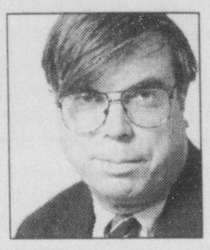
The Tribune-Democrat
BUSINESS
Section B
Sunday, February 22, 1998
Business editor: Terry Altemus, 532-5069

Dow Industrials 8413.94 +43.84
NYSE 537.49 +6.21
S&P 500 1034.21 +14.12
S&P MidCap 346.85 +2.96
AMEX 689.19 +0.31
NASDAQ 1728.13 +17.71

Select stocks, B3-B5



Chet Currier

Explore averaging strategy

For any mutual fund investor unsettled by the stock market's flighty behavior so far in 1998, many advisers suggest the old-fashioned remedy known as dollar cost averaging.

The higher the market goes and the more volatile the climate gets, they argue, the more sense it makes to stick with a strategy of investing steadily at regular intervals in funds that suit your long-term purposes.

That way, you needn't spend a lot of time futilely agonizing over whether and when the market might have to undergo a "correction," or setback after its unprecedented run of three consecutive annual double-digit gains in 1995-97.

A dollar cost averaging strategy allows you to continue putting money into stock funds so that you will be in position to benefit if the bull market keeps going. At the same time, it assures you that you won't make a big lump-sum investment at the top, just before the market goes into an extended swoon.

To sweeten the deal, it even makes volatility – big swings in the market from week to week or month to month – work in your favor, as long as you're prepared to ride out the storms.

Dollar cost averaging does have some drawbacks. Because you invest a little at a time, it's no way to make a fast killing.

Furthermore, the whole approach comes with no guarantee against loss should the fund you pick, or the whole stock market, go sour for an extended period. It requires faith that the level of stock prices will be significantly higher five, 10 or 15 years from now, whatever direction the market takes over the next year or two.

As Norman Klopp, executive vice president for research at the Cleveland mutual-fund firm of Roulston & Co., puts it, "The problem with waiting for a better time to invest is that it never seems to come."

When you invest fixed dollar amounts every month, say, your money buys more fund shares when prices are low and fewer shares when prices are high.

The more volatility, the greater the benefit. Look at the math: If you put $1,000 into a fund at $9 a share and another $1,000 at $11 a share, you own 202.02 shares worth $2,020.20 when the NAV is at $10.

But if you put $1,000 into a fund at $8 a share and another $1,000 at $12 a share, you own 208.33 shares worth $2,083.30 when the NAV is at $10.

So you don't mind if the market jumps around a lot. To take this line of thinking a step further, dedicated dollar-cost averages hope for extended declines, or at least long flat periods. They prefer that the market train doesn't leave the station until they can get a lot of money aboard.

The 1970s, when stocks were buffeted by bear markets and made little net progress over a long stretch, proved in retrospect to be a wonderful time to be dollar cost averaging into the market. The payoff started to come in the early 1980s, and it has been mounting ever since.

The hitch is that many people didn't stick with dollar cost averaging efforts in the 1970s, or never started them in the first place, because the outlook seemed so discouraging.

In soaring markets like those of the '80s and '90s, the prices investors pay are much steeper on balance. Extended bull markets favor people who buy in lump sums up front over dollar cost averagers.

Nonetheless, the record shows many more people start and persist in dollar cost averaging campaigns in times like these, thanks to the encouragement they get from rising prices along the way. They don't get absolute rock-bottom prices for every share they ever bought, but you won't hear them complaining much.

Chet Currier is a financial writer for The Associated Press.

'A WOMAN'S POINT OF VIEW'

ROGER VOGEL/THE TRIBUNE-DEMOCRAT

Jean Kinley (left) wanted to take a different track in life so she became a funeral director and owns Jean H. Kinley Funeral Home in Portage and Beaverdale. Lori A. Kosicki-Miller of St. Augustine also accepted the challenge to join the mostly male-dominated profession. She is employed at Kinley's Beaverdale parlor.

Making inroads

More females entering funeral services industry

By JOHN VIVIRITO
THE TRIBUNE-DEMOCRAT

Jean Kinley "always wanted to do something different."

Kinley picked the right profession for that — funeral directing.

She is one of five women who run funeral parlors in Cambria and Somerset counties. And the number keeps growing.

"In this area, there's an increasing number of women in the funeral (services) business, but I don't think we outnumber men," said Kinley, who owns and operates the Jean H. Kinley Funeral Homes, 630 Cedar Ave., Beaverdale, and 614 Cambria Ave., Portage.

Joan Cloherty earned her license because her "husband wanted me to be licensed if anything happened to him."

Cloherty was licensed in 1988, and her husband, Thomas F., died in 1991. She has been the funeral director of Cloherty Funeral Home, 531 Main St., Lilly, ever since.

Cloherty, Kinley and many women in the Cambria and Somerset county area are proof that the funeral service industry is no longer only a man's business.

"Women have worked at funeral homes historically but did not have a license," said Michelle Pafford of the National Funeral Directors Association in Milwaukee, Wis. "These days, more women are getting licenses and deciding on funeral services as a career."

The number of women entering the traditionally male-dominated funeral services industry has steadily risen, according to Pafford. The most recent statistics prove it – 40 percent of those attending the country's 48 accredited mortuary science schools in 1996 were women, a boost from the 13 percent of females who did so in 1976.

Gene Ogrodnik, president of the Pittsburgh Institute of Mortuary Science, is pleased with the increase.

"Four, five years ago, when I would give speeches only 10 to 20 percent in attendance would be women. Now, it's up to 30-35 percent of women, and that's good," Ogrodnik said. "I do know this line of work is a little more difficult for the ladies. There's somewhat of a bias that is historic which is kind of unfounded."

"Like any profession, it's opening up with more news, more information so women can learn about what used to be a male-dominated industry," Pafford said.

Funeral directors are licensed to handle all aspects of the business including embalming.

"Embalming is a challenge," said Lori A. Kosicki-Miller of St. Augustine who has been licensed since 1995 and works at the Kinley Home in Beaverdale. "People are used to seeing their loved ones at their worst. Our job is to make them look their best and also to make them look peaceful."

One of the major problems was the lifting involved with embalming.

"There's a little bit of lifting, but with today's devices, there's no reason a woman would not to be able to excel in the embalming business," said Chuck Dimond, 53, of Charles O. Dimond Funeral Home Inc., 621 Maple St., South Fork.

Ogrodnik said, "this perception of physical demands of lifting is not true. I've seen too many women do the job with no problem."

Pauline Gordon, 79, who opened Pauline H.L. Gordon Mortuary, 662 Main St., Johnstown in 1946, was one of the first women in the area to be licensed. She has had no problem with lifting in her 51 years of funeral service.

"Women don't lift anymore in the funeral than they do as nurses," Gordon said. "You have to learn how to lift. If you don't learn how, you will cause injury.

"They didn't always have body lifters and hydraulic equipment to lift the bodies. Nurses didn't always have orderlies. Today, things are different, and women just have to learn what to do if they want to be in this business."

Heather Harnish, 21, of Seward and Victoria Bense, 28, of Windber are doing their best to learn what it takes to be a funeral director.

In Pennsylvania, prospective funeral directors need to take three years of under-graduate classes at a university and one year of course at an accredited school of mortuary science.

Harnish, a Laurel Valley High School graduate, is in her third year at California University of Pa., where she will earn a bachelor's degree in mortuary science, then this fall, she will start classes at the Pittsburgh Institute of Mortuary Science.

"I always though of mortuary science as a big helping industry, where you can reach out to people – that's what I want to do," Harnish said. "There are two other women in my classes at Cal. ... I'm taking biology classes, and next year, I'll be doing embalming. That's an aspect men feel women wouldn't like – I've watched, and it doesn't bother me at all."

Bense is doing her internship at Marlin Meek Funeral Home Inc., 1312 Graham Ave., Windber.

The Windber Area High School graduate "wanted a profession that was old."

"It's a profession that has stood the test of time – Egyptians cared for the dead," Bense said.

Bense's journey into funeral services was an interesting one. After earning her bachelor's degree in journalism from the University of Pittsburgh, she worked at The Tribune-Democrat, writing obituaries.

"That's when I first got interested, I wanted to learn more about the people who died and the

Please see WOMEN, B6

Facing the challenge

A list of area funeral homes run by women.

Business	Location	Director
Bowser-Ondriezek Funeral Home	Nanty Glo	Megan Bowser
Thomas F. Cloherty Funeral Home	Lilly	Joan Cloherty
Pauline H.L. Gordon Mortuary	Johnstown	Pauline Gordon
Charles M. Kennedy Funeral Home	Cresson	Mary Holl
Jean H. Kinley Funeral Home	Beaverdale	Jean Kinley

MICHAEL CLAY/THE TRIBUNE-DEMOCRAT

Pauline Gordon
Only woman in her class

Crowds flocking to buy banks

Nontraditional firms interested

By JOHN HANCHETTE
GANNETT NEWS SERVICE

WASHINGTON – A decade ago, the savings and loan segment of the national banking community was almost a financial leper colony.

Thrifts were failing with clockwork regularity. Big investors held their noses. The government, worried about an ocean of taxpayer-insured red ink, had to promise legally questionable bookkeeping breaks to foster bailout purchases.

No longer.

Megafirms – particularly big insurance companies – are peppering the Office of Thrift Supervision with applications to acquire existing thrifts, or to create new federally chartered savings banks.

Several huge corporations traditionally far-removed from the banking business also are wading in – they range from casket makers to soybean processors.

The OTS recently approved three thrift charters for big insurance companies, and 13 more such insurer applications are under review. The insurance firm scramble for S&Ls is not some casual afterthought by come-lately business consultants seeking to spruce up the annual report.

The insurer applicants evincing official interest in thrifts have cumulative total assets of $961.8 billion, and include some of the most recognized names in the business – Allstate, State Farm, The Hartford, John Hancock, Equitable, Nationwide.

The nontraditional banking applications come from a broad scope of businesses, including securities brokers (Paine Webber, A.G. Edwards); the nation's fourth-largest long-distance provider (Excel Communications); and a leading agricultural processor (Archer-Daniels-Midland). Big manufacturer lending subsidiaries like General Electric Capital Corp. and Ford's Associates First Capital Corp. also are in the S&L hunt.

Perhaps the most intriguing nontraditional thrift application comes from the Indiana firm Hillenbrand Industries – a century-old casket maker, which in recent years turned to locksmithing, health care, medical equipment, mattresses, furniture, funeral insurance and financial services with such success it now has total assets of $3.4 billion.

Why have S&Ls turned from orphans to organza?

One obvious reason is a head-on business collision between the insurance industry and commercial banks, which only recently got into the insurance business.

"The insurance companies are angry at the banks," said C. Peter Henderson, a Niagara Falls, N.Y., financial consultant and expert on both industries. "The insurers are suspicious that if you want a mortgage, the people in the bank lobby will make you go see their insurance guy first. It's turned into a free-for-all."

Another point: Baby boomers mistrustful of Social Security are piling up all sorts of savings and assets for retirement as fast as they can, are managing these assets imaginatively, and are not spending them – meaning the old S&L interest in attracting small-but-steady pay-

Please see BANKS, B6

Checkout scanners see more than just the price

By MARGARET WEBB PRESSLER
THE WASHINGTON POST

WASHINGTON – Standing idly in the supermarket checkout line, scanning the scandals on the magazine rack, few people think about what their groceries say about them.

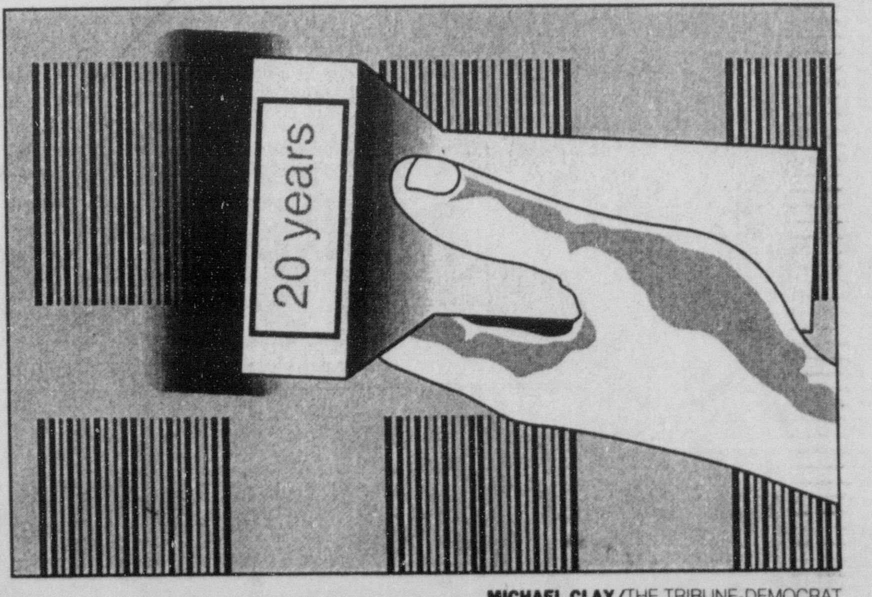
But by the time a housewife leaves the supermarket, her basketful of goods has indeed spoken – to the scanner at the checkout, whose mountains of data give stores ever more subtle ways to influence purchase decisions.

Scanners have been used for 20 years to streamline the checkout process, but they offer another significant behind-the-scenes benefit for the grocery chains. Captured by scanners, the purchase records of millions of customers provide the information for detailed statistical analyses of what sells where, when and why.

Until recently, however, the grocery industry hasn't known what to do with that information gold mine. The Downey Co. of Bethesda, Md., thinks it has the answer as it begins marketing its data analysis software to supermarket chains.

Through government contracts, family-owned Downey for years has been turning scanner data from military commissaries into road maps of consumer

Please see SCANNERS, B6



MICHAEL CLAY/THE TRIBUNE-DEMOCRAT

NEWSPAPERARCHIVE
Johnstown Tribune Democrat, February 22, 1998, Pg. 13, Johnstown, Pennsylvania, US
https://newspaperarchive.com/johnstown-tribune-democrat-feb-22-1998-p-13/