

How To Put Your Spending Money To Work

New York (NAPS) - Small town Americans, ex-urbanites, suburbanites and those plain city folk all find themselves in the same enviable position these days:

Their incomes are rising as our economy expands, and more of them each year are investing their "spending" money in mutual funds.

What's "spending" money?

Dollars left over after all your bills are paid is what it is. Economists have a fancy name for it. They call it "discretionary income," but there's nothing fancy or new in the idea that extra money should be put to work. That's plain house sense.

There's good reason why mutual funds, of all the mediums available for investment, are getting the nod, says the Investment Company Institute, national association of the mutual fund industry.

Most people, regardless of their station in life, simply don't or can't follow the intricacies of the stock market. For one thing, they do not have the proper tools of research and analysis, numerous sources of reliable information, broad facilities and, of course, the time. The sometimes hectic world of the marketplace, heavy trading and the like are perhaps not for average people. Many of us want the advantages of growth which common stocks

can represent, but not the responsibility that goes with making investment decisions to buy and sell individual securities.

Mutual funds, with their diversity of portfolio and professional management, could be an ideal compromise. The past performance of most funds has been a good one. The individual investor is also relieved of the difficult choice of choosing securities from among the thousands of publicly held companies.

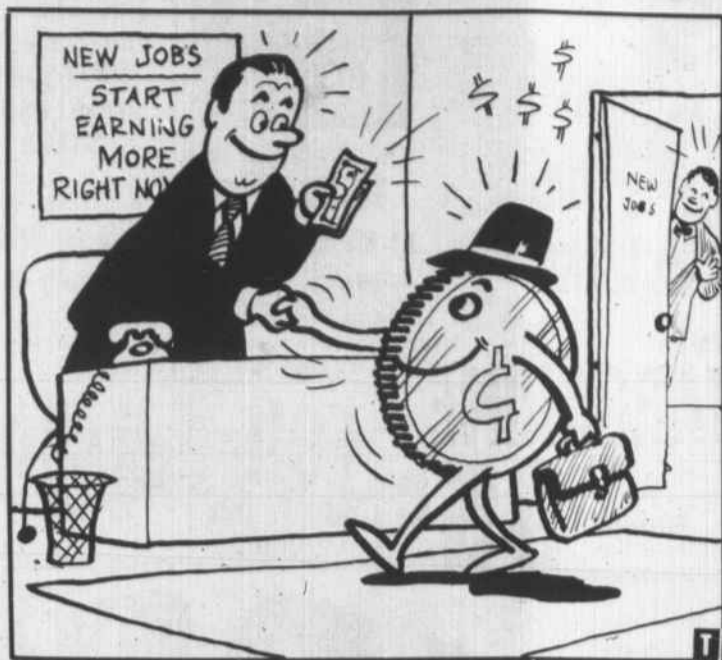
But somewhere between the individual's decision to invest in funds and the moment of actual purchase, lies that all important period when he begins to wonder:

Where do I begin?
What am I looking for in a fund?

How do I decide which fund is right?

To answer the last question first, your choice of funds is wide open. There are well over 400 mutual funds available to the public with varying objectives and relative degrees of risk. Because of these many funds, it is always possible to choose one whose emphasis on income, maintenance of capital, growth, or probably some combination of these, closely matches your own particular investment objectives.

Then he can narrow his choice to those funds whose investment policies corre-



As our economy expands and incomes rise, many Americans are putting their money to work... in mutual funds.

spond to his goals. For example, some funds emphasize current income and are often chosen by retired people and others who want to supplement their income from other sources. Some funds emphasize long term capital growth. Some funds are designed for a conservative ap-

proach with special attention to preservation of capital. Others will take greater risks in the hope of faster growth. A few funds specialize in certain industries, but most invest in companies in many industries.

Once the investor has narrowed his choice to one type

of fund, he still must choose among several that will fit in that category. How can he find the fund or combination of funds that fit his particular needs?

Most securities dealers sell mutual fund shares and can advise their clients about this kind of investment. Some

mutual funds have their own sales organization, and shares of those funds can be bought directly from their salesmen. Finally, shares of some funds can be obtained by writing or telephoning directly to the funds' management offices.

But in all cases a prospectus must be given to the potential purchaser. The purpose of a prospectus is to give the investor the facts about a fund to enable him to make an intelligent decision on whether the fund meets the purchaser's objectives. It contains such information as the fund's investment policy, management personnel, history of dividends and capital gain distributions, various financial statements and the like.

Today nearly five million people own mutual fund shares. Funds got their start in this country over 40 years ago to help those who were either not able or willing to follow the daily gyrations of the stock market. The concept has had such widespread public acceptance that today over 4 1/2 million Americans of all incomes, ages and geographic location own funds to the tune of \$53 billion.

Minj clanswomen in New Guinea believe that polka-dot make-up, shoulder scars, and pig grease enhance their appeal to men of their tribe, National Geographic says. Others wear carmine and gold paint over facial tattoos.

Widowers And Grief

London - In a 9-year study of 4,486 British widowers, over 55 years of age, it has been revealed that grief can lead to death. Five of each hundred surviving husbands dropped dead within six months. Many of the deaths resulted from heart or circulatory impairments.

Small Loans

Washington - The Small Business Administrations reports it has made 4,331 loans totaling \$100.7-million to help members of minority groups get into business. The agency's minority program Operation Business Mainstream, began August 13, 1968.

Pontiac Unveils 1970 GTO And LeMans



Both the 1970 Pontiac GTO (top) and LeMans combine sports car design and big car luxury. Both are equipped with many standard safety features including side guard door beams for added occupant protection. The GTO is offered in a convertible and two-door hardtop. The LeMans is available as a two-door coupe, two-door hardtop, four-door sedan, four-door hardtop and a station wagon. All 1970 Pontiacs go on sale September 18.



LeMans Sport



GTO



Bonneville

(We take the fun of driving seriously.)

This is the way it's going to be. Pontiac's 70's

Surprised that Pontiac's setting the style for the umpteenth straight year? Of course not. But you may be a bit dazzled to find out that Pontiac finally outdid Pontiac. Take Bonneville. From the strong, new bumper grille to the standard 455 under the hood, it's a rouser. Inside: instant limousine. So luxurious some of the traditional big boys are already screaming. One of the nicest things we could have done for Grand Prix's luxury was to leave it alone. We did. But we popped in a 455 V-8 for you to order. (It's an old Pontiac proverb that luxury

should have power.) Enter LeMans Sport. A brand-new series in the Pontiac stable. Wait'll competition sees it pull the new 400-cubes-under-the-hood trick. We'll show you that one if you check the right box on the order form. By now, you've spotted our '70 GTO. But maybe you haven't heard it. A sound so tough we've thrown modesty to the wind and dubbed GTO "The Humberler." This is Pontiac '70. And we figure this is the way driving's going to be. So why wait? It's at your Pontiac dealer's now.



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