

## Checking out mutual funds

No matter what your occupation, you should recognize that the income you earn by working won't make you wealthy. Your career income alone may not even give you long-term financial security. Unless you take action, taxes and inflation will erode the power of your earnings and the value of your savings.

To achieve financial independence and security, not only must you work for your money, but your money must also work for you. The surest way to build wealth and achieve your financial goals is through a lifelong program of profitably investing your savings.

### Pooling power

Mutual funds provide more than a million Canadians with a wide range of investment opportunities. A mutual fund is a pooling of money for investment purposes by many people. It's a simple, but very powerful concept. That's because mutual funds offer the ordinary investor, who may not have a huge amount of capital, a unique combination of investment advantages:

- Professional management of your investment funds.
- Diversification of assets, which gives you added risk protection.
- Excellent long-term growth potential and limited risk.
- Access to many different types of investments, which allows you to tailor your investments to suit your financial objectives and needs, as well as adjust to changing economic conditions and tax rules.

### Look at the long term

Markets move in cycles, as do most mutual funds. The only sure way to profit from these movements is to be a long-term investor. Don't be distracted by short-term market fluctuations. In general, if your time horizon is longer, your risk exposure will be lower and your chances of realizing financial growth significantly better, particularly when you take into account the compounding of your earnings.

You can also balance risk and steadily increase your wealth by setting up a long-term investment program in which you make regular payments on a monthly or perhaps bi-weekly basis. If you set specific savings and investment targets, you'll find ways to budget more effectively and perhaps earn extra income. As you see your wealth grow, your incentive to save will become even stronger.

### A spectrum of choices

Because there are so many different types of mutual funds available, you can benefit from professional advice in selecting investments that offer the right balance of potential risks and

rewards for you.

You can choose a fund or combination of funds based on stocks, bonds, money market securities, dividends, mortgages or real estate. Balanced funds offer a blend of different types of securities. More specialized funds may focus on growth stocks or international securities.

Mutual funds with a proven track record provide a significant degree of financial security. Solid, well-managed funds generally grow in value over the long-term. Borrowing to buy mutual funds, however, isn't recommended. Instead, it's a good idea to regularly set aside a specific amount of money and invest those savings in installments.

### Maximize RRSP potential

Mutual funds can be used for many purposes whether they be to finance your children's education

or make your retirement savings grow. Funds with at least 90 per cent of their assets in Canadian securities are eligible for RRSP and RRIF investments.

By putting your investments in these types of funds into your RRSPs, your money works harder and your savings grow faster than if you don't put them into RRSPs. Mutual funds can help you to maximize the tremendous building potential of your RRSPs.

Mutual funds make it easy for you to have a balanced mix of investment assets. In the long run, well-managed funds will enhance the power of your earnings and add value to your savings.

*Editor's note: This article is reprinted from the complimentary newsletter "Between Us" provided by Jim Hughes, Investors Group, (705) 726-7836.*

Shoreline protection? Flood damage? Erosion problems? What's being done? By whom?

## PUBLIC MEETINGS

The Shoreline Management Advisory Council was established by the Ministry of Natural Resources to seek public opinions and suggestions on managing Ontario's Great Lakes shorelines. You are invited to participate and to make written or oral presentations at the next Council meeting.

Midland:  
Midland Municipal  
Building  
575 Dominion Ave. W.

Sat. Sept. 10, 1988  
1:30 p.m.

Unable to attend? Address your submission to the Chairman, Shoreline Management Advisory Council, Room 5620, Whitney Block, Queen's Park, Toronto, Ontario, M7A 1W3



Ontario

Ministry of  
Natural  
Resources

Vincent G. Kerrio  
Minister

## ATTENTION ALL BUSINESSES We Pay Interest on Commercial/Current Accounts

up to \$4,999 - **5.0%**  
\$5,000 and over - **6<sup>1</sup>/<sub>4</sub>%**

### Business & Personal Banking

Come in today  
and discuss all  
your banking needs.

Midland Mon.-Thurs. 9:00-5:30  
248 King St. Friday 9:00-6:00  
526-4296 Saturday 9:00-1:00

Marie Bell  
Mountainview Mall Mon.-Thurs. 9:30-5:30  
526-2273 Friday 9:30-8:00  
Shiela Webb Saturday 9:30-1:00

Collingwood  
108 Hurontario St.  
445-1020 - Margaret Nuttall

OPEN SATURDAYS EFFECTIVE 21/06/88.



**the municipal**  
savings & loan corporation

Member Canada Deposit Insurance Corporation  
21 Branches Across Canada

## Survey of credit cards

Consumer and Corporate Affairs Canada today released the department's latest survey of credit card charges. The Ministry also made available an information sheet on the more confusing aspects of credit card interest charges.

"I would like to call your attention to the recently announced changes to the credit cards of some financial institutions and gasoline retailers," said the Minister responsible. "Two of the major gasoline retailers will now calculate interest charges on a daily interest basis in the same way as financial institutions do." He added that these charges, as well as anticipated increased in the interest rate of some bank credit cards, will affect the credit card interest charges payable by Canadian consumers.

More on page B7

**MARGARET O'ROURKE**

**549-4245**

OPENING  
SOON

**M E O Enterprises**

**CUSTOM SIGNS**

**59 ROBERT ST. W., P.O. BOX 219, PENETANG, ONT. LOK 1P0**

**OUR SIGNS ARE A SIGN OF THE TIMES  
... FAST, EFFICIENT, PROFESSIONAL SERVICE  
FOR BUSY PEOPLE LIKE YOU!**

- **BOATS**
- **CARS**
- **TRUCKS**
- **BUSINESSES**
- **PERSONAL**
- **STOREFRONTS**