

# BUSINESS

## NEVADA'S UNEMPLOYMENT RATE DOWN

Carson City—Nevada's seasonally adjusted unemployment rate dipped 0.2 percentage points in December to 5.5 percent. Nevada Employment Security Department Executive Director Stan Jones. "The slight decline in the unemployment rate shows our statewide economy has been stuck at a plateau with

minimal significant movement for a number of months," Jones said, noting "Any major improvements in our labor market are taking place in Clark County. Other areas of the state are basically flat insofar as job growth is concerned."

Jones went on to explain, "In spite of Nevada's flat economy,

the state's unemployment rates have held relatively steady. The nation's unemployment rate has increased, while neighboring California's rate, which has a direct impact on the Nevada economy, also continues to edge up."

Jones noted that he does not expect any dramatic changes during the first quarter of 1992, "In all likelihood, the next few months will be a mirror of past months. Until we have a substantial job growth over a sustained period of time, we will remain flat."

He said, "Nevada continues to have jobless figures below the national average." Nationally, according to the U.S. Bureau of Labor Statistics, the seasonally adjusted unemploy-

ment rate was estimated at 7.1 percent, a 0.2 percentage point increase over-the-month. Neighboring California's seasonally adjusted unemployment rate increase to 7.7 percent, a 0.3 percentage point increase.

During December, unemployment in Las Vegas decreased 0.3 points to 5.8 percent. A year ago Las Vegas' rate of unemployment was 5.4 percent points to 4.8 percent. In December of 1990, Reno's jobless rate was 5.1 percent.

Eureka County continues to have the lowest percentage of unemployment in the state at 1.8 percent. Nevada's highest percentage of unemployment continues to be in White Pine County with 6.7 percent in December down 0.2 percentage points from November's figures.

Statewide, retail and wholesale employers accounted for an estimated 131,900 jobs, and 800-job increase over-the-month, though the numbers reflect 1,100 fewer jobs when compared to the same time a year ago. The mining industry employed a reported 14,200 workers during December, a 200-job loss over-the-month, and a loss of 500 jobs over-the-year.

Employment in manufacturing dipped by 100 jobs November to December with 26,400 workers reported. In December, a year ago, there were 600 more manufacturing jobs in the state. Construction industry jobs dipped by 900, with 44,900 jobs reported during December of 1990, there were 49,900 construction jobs reported in the industry. Employment estimates in service industries, including gaming and recreation show a loss of 2,100 jobs over-the-month, but a gain of 2,800 jobs over-the-year.

The finance, insurance and real estate sector remained steady over the 30-day period with a reported 29,000 jobs, 400 more jobs in the sector than December a year ago. The transportation and utilities sector reports 33,800 jobs, an increase of 100 jobs, and static over-the-year. Reported employment in federal, state and local government, including teachers, grew by 400 jobs November to December, with 86,200 workers.

## TRAVEL with Bates

By Sandl Bate



Experience magnificent Mexico; an extraordinary country to explore. A world of natural tropical luxury; rich in culture, history and art.

A land of spirited generous people, colorful costumes, enticing music, picturesque village with sensational sunny beaches and clear blue water.

The lifestyle in Mexico is set to music and dance, with fun filled activities where almost anything goes. The music most remembered is the Mariachis. a land of silver treasures, handicrafts, art, pottery or tapestry ablaze with color. Party from dawn until dusk or slip away to a secluded spot to revel in its unspoiled natural beauty.

For the history and culture buff there is plenty to see; for instance, the ancient ruins of 3,000 years of civilization. Visit a conquistador's palace or explore thousands of miles of seashore. Play on the golden sandy beaches of the Pacific coast or the white powdery beaches of the Caribbean side.

Dine casually or elegantly on cuisine ranging from subtle to fiery. Fresh delectable seafood is a specialty. Traditional Mexican and Continental menus can be found almost everywhere. Enjoy a Margarita, a beer or "cerveza" while watching breathtaking sunsets.

Relax in the unparalleled beauty of Alcapulco, one of the world's great vacation playgrounds, which offers some of the most spectacular beaches. There is a beach to suit every mood. Water sports are provided and conditions for them are perfect.

Alcapulco's Roqueta Islands offer an isolated and scenic tranquility of untamed foliage that will linger in your memory. For sightseeing don't miss Zocalo, the main plaza, home to one of Mexico's most unusual churches (blue and gold Byzantine architecture, built in the 1930's).

The exciting bull fights are held at Plaza Calilla. The best matadors appear during the season from December to Easter. For breathtaking enjoyment, watch the famous cliff divers who perform from La Quebroda cliffs. Timing must be perfect or the divers will be crushed against the rocks 400 feet below.

Cancun, the Mexican Caribbean, is a perfect tropical paradise of unspoiled beaches with clear turquoise water. Life here drifts along at its own leisurely pace. Mexico's serenade sounds sweetest here where you sense it in the breezes that blow through the palms and in the rhythm of the activities.

Visit the Museum of Anthropology for an introduction to the area's Mayan past. Cedam museum, downtown in the Bahia complex, features treasures taken from the deep by underwater explorers. El Rey is a minor archaeological site where you will see the remains of several small pyramids and buildings date back 800 years.

For a change of pace take a "pirate cruise" to Isla Mujeres, or if you want live music, there are Fiesta nights each evening of the week at any of the large resorts.

Every conceivable water sport can be learned or enjoyed. You can charter a yacht for a day of fishing or learn how to master a jet-ski. Imagine what sunny warm waters of Cancun will do for stress or for an overworked mind.

Puerto Vallarta is a world filled with romance and culture. Experience the beauty of the uncrowded beaches and the charm of Mexican villages preserved in time.

The harmonious contrast of a Mexican village with cobblestone streets, red tile roofs, and pastel walls combining the old and new in a subtle way.

Visit the popular Zocalo, the town square, with its bandstand. The Guadeloupe church with its crown shaped steeple is the only authentic landmark in town. To see the sights in an interesting way don't miss the half or full day cruises that depart the marina each morning.

As a unique and wonderful experience rent a horse and ride along the beach or sign up for a guided horseback tour of the jungle.

For the vacation of a lifetime come to Mexico where you can  
(See Travel With Bates, Page 17)

### Ultimate Pest Control • Work Guaranteed

Office Hours: 8 am-5pm Mon.-Fri.  
License No. 2340

## New York Style Pest Control (Put your pest to rest)

649-6868

Zyra & Robert Thomas, Owners & Operators  
3424-C E. Lake Mead  
North Las Vegas, Nevada 89030

## BUSINESS DIRECTORY

### ACCOUNTANTS

**Morris and Associates**  
Samuel Morris, Sr. Consultant  
880 East Sahara  
(702) 735-5555 • Fax 737-1040  
★ ★ ★ ★ ★ ★ ★ ★

### AUTOMOTIVE

**Fletcher Jones Chevrolet /GEO**  
444 South Decatur Blvd.  
870-9444  
★ ★ ★ ★ ★ ★ ★ ★  
**Pete Findley Oldsmobile**  
3024 E. Fremont  
457-1021  
★ ★ ★ ★ ★ ★ ★ ★  
**Toyota West**  
2025 S. Decatur  
871-4111  
★ ★ ★ ★ ★ ★ ★ ★

### BANKS

**Security Pacific Bank**  
2300 W. Sahara Ave.  
386-3611  
★ ★ ★ ★ ★ ★ ★ ★

### BRIDAL

**Added Touch Bridals**  
3818 Meadows Lane  
878-1418  
★ ★ ★ ★ ★ ★ ★ ★

### ELECTRONICS

**Union Premiums**  
1325 E. Flamingo Rd.  
737-1717  
★ ★ ★ ★ ★ ★ ★ ★

### FLORIST

**Rancho Florist & Gifts**  
2401 W. Bonanza Rd.  
648-0098  
★ ★ ★ ★ ★ ★ ★ ★

### FUNERAL DIRECTORS

**West Las Vegas Memorial Chapel**  
615 W. Van Buren Ave.  
647-1000 or 647-1001  
★ ★ ★ ★ ★ ★ ★ ★

### LANDSCAPING

**Vegas Landscaping**  
649-97  
★ ★ ★ ★ ★ ★ ★ ★

### PACKAGED LIQUORS

**Baby Grand Lounge**  
208 E. Sahara Ave.  
791-0107  
★ ★ ★ ★ ★ ★ ★ ★

### PAGING SYSTEMS

**Vegas Instant Page**  
1221 So. Casino Center  
384-2862  
★ ★ ★ ★ ★ ★ ★ ★

### PEST CONTROL

**New York Style Pest Control**  
3424-C E. Lake Mead Blvd.  
649-6868  
★ ★ ★ ★ ★ ★ ★ ★

### RADIO STATIONS

**K-NEWS 970**  
2001 E. Flamingo Rd.  
735-8644  
★ ★ ★ ★ ★ ★ ★ ★

### REALTY

**Americana Group Realtors**  
Loretta A. Hall  
Bus.: 796-7777  
Message Center: 457-4623  
★ ★ ★ ★ ★ ★ ★ ★  
**Wanda Potter**  
Bus.: 796-7777  
Pager: 381-9404

**Caldwell Banker**  
Paul Dawkins  
2975 S. Rainbow Blvd., Ste. C  
Bus.: 871-9500  
★ ★ ★ ★ ★ ★ ★ ★

**Jack Matthews and Co.**  
Henry Shead  
3765 E. Desert Inn Rd.  
458-2161  
★ ★ ★ ★ ★ ★ ★ ★

### RESTAURANTS

**Hamburger Heaven**  
1215 N. E Street  
648-5323  
★ ★ ★ ★ ★ ★ ★ ★  
**The Rib House**  
1100 N. Martin Luther King Blvd.  
Suite F  
647-0762 or 647-0419  
★ ★ ★ ★ ★ ★ ★ ★

### TRAVEL AGENCIES

**Jockey Travel**  
3700 Las Vegas Blvd. So.  
795-7772 or 1-800-643-6649  
★ ★ ★ ★ ★ ★ ★ ★

### WOMEN'S APPAREL

**First Impressions**  
4725 W. Spring Mt. Rd., #H  
368-0434  
★ ★ ★ ★ ★ ★ ★ ★

**TO PLACE YOUR  
BUSINESS  
IN THE SENTINEL-  
VOICE BUSINESS  
DIRECTORY  
call Ramon  
at 383-4030**