

Outlook on Business

Important considerations for stock buyers



IT'S YOUR MONEY

Paul J. Rockel

Do you buy stocks?

I love asking people that question. I've found that about 90 per cent of the people do not buy stocks, and possibly 10 per cent do.

For those that do, I have another question. I have asked it of several hundred people. It goes: "If you buy stocks, can you name me at least

five things you should know before investing in that stock?"

I was absolutely amazed at the answers. Virtually everyone openly admitted that they could not name five things they should know. A few attempted, and some succeeded in naming five things, but they had to do a great deal of thinking to come up with those five things.

Then I had another question for those who tried to name things they should know: "Do you consider those criteria every time you invest?" Again I was shocked. Those "investors" virtually all replied "no way." So my final question was:

"Why do you buy a certain stock(s)?" and the answer received from almost 100 per cent was: "Because my broker recommended it."

That's investing?

John Templeton, considered by many as one of the top money managers in the world, told me several years ago that there are over 100 criteria that can be used to assess a stock. He has a basic 20 to 30 that must be met before he will consider making an investment in the shares of a company.

Now, that's what I call investing. John Templeton manages an in-

vestment fund. There are many, many different investment funds, but all employ people like John Templeton to manage their portfolios. The question that faces you and I, as savers, is: Do we attempt to "invest" on our own, or turn our savings over to be managed by the John Templetons of this world.

We believe the answer is obvious.

Another question I love to ask people is: "Have you averaged 15 per cent per year gain over the past 10 years?" Not one person I've asked has said "yes." But I have, and so has every other person who invested in Templeton Growth Fund (one of over 400 investment funds available in Canada) 10 years ago, and left their investment there. The Financial Times of Canada reports Templeton Growth Fund has averaged 15.7 per cent "annual compound rate of return" over the past 10 years to August 31, 1988.

A friend of mine sat down a few years ago with a steel company executive, and they went over all his transactions of buying and selling stocks over a 25 year period. The executive was absolutely astounded to find that his total gain in playing

with thousands of dollars all those years, was less than \$1,000. He thought he had made a fortune. He could spout off investments that he had made that had doubled, tripled, quadrupled and more while he owned them. But he had forgotten the hundreds of investments that had gone down in value, and he was forced to sell out at a loss. His broker had made a fortune. He had made less than \$1,000 in 25 years.

No one can lose in an investment fund if they treat it as they should - namely a long term investment. By long term I mean five years or more. However, unlike a five year Guaranteed Investment Certificate at your local trust company or bank, an investment fund is "cashable" at any time, not just at five-year periods.

For information on what over 20 investment funds have done over the past 10 years, contact: Peter C. Masson, 10 Fagan Drive, Georgetown, Ont., L7G 4P3. Or phone 877-7215.

Paul J. Rockel is author of the best seller "Why I Invest in Mutual Funds" and President of Regal Capital Planners Ltd.

Surprising opportunity

Buchans, Nfld. (NC)—Neither Paul Hines nor Barbara Hodder expected to be selected for sheet metal and welding training.

In fact, they were the only women on a Buchans, Newfoundland Job Development project, sponsored by the Red Indian Lake Development Association.

Buchans has been designated a Community Futures site. Community Futures is funded under the Canadian Jobs Strategy of Employment and Immigration Canada. The town's main employer, a base metal mine, is now closed and the area's unemployment

rate is a whopping 85 per cent.

The 16-week sheet metal and welding training course utilized the up-to-date equipment — \$1.5 million worth — housed in the Buchans' Machine Shop.

"The skills the trainees acquired are currently in short supply in the area," explains Sean Power, co-ordinator for the Red Indian Lake Development Association.

The training touched on the theoretical aspects of each skill, but emphasized the practical side. Safety was given top priority.

"They really drilled safety into your head," declares Hines.

Power is optimistic about the trainees' job prospects. Mineral exploration is being conducted in the area, and opportunities may develop for the trainees around such places as Hope Brook.

Both women are philosophical about what lies ahead. "You could get one (a job) out of it, you could not. But you've got the chance," says and optimistic Hodder.

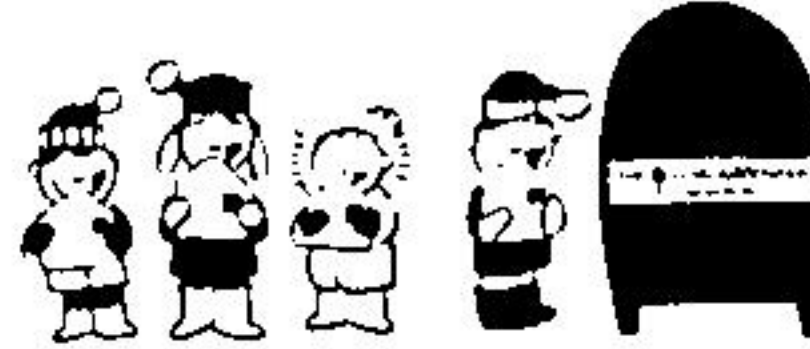
Nearly all Canadian Jobs Strategy projects have participation from target groups. Fifteen women applied for the opportunity to learn a useful trade in the Buchans project.

The women's family members are delighted to see them working. They know having a relative skilled in these areas is valuable.

Hodder laughs, "Every time I turn around I hear: 'Can I have a kettle? Can I have a cookie sheet?'"

And she'll be able to comply, thanks to the Canadian Jobs Strategy.

Before you send it, seal it... with a Christmas Seal!



How to find a job in today's market

(NC)—It isn't easy to find a job nowadays. Many people are looking for new jobs, and employers can afford to be selective. Still, there are proven methods you can use to make a job search shorter and more fruitful.

Experts estimate that about four per cent of the jobs in any fields are available all the time. Only a few of these jobs are ever advertised in the newspapers. The majority of the unadvertised jobs are snapped up by job hunters who are organized and active.

How to Find a Job in Today's Market, a handbook published by Employment and Immigration Canada, offers a system for finding a job in today's competitive market.

One of the basic tools of a job hunt is a résumé of experience and education. There are three basic résumé styles, and it is important to choose the style which shows your experience in the best light.

Some job seekers, though, concentrate on polishing their résumés to the exclusion of other important steps. Remember, the résumé is just the beginning, and the reason for sending out a résumé is to secure a personal interview.

Another key point about job hunting is that it is, itself, a full time job. If you expect to work 30 or 40 hours per week for an employer, it makes sense to devote an equal amount of time to a job search. Much of this time will be spent

in an effort to locate unadvertised jobs.

To find those unadvertised jobs, first make a list of contacts, starting with family and friends. Let them know you are looking for a job, and ask if they have heard of anything in your area of interest. Also contact any professional people you know. Doctors, lawyers and dentists often hear of openings outside their own areas of expertise.

Then make a list of all potential employers in your area of interest. Use a written record to plan and review the initial contact and follow-up. Be sure to act quickly on all leads. By tomorrow, someone else may have jumped in ahead of you.

Sound self-assessment and a professional attitude are important factors for success in today's job market. The How to Find a Job in Today's Market handbook includes a questionnaire to assist in self-assessment. A good understanding of yourself, combined with an attitude that is positive, practical and realistic is likely to produce success in locating a job.

The step-by-step method outlined in the handbook has proven itself time after time. Using it, the average person can often find employment within a few weeks, and sometimes within a few days.

Copies of the How to Find a Job in Today's Market handbook are available from your local CEC.

Canada searches for new class of wheat

Wheat is our number one agriculture export. In 1984, we sold more than \$3 billion worth of wheat to 50 countries.

Our international reputation as the second-largest wheat exporter has been built on our top-quality blending wheats. These wheats are high in kernel hardness, protein and gluten and are excellent for breadmaking.

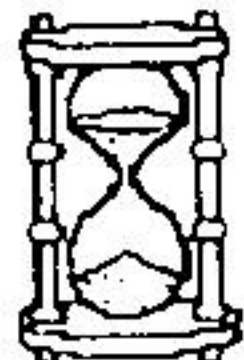
But today, experts are looking into whether we should pursue a new class of wheat lower in quality than our blending wheats. These wheats would have medium kernel hardness, protein content and gluten strength and are called 3M, the M standing for medium.

Wheat of the 3M class is in particular demand for flour to make Arab bread, Indian chapatties, Brazilian/

Algerian "French" bread, chinese steamed bread and wet and dry noodles. It is also in demand in some countries where baking and milling technology makes the higher-quality wheats less necessary to produce a suitable final product.

What has us excited is a new wheat line developed in Swift Current, Sask. the line, called HY320, is a 3M wheat. HY stands for high yield. It has not yet been licensed for commercial use.

However, 227 farmers across the prairies were contracted to grow nearly 4,500 hectares of HY320 in a large-scale growing trial. This wheat is being sent to potential buyers around the world for their reactions as part of a marketing effort.



TIME FOR A CHANGE

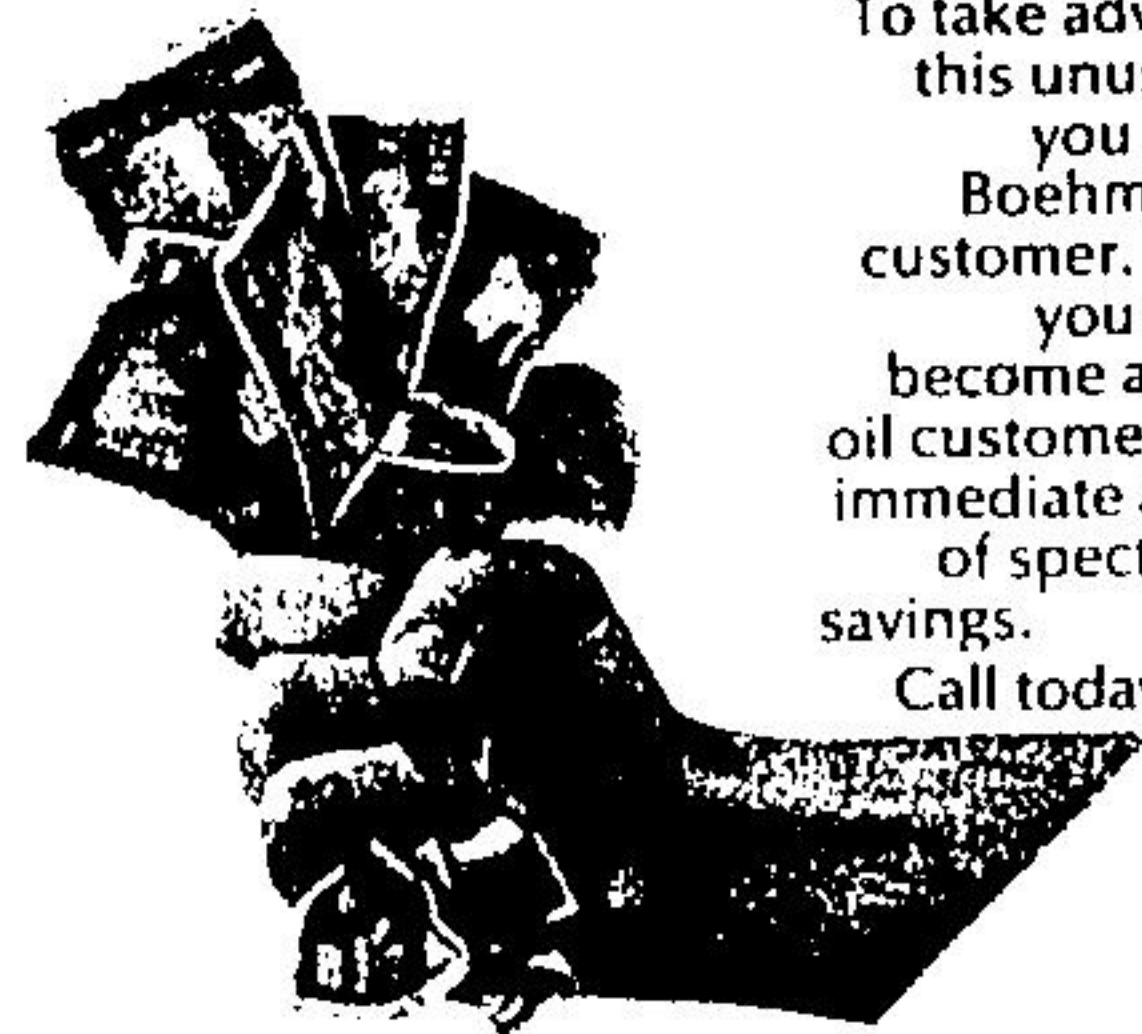
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