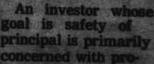
WITH MICHA

EVANS, CPA, CFP

ABC's Of Investing

Before choosing a specific investment, one must establish one's investment ob-ectives. Investment objectives can be de-

- o Safety of Principal
 o Income
 o Long-Term Capital
 Growth
 o Short-Term Profits





An investor whose goal is safety of principal is primarily concerned with protecting the dollars invested. His goal is to invest in securities that do not fluctuate significantly in value. He is willing to forego potential profits for this security objective.

Some investors need to receive interest and dividend income in order to meet daily living expenses. These investors have the goal of generating current income. They will likely also be concerned with safety of principal. However, they are not as concerned with achieving growth of the dollars invested.

cerned with achieving growth of the dollars invested.

Investors who seek to build their wealth over the long term have as their objective long-term capital growth. These investors are not concerned with generating current income and are generally willing to assume more risk in order to achieve this growth objective. Traders, on the other hand, look to profit from investing in stocks which will experience significant appreciation in a relatively short period of time. These are aggressive investors and they assume a greater amount of risk.

Tax savings represents a fifth investment objective. This objective cuts across the four basic categories of investment objectives. It has been my experience that every individual irrespective of their current tax situation has an objective of reducing their taxes further.

Most investors divide their assets among

Most investors divide their assets among two or more of the four basic categories. We previously indicated that the goal of safety of principal and income are compatible. The goals of tax savings and long-term capital growth are compatible. There are some goals, however, which are not compatible. Certainly one who desires short-term profits cannot expect safety of principal.

It is important to define your investment objectives first. Each of you will have different investment objectives depending upon your income, expenses, amount of investment assets, your age and your willingness to assume risk.

Your investment choices should be part of an overall strategy.

Rights Leader Outlines Plans

the stability of all too many black families, and in turn the stability and vitality of our communities," says John Jacob, president and chief executive officer of the National Urban League, on the 75th ami-versary of one of the

In Part II of a twopart program on "Tony Brown's Journal," com-memorating the Urban League's 75th Diamond Jubilee, Jacob outlines the future direction of the or-ganization and recalls sig-nificant accomplihaments

"Tony Brown's Journal" is the nation's longest-running and top-ranked black-affairs television series. It has been spon-sored by Pepsi-Cola Com-

Appearing on the pro-ram with Jacob are ermer Urban League proand Wintley Phipps, the sensational baritone sing er who mesmerized the crowd at the Democratic National Convention.

and WHITE and READ all over?





YOUR GOOD NEWS STATION

- Best in Gospel Music
- Golden Oldies" Mon.-Fri., 1-2 P.M.
- Ministry programs from the Chartotte communit
 - "Flea Market" Mon.-Fri., 11-11:15 A.M.

REQUEST LINE 59751575



SETTING THE PACE for the CAROLINAS with THE LATEST GOSPEL MUSIC

COMING SODING

"Crosstalk '84 - Live interviews audience participation

"Gospel Today" - Contemporary Gospel Music Feature