

Choosing Your Investments

Last week I stressed the importance of choosing your goals before investing. Just as important as goal selection is picking the appropriate investment vehicle.

The resurgence of the American economy has been front-page news for almost a decade. Innovative financing has played a major role in a turn-around most notably in the high-stakes arena of corporate takeovers.

But innovative has also changed the world of the individual investor. No longer limited to investment staples such as savings accounts, whole life insurance, blue chip stocks and a second home, the investor now may participate in:

- Certificates of deposit
- Money market funds
- Bonds
- Options
- Tax-deferred annuities
- Limited partnerships
- Precious metals
- Futures

The "perfect" investment for an

The Financial Corner

With Marcus Butts



Individual would provide good tax savings, absolute safety, complete liquidity, a hedge against inflation and a high rate of return. Unfortunately, there is no such investment.

Investments vary in their degree of risk, life span, liquidity, tax impact and potential return. Any investment that emphasizes one or more attributes (such as safety and liquidity) will necessarily de-emphasize others (such as high yield or inflation

protection). No single investment can ever fit the needs of all investors or even the changing needs of one investor. Until you retire, for example, growth-oriented investments might be appropriate. After you have retired, however, your investments might be changed to emphasize income instead of growth. Or maybe your goal is to reduce taxes now while you are in a high tax bracket. In that event, certain tax-exempt investments might make sense to you.

In the Post's Financial corner, I have tried to provide an overview of the major types of investments that are available today. A wise selection of your investment vehicle is just as important as choosing your goals. If you have any questions about any investment vehicle and how it fits with your investment goals, please write me: c/o The Charlotte Post, P. O. Box 30144, Charlotte, NC 28230.



Garritano

Garritano Gets Car Sales Award

By LORA VANDERHALL
Post Staff Writer

Ruth Garritano has accomplished a feat that very few people have. She has excelled in a field that is dominated by men.

Garritano recently received a Grand Master Award for Salesmanship from Ford Motor Company. She is currently employed by Young Ford of Charlotte.

The Grand Master Award is the highest sales award given by Ford Motor Company.

The award was given to 17 sales persons in this district and Ruth was the only woman to receive the honor.

The criteria for receiving the award was to sell at least 300 vehicles within a year. Ruth exceeded that number by selling 344.

She and her husband moved to Charlotte from Queens, New York about seven years ago.

Ruth had worked in the banking field for about 18 years prior to her move. "I initially looked for a job in the banking industry but I was turned away because they said I was too qualified."

After searching hard and long she went into the car business. "My husband thought I was crazy for wanting to get into car sales but now he sees that I'm doing okay," she said.

Cars are by no means easy to sell. "It takes a lot of hard work, long hours and dedication in order to succeed in this business," said Garritano.

The Charlotte Post
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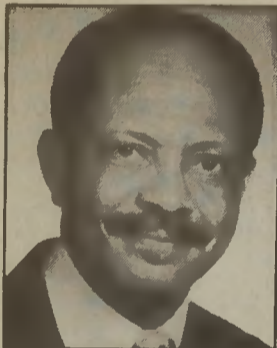
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Local Stocks Of Interest

Sym	Stock Name	Exc	7/19			7/12			52 week			Volumes		Dividends	
			Close	Chg	High	Low	Close	Chg	High	Low	Close	AVG	PE	Amt\$	Yld%
BLS	Bell South	NY	41.00	0.12	43.88	35.75	5548	6606	12.46	39.00	5.54				
CCBF	CCB Financial	OTC	33.50	-0.25	35.50	32.00	104	55	9.75	34.00	3.64				
CAO	Carolina Freight	NY	21.38	-0.75	30.63	18.00	47	206	22.19	22.50	2.48				
COKE	Coca Cola Bot'l'g	OTC	31.00	-0.50	31.75	20.25	46	75	0	31.50	2.89				
DUK	Duke Power	NY	45.25	0.37	49.00	42.25	1496	1375	10.52	42.75	6.01				
FDU	Family Dollar	NY	13.25	1.00	14.38	8.50	434	857	12.93	11.50	2.81				
FLD	Fieldcrest Can	NY	20.63	0.88	24.63	14.25	254	281	0	18.50	3.85				
FUNC	First Union	OTC	23.38	0.00	23.63	19.25	1969	2324	9.12	21.13	3.78				
FW	First Wachovia	NY	39.25	0.37	39.88	33.38	594	1441	11.51	38.00	3.47				
FDLNB	Food Lion	OTC	11.13	-0.11	13.50	10.38	606	731	42.24	12.00	0.49				
IBM	IBM	NY	124.00	-1.25	124.00	104.25	2,11m	1,51m	13.44	110.88	3.66				
JP	Jefferson Pilot	NY	33.63	1.00	34.50	25.75	748	386	13.74	30.63	4.03				
LNCE	Lance, Inc	OTC	18.00	0.50	20.00	17.25	42	290	15.25	17.88	3.56				
NCB	NCNB	NY	23.38	-0.12	24.13	17.50	1476	1486	11.01	21.13	3.83				
NUE	Nucor	NY	44.88	0.75	44.25	36.50	261	609	17.57	37.75	0.95				
PNY	Piedmont Gas	NY	22.25	0.37	24.50	19.13	344	100	7.45	21.63	6.80				
RJR	RJR Nabisco	NY	50.00	-1.25	53.50	44.00	3364	5862	9.57	47.50	4.05				
RSTO	Roses Stores	OTC	9.00	.50	12.25	7.75	30	49	10.84	8.50	0.44				
RDK	Ruddick Corp	AM	21.63	0.75	20.00	15.75	112	41	11.56	19.63	1.60				
S	Sears	NY	36.25	-0.13	39.88	32.25	6478	6801	9.03	35.50	5.44				
SONO	Sonoco	OTC	32.13	-0.12	30.00	19.50	233	443	18.43	28.25	0.52				
SMI	Springs Ind	NY	33.25	1.25	38.75	27.50	179	209	10.08	33.50	0.31				
SNW	Stanwood	AM	8.63	0.75	68.88	28.00	25	24	0	6.25	---				
STN	Stevens (JP)	NY	68.38	0.00	68.88	28.00	63	204	20.01	68.25	---				
U	US Air	NY	35.00	-0.50	39.00	28.00	1471	1128	8.27	33.63	0.36				

The Charlotte Post's	Interest Rate Trends					Financial Updates
	Type Rate	Term	7/6/88	6/29/88	6/8/88	
Prime Rate			9.00	9.00	9.00	8.50
Dean Witter CD	1 yr		7.75	7.80	7.90	7.45
Dean Witter CD	5 yr		8.80	8.90	9.05	8.60
T-Bills	3 mo		6.80	6.78	6.59	6.20
T-Bills	1 yr		7.62	7.48	7.42	6.97
T-Bonds	30 yr		8.99	8.88	9.01	8.78
GNMA (10 yr Avg life)			10.12	10.12	10.09	---

People On The Move



Parrish Named Branch Mngr.

NCNB National Bank has named C.N. (Pap) Parrish manager of its branch at 2249 Beatties Ford Rd.

The announcement was made by R. Scott MacFarlan, branch administrator for NCNB's Charlotte office.

An assistant vice president, Parrish joined NCNB recently after working 12 years for another bank in Chapel Hill.

Parrish, 40, is the son of Thelma J. Parrish of Durham. He is married to the former Walterene Morehead of Asheville.

Parrish holds both a bachelor's and a master's degree in business administration from N.C. Central University.

He is a member of the N.C. Central Alumni Association and Kappa Alpha Psi Fraternity, Inc.

as well as the U.S. Tennis Association.



Rembert Enters Intern Program

Wilhelmenia I. Rembert, associate professor of social work, has been named administrative intern serving as assistant vice president for academic affairs for the 1988-1989 academic year at Winthrop College, Rock Hill, SC.

The appointment will provide her with the opportunities for experience in administration through the office of the vice president for academic affairs.

Rembert earned her bachelor's degree in sociology from Winthrop and her master's from the University of South Carolina. Currently she is completing her dissertation for a doctorate from

the University of N.C. at Greensboro. She is a native of Sumter, SC.

Prior to joining the the Winthrop faculty in 1979, Rembert was a clinical social worker for the Mecklenburg County Mental Health center.

She is a member of the National Association of Social Workers and the Academy of Certified Social Workers and the author of numerous articles on education programs for black students and on issues concerning families and child development.



Grant Made Assistant Mngr.

Cheryl T. Grant, Customer Service Representative and Senior Teller has been promoted to Assistant Manager, Independence Plaza Branch.

Grant is a graduate of Lander College, Greenwood, SC, and has been with the bank since 1979.

Minority Businesses To Meet In Durham

The North Carolina Association of Minority Businesses, Inc. will host its Seventh Annual Conference on July 27-28. The conference will be held at the Oppham Hilton, 3800 Hillsborough Rd., Durham, NC.

The conference will include a luncheon and offering presentations for a catalogue with representatives from minority banks, minority

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Community Self-Help and the NC Rural Economic Development, and a session reviewing the 1988 General Assembly short session --- outcomes, information flow and issues. One session will also provide a brief overview of roles for the NC Institute of Minority Economic Development and the NC Association of Minority Businesses, detailing future planning needs.

A reception on Wednesday, July 17, 5-7 p.m., sponsored by the Miller Brewing Company, will honor North Carolina's minority-owned firms.

For more information on the conference write to NCAMB Annual Conference, P.O. Box 27035, Raleigh, NC, 27611, or call (919) 682-1980 (Durham), (919) 733-2712 (Raleigh).

MET SOMEONE NEW?



Meeting someone new can be exciting, as long as it is not the result of an automobile accident. The "Whiplash" injury takes only a split second to occur, in that moment, the injury may cause problems such as Headaches, Stiffness and difficulty in movement of the neck, as well as pain in the arms and hands.

Left untreated, the result can be disastrous. If you have "someone New" call now to make an appointment with our premier Neck and Back specialists.

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EAST
Eastland Mall
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