and fewer shares

when the price is high. The primary advantage of dollar-cost averaging is that it tends to smooth out the devastating lows of stock-market investments. But you may also miss the spectacular highs.

• Stay involved. A frightening number of people fail to monitor their investments regularly. Imagine buying a house, walking away from it and then waiting some 15 years to check on its condition. You would undoubtedly return to find your house a weather-worn shambles. The same can happen to financial investments.

When you make an investment, you make a commitment to your financial future — and your success, or failure will depend in part, on the degree of your involvement.

Stay in touch with your broker or financial advisor, track the performance of your investment and keep abreast of major economic events. CPAs advise investors to pay especially close attention to such factors as the rate of inflation, consumer spending and the federal deficit.

SEMI-ANNUAL INVENTORY CLEARANCE

BIG SELECTION

SAVE!

Gas Saving Steel Belted Radial

- Gas-saving radial ply construction
- The strength and durability of steel cord belts
- Smooth riding body plies of polyester cord
- Strategically angled biting edges improve handling on wet roads

\$39.95

P155/80R13
Whitewall
No Trade Needed

Custom Polysteel Radial*

WHITEWALL SIZE	SALE PRICE No Trade Needed	WHITEWALL SIZE	SALE PRICE No Trade Needed
P175/80R13	\$49.95	P225/75R14	\$69.95
P185/80R13	\$52.95	P205/75R15	\$66.95
P175/75R14	\$54.95	P215/75R15	\$69.95
P185/75R14	\$57.95	P225/75R15	\$73.95
P195/75R14	\$60.95	P235/75R15	\$77.95
P205/75R14	\$63.95		
P215/75R14	\$66.95		

*No count and sidewall styling vary with size; not all tires look exactly like tire shown.

Steel Belted Radials For Small Cars & Imports

G-METRIC RADIAL

SAVE!

BLACKWALL SIZE	SALE PRICE No Trade Needed
155SR12	\$34.95
155SR13	\$36.95
155SR13	\$38.95
155SR13	\$40.95
155SR14	\$43.95

BLACKWALL SIZE	SALE PRICE No Trade Needed
155SR15	\$43.95
175/70SR13	\$43.95
185/70SR13	\$45.95
185/70SR14	\$48.95

Built for Survival On and Off The Road

WRANGLER AT RADIAL

SAVE!

SIZE & SIDEWALL	LOAD RANGE	SALE PRICE No Trade Needed	FET
P175/75R14 BSL	C	\$ 89.95	—
P175/75R15 BSL	C	\$109.95	—
P205/75R15 BSL	C	\$129.95	—
P205/75R15 DWSL	C	\$129.95	—
P205/75R15 BSL	D	\$139.95	9.22
P205/75R15 BSL	D	\$139.95	9.95
P205/75R15 BSL	D	\$139.95	10.88
P205/75R15 BSL	D	\$139.95	12.53
P205/75R15 BSL	D	\$139.95	15.24

BSL = Black Serrated Letters
DWSL = Double White Letters

Steel Belted Strength... All Season Tread

TIEMPO RADIAL

WHITEWALL SIZE	EVERYDAY LOW PRICE WITH ONE TIRE
P155/80R13	\$34.95
P165/80R13	\$36.95
P165/80R13	\$38.95
P165/80R13	\$40.95
P165/80R13	\$43.95
P205/75R14	\$47.95

WHITEWALL SIZE	EVERYDAY LOW PRICE WITH ONE TIRE
P205/75R15	\$70.95
P215/75R15	\$74.95
P225/75R15	\$78.95
P235/75R15	\$82.95

Oil Filter, Chassis Lube & Oil Change

\$19

Lubricate chassis, drain oil and refill with up to five quarts of major brand motor oil, and install a new filter. Note: special diesel oil and filter type may result in extra charges.

Brands may vary by location.

Winter Radiator Protection

\$9.95

Pressure test the entire cooling system and radiator cap. Drain radiator and cooling system, inspect water pump, all hoses and belts, and tighten all clamped connections. (Antifreeze/coolant extra.)

Limited Warranty for 90 days or 4,000 miles, whichever comes first.

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Enjoy a guaranteed rate cap. Our current Home Equity Line of Credit rate is 12.00% annual percentage rate. Plus, with our guaranteed rate cap, you'll never pay more than 5% over the rate in effect at the time you close.

And more... You can pay off your other higher cost loans and charges. Plus you may still be able to deduct 100% of your home equity interest. See your tax advisor for details. Besides that, you'll have a revolving line of credit, so as you pay off your loan, that money again becomes available to you.

Come to your local Empire of America office to receive a free estimate of how much you'll be able to borrow. And once you apply you'll have an answer on approving your credit within 24 hours. Start saving now.

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*Average savings based on a \$35,000 line of credit. This is our September 1988 A.P.R. The A.P.R. can change monthly on this variable rate line. A mortgage on your home secures this line of credit.