

WITH MICHAEL D. EVANS, CPA, CFP

Money Talk

ABC's Of Investing

Before choosing a specific investment, one must establish one's investment objectives. Investment objectives can be defined as:

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



Michael

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.

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 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

By Tony Brown
Special To The Post

"At this point in our history, in addition to our traditional programming activities, we have taken on the challenge of doing something positive about a handful of critical problems that are threatening 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 anniversary of one of the

nation's most prestigious black organizations.

In Part II of a two-part program on "Tony Brown's Journal," commemorating the Urban League's 75th Diamond Jubilee, Jacob outlines the future direction of the organization and recalls significant accomplishments of the past.

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

pany for 10 consecutive years and will be seen in this area on the nation's public television stations (PBS) on WTVI, channel 42, at 5 p.m., Sunday, April 7.

Appearing on the program with Jacob are former Urban League president Vernon Jordan, Ossie Davis, Ruby Dee, jazz singer Cissy Houston and Wintley Phipps, the sensational baritone singer who mesmerized the crowd at the Democratic National Convention.

What's BLACK
and WHITE
and READ
all over?



THE
CHARLOTTE POST



YOUR GOOD NEWS STATION!

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

REQUEST LINE 597-1575



SETTING THE PACE for the CAROLINAS
with THE LATEST GOSPEL MUSIC

COMING SOON!

"Crosstalk '84" - Live interviews audience participation

"Gospel Today" - Contemporary Gospel Music Feature