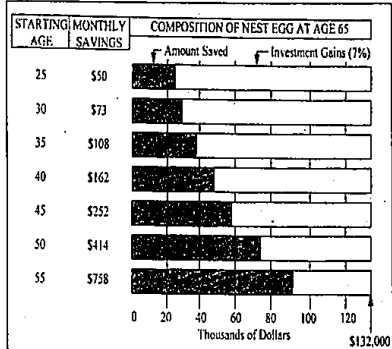


Mittra from page E1



continuous investing may help you reduce exposure to risk and potentially diminish the effect that short-term price swings may have on your investments.

Here is how it works: Say you invest \$100 of the first day of every month for five months regardless of market conditions.

Over the long term, you will purchase a larger number of shares when the price is down and a smaller number of shares when the price is up. This disciplined investment will enable you - even with limited funds - to

gradually accumulate shares of an investment, at an average price that often is lower over the longer term than if you had purchased the entire investment at once.

The golden rules I have developed today are not exhaustive.

Obviously you need to do much more if you want a prosperous and secure retirement.

However, these rules that are presented above will help you get started in an organized disciplined fashion.

Nailco from page E1

mind and eye to the future have been a staple of Gaynor's career in sales and distribution.

In 1982, he and his father, Harold Gaynor, opened Gaynor's Hair and Beauty in Farmington Hills. The pair had first worked together to establish a strong product line and customer base at an Aco Hardware Store in Detroit.

Having beauty care products in among the hummers and nuths was an idea that took off with customers. "We became one of the largest distributors in the state and selling the health and beauty aids was one-third of our overall business," said Gaynor.

A demand for nail care supplies from area manicurist prompted Gaynor to add an eight-foot-long cosmetic aisle devoted to those products inside Gaynor's Health and Beauty in 1985.

"As the nail technicians kept coming and asking for more products, the volume pushed forward and we grew so much that we had to move two doors down after only eight months," recalled Gaynor. "It was very unusual to do just nail products it wasn't a big business then except in California."

As Nailco business thrived, Gaynor closed his original health and beauty store to concentrate on his growing wholesale distribution business. He added tanning products to his line in 1990 and a full-range of spa items in 1992.

In 1994, Nailco moved into a 100,000-square-foot office complex that houses its offices, showrooms and distribution center. The following year, it added a new division, Hairco, to address customer requests for hair care products.

"I deal with a lot of distributors and Nailco has always been service oriented and into education,"

said Genette Durling, owner of Gen-D's Salon in Brighton. "Providing service is just a flashback to some anymore but they have really followed through and provided it to their customers."

Durling has been particularly pleased with the sales representative that she has by her side. A new hair care product she was recently introduced to has been a big hit with her clients.

"I only opened two months ago and they have been right by my side helping me every step of the way," echoes Robin Manogian, owner of About Face Beauty Spa in Royal Oak.

Manogian is a popular Detroit make-up artist who spent 10 years providing a fresh look for Marilyn Turner and hundreds of guests on the morning talk show, Kelly & Company. When she decided to expand her retail make-up business into a salon offering facials and massages, she turned to Nailco for the majority of her spa's needs.

"I give them four stars," said Manogian. "I deal with 30 distributors out of New York and that's just ordering over the phone but (Nailco) sends a salesperson right to my door. I've been very, very, happy with their service."

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H. URBAIN
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Such compliments are, of course, always welcome at Nailco headquarters but Gaynor is also ready to address any criticism his customers might find. Every product order that leaves the warehouse has a survey card attached for customers to fill out and mail back.

As Gaynor looks to the immediate future, he sees expansion for Nailco in the form of more distribution facilities and as always

more products to meet his customers' needs.

"You can't tell the business what to do the business tells you," said Gaynor. "I used to say when sales reach \$10 million I'll be happy. Then we went from \$6 million to \$10 million in one year and the customers still wanted more products. In any business, you either grow or die and there's no way to stay out of that curve."

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Money Strategies of Michigan

Hospital from page E1

Counseling Centers.

Carroll seems to doubt that the situations that may have dragged the now-defunct North Detroit General into financial difficulties after more than four decades of success could recur for Greater Detroit Hospitals/Medical Centers.

"Our philosophy is that the care of the patient has to be foremost. And you have to have a heart for what you do," said Carroll, who has been involved in hospital care for 26 years. "The risk is making sure you keep up with the changes in health care. You have to change as the community changes and as health care changes, and always keep

in mind that your business is patient care."

Greater Detroit Hospitals/Medical Centers, which is now debt-free, boasts annual revenues of \$14 million.

William Stone of Bloomfield Township provides the hospital's medical insurance needs through his West Bloomfield-based company, W. S. Insurance Group. "It's a very well-equipped hospital. It's very clean," said Stone, who also sits on the hospital's advisory board. "I got involved because I love the people I'm working with and I happen to love what I'm doing. I think they've got the ability to make it a successful hospital for the com-

munity."

Greater Detroit Hospital/Medical Centers, 3120 Carpenter, serves the tri-county area with 130 physicians and a staff of 250 employees providing primary care, psychiatric care and simple surgeries. The full-service emergency room positions the hospital more strongly with the community at large.

"People were so glad to see the doors open again. This is a very strong community and they are very loyal to their community hospital," said Carroll. "Our goal is to be the best community hospital here. So far, we're staying right on target."

Odd Jobs from page E1

and aspiring area musicians.

"The youngest pupil we've had is one year 3 and the oldest is a man who came in and got his first violin last year when he was 86 years old," said Wilson.

Wilson, who lives in Lake Orion, says his business has been growing rapidly and is capturing a huge following among Oakland County schools and their pupils.

"I work right out in the open and we have two windows so people can walk by and stare at me," said Wilson. "I explain a lot about what I'm doing to customers that are interested and it's a huge learning experience for parents and students."

Q. What brought about your decision to pursue this unusual line of work?

A. "Well, I'm a very mechanical hands-on sort of guy so doing this just kind of made sense to me. I began with small repairs and then I just got more and more experience."

Q. Is the technique for repairing and restoring violins easy to learn?

A. "Not really, but I had been doing woodworking for a while so that background really helped. Most of my training has been through Dennis. I've also taken courses around the country and I've spent a great deal of time with a violin instructor in Italy."

Q. An Italian instructor of music who also repairs the instruments?

A. "No he isn't a music teacher but I do call him Maestro. He's the only instructor around that teaches four different classes on violins. They are varnishing, wood technology, making and restoration. Dennis and I take turns going to Europe a couple times a year. We shop around for new instruments and I go and learn from the Maestro. He's come here, too, and we've had eight different violin makers visit our store over the last three years."

Q. So your work with violins is not considered an odd

job in Europe?

A. "Not at all. The Maestro teaches at a trade school and over there, it's a profession that many people take on because their parents or grandparents were violin makers."

Q. Do you feel you do your job in a certain way based on the lessons from the long-time violin restorers?

A. "Oh yeah. I do a lot by feel and intuition. There are a lot of tools and devices that can be used but I like the artistic approach. Is not the mechanical one."

Q. Is it difficult to be responsible for an instrument someone uses in their career?

A. "Not really. I worked on a \$550,000 violin that I got to long ago. It came from New York. I do repairs for members of the Detroit Symphony and several other local symphonies. Most professional players in the metro-Detroit area have instruments valued between \$6,000 and \$40,000."

Q. What's the most expensive instrument you've seen?

A. "We had a \$2.2 million violin made by Del Deu Guerneri (in the 1700s) come through our shop."

Q. Would that be an instrument someone displays in a museum?

A. "No. This owner was playing it. It sounded great."

Q. What's your favorite part of the job?

A. "I really like the restoration work. It's different than making one because you have to think like the guy who made the violin you're working on. When you're making your own, you can just do whatever want to get an get away with it."

Q. Have you made any on your own yet?

A. "I've got one in progress right now. It's going okay. I'll finish it some day but I don't know that anyone will buy it."

Q. What's important in getting the right violin?

A. "How it's set up is most

important. And what I mean by that is hard to explain but the fit of the bridge has to be right and the kind of strings used are very important. If the instruments not set up right, you probably can't play it."

Q. What makes the strings on a violin so important?

A. "The strings are very important because there are all kinds and they all sound different. I always ask the person who will play it what kind of strings they want. There's basically one brand everyone around here uses and they are \$54 strings (that's total cost for all four)."

Q. Do you have to be able to play these instruments to repair them?

A. "Well, my ear is developing for the music but really a restorer does not have to hear a thing. You are working on someone else's instrument and what they perceive (as a problem) is all that's important."

Q. How important is the cost factor in renting this type of instrument for a young pupil?

A. "We start off with better instruments here because these are not simplistic instruments to learn. They don't work if you give cheap rentals to students. We have a rent to own package so when they come in to purchase an instrument, they usually spend between \$1,000 and \$1,200."

Q. Do you get involved in sales and rentals or is it strictly restoring work?

A. "All the repairs and restorations keep me busy all week now so Dennis handles most of the sales. And the bulk of my work involves repairs rather than restorations because simple maintenance can go a long way for the instrument."

Q. It sounds like you enjoy your work.

A. "I do. I think it's fun and actually I'm relatively surprised at myself too. But I'm glad at what I do and I want to go further and further with it."

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