

# BUSINESS THIS WEEK

## CDs And Money Markets Good Bets

Money market instruments have become more popular with individual investors during the past two decades. Certificates of Deposit and Money Market Funds are now common alternatives to pass book savings.

**Certificates of Deposit**  
Issued by banks and savings and loans, fixed-term fixed-rate certificates of deposit (CDs) are an excellent way for investors to look in current yields in a period of falling interest rates. When interest rates rise, however, fixed-term CDs are not usually considered to be attractive investments because of their less-than-competitive return. However, ownership of CDs with varying maturities can help to protect against fluctuating interest rates.

CDs normally are insured for principal and interest up to \$100,000 by either the Federal Insurance Corporation (FDIC) or the Federal Savings and Loan Insurance Corporation (FSLIC).

Some brokerage houses maintain a secondary market for CDs issued by certain banks and savings and loans so that investors may "sell" a CD purchased from them and thereby avoid a penalty for premature liquidation. Some market risk is assumed, because interest rates may have risen since the instrument was issued and therefore you may receive less than what

### The Financial Corner

with  
Marcus Butts



you paid for a CD - should you decide to sell. If rates fall, however, the CD normally sells at a premium on the secondary market.

**Money Market Funds**  
A money market fund is a mutual fund with investments in short-term instruments, such as unsecured corporate or bank obligations ("commercial paper"), certificates of deposit or government securities. Liquidity, relative safety and competitive interest rates make these funds highly suitable investments when market rates are rising.

Some funds invest alternately in short-term municipal bonds and notes to offer tax-free income. Others invest entirely in government securities for an added degree of safety of principal.

Money market funds normally

charge no commission on purchase or sale and may be liquidated at any time without penalty. Dividends are declared and paid daily and normally parallel current short-term interest rates.

Investors use money market funds to invest cash when they

are considering other investment opportunities or to store liquid cash reserves.

If you have any questions on CDs or other money instruments, please write to Marcus Butts, c/o The Charlotte Post, P. O. Box 30144, Charlotte, N.C. 28230.

## Chamber Business Fair

Charlotte, N.C. The Chamber's second annual Carolina Business Fair is being planned for May 16 and 17, at the Charlotte convention Center. The Charlotte Observer will again co-sponsor the business-to-business event. Last year's event drew will over 5,000 attendees.

The 1989 Fair will feature two full days of exhibits, plus seminars, entertainment, a purchasing agents' luncheon on May 16, and Business After Hours mixers both days.

"This event is a perfect match for us, because we feel the Observer has paralleled the growth of the business community," said Chris Schroder, promotions manager for the Observer. "This gives us a chance to showcase the growth of businesses in the Carolinas."

"This area has experienced

growth not only from the main core industries, but there are a large number of new, small entrepreneurial businesses, which are potential business partners for us. The Fair gives us a chance to tell people how we have grown and diversified into a regional publication."

The Carolina Business Fair offers participants a chance to exchange ideas as well as business cards and to network with others in business, as well as opportunities to attend workshops on relevant topics.

"The challenge of the '90's is ahead," said Schroder. "Businesses need to think smarter and be more creative, not just work harder. The wide array of network opportunities at an event like this can better prepare business people for the next decade."

## The LOOK For Spring



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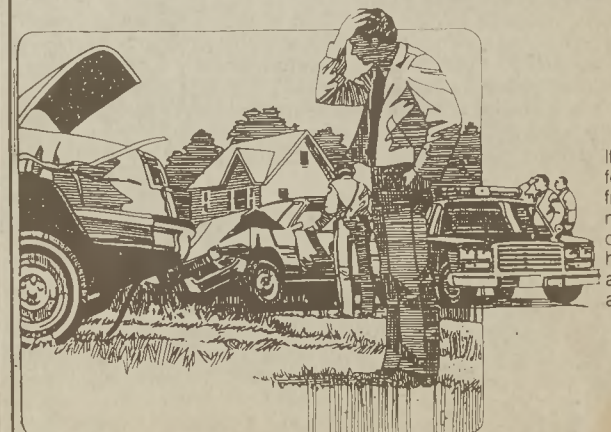
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ON THE  
**MONEY**  
with Lisa Collins

**Black Women Catching Up:** According to a recent report cited in the Wall Street Journal, the black female working class is catching up economically to black men at a much quicker rate than white women to white men. The report, citing 1987 statistics, revealed that the majority of black female workers earned 76% of what black men made, as compared to 49% in 1960. By contrast, salaries earned by white women was on the average just 52% of that of their male counterparts. What's more, the average paychecks of black women equaled 94% of what their white counterparts made, while black men earned only two-thirds as much. Alas, the study also noted that just 30% of black women aged 15 to 44 were living with a husband compared to 52% in 1960, and 70% in 1950.

**Fashion Fair May Well Lead The Pack:** It was in the 1940's that John H. Johnson set out to build a publishing empire,--its success built primarily around Ebony and Jet Magazines. But times have indeed changed, and today it is not Ebony that is generating the lion's share of his profits, but Fashion Fair Cosmetics. What's more, Johnson well expects that revenues of the firm's cosmetics subsidiary will exceed volume of his publications--magazines like Ebony & Jet--five years from now. Founded in 1973, Fashion Fair (boasting about 180 products) is already in over 2,000 major retail outlets, including Neiman-Marcus and Bloomingdale's. Revenues have been estimated at around \$90 million, --representing a good portion of the company's total sales, which last year topped \$216 million. By all accounts, Fashion Fair is in number one in today's ethnic cosmetics market. The line is an outgrowth of the Ebony Fashion Fair, which now in its 31st year, has racked up its own share of success. '87-'88 attendance for the ever-popular traveling fashion show, reached an all-time high of 315,028. Over the last 30 years, total revenues raised by the show top \$28 million. This year, 183 cities will be visited, with tickets ranging in price from \$17 to \$40.

**In Short:** Despite some opposition from the NAACP's Detroit chapter and others, **President Bush has fingered black Detroit attorney William Lucas** as his pick for chief of the Justice Department's civil rights division...A federal appeals court panel upheld an FCC policy giving minorities preference in obtaining new broadcast licenses...**Volkswagen has agreed to shell out \$718,000 to about 800 former black employees** in its settlement of a six-year old racial discrimination suit.

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## REMEMBER, NATIONAL PRAYER DAY THURSDAY, MAY 4th

God without America is still God. America without God is nothing.

The United States was founded by our forefathers upon our Creator, the Almighty God, America's best friend ever.

Since June 18, 1963, there have been those in the U.S. Supreme Court and the Congress of the United States that have sold out themselves and tried to sell out America - but America is not for sale!

Yes, they have tried to undermine the very foundation of our Country by outlawing and standing against God, America's best friend ever, the Holy Bible and prayer in the public schools.

We ask that every American pray that God will remove them and give us back leaders that are Pro- God and Pro- American. The two are inseparable.

If you are a member of a political party that is guilty of and carries the stigma of standing against the civil rights of our public school children to do so, then you may go to any public library and change your party affiliation. Do it today.

If you stand for God, He will stand for you. If you stand against God, He will stand against you.

The power of prayer turns the hand that turns the world.

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