

Bally's Casino* Lakeshore Becomes First African American Majority-Owned Gaming Enterprise

Louisiana — Arthur M. Goldberg, Chairman, President and Chief Executive Officer of Bally Entertainment Corporation (NYSE: BLY) and Norbert A. Simmons, Chairman of Metro Riverboat Associates, announced the licensing approval and official opening of Bally's Casino* Lakeshore

Resort in New Orleans at South Shore Harbor on Lake Pontchartrain.

A 30,000 square foot, two level riverboat casino is the featured centerpiece of Bally's Casino* Lakeshore Resort. In addition, the riverboat, Belle of Orleans, has two exciting sports bars and an additional deck with

approximately 20,000 square feet of non-gaming space for private parties and receptions for up to 1,500. The land-based attractions at Bally's Casino* Lakeshore Resort include the 200-seat Great American Buffet, where patrons can choose from over 60 entrees and visit Bally's retail bakery. The 100-seat Liberty Bell Lounge with specialty drinks in an "American" theme will also be featured and a 1,500-seat entertainment arena is scheduled to open this fall.

Parking for 1,200 vehicles is available including both self-parking and valet service at the porte-cochere casino entrance.

Goldberg explained, "The superior quality, size and amenities of Bally's riverboat casino, together with Bally's world-renown name and

(See Lakeshore, Page 21)

BUSINESS

FINANCIAL REPORT

What Stocks Can Tell You

By Fred T. Snyder

As you read through the business section of your local newspaper or perhaps a financial publication such as the Wall Street Journal, you may notice it contains several pages of stock tables. And if you're an investor who is trying to track your stock's performance, these tables can provide valuable information about that stock.

Most daily newspapers quote the stock prices on the three major stock exchanges: The New York Stock Exchange (NYSE), The American Stock Exchange (AMEX), and The Over-the-Counter Market (OTC). Once you know which exchange your stock trades on, you can find that stock by its ticker symbol. The ticker symbol is a company's abbreviation that appears on stock quotation

machines. For example, Texaco's ticker symbol is TX and Pepsi Co.'s is PEP.

Now that you've found the stock's listing, you can review its information. Each newspaper publishes varying categories of information, but most stock tables contain the following information about the stock:

***Closing Price** — The closing price is the last price at which a stock trades at the end of a trading session. For example, if ABC stock closed at 40 1/8 on May 25, the stock table published on May 26 would list the closing price as 40 1/8. A stock's price is quoted in points, with each point equal to one dollar. Prices can be broken down into eighths of a point, which means a 1/8 point equals 12 1/2 cents.

***Net Change** — The net

Human Resources Mgr. Named Vice President

Wendell Blaylock has been named vice president by First Interstate Bank of Nevada. Blaylock manages the bank's Southern Nevada human resources department.

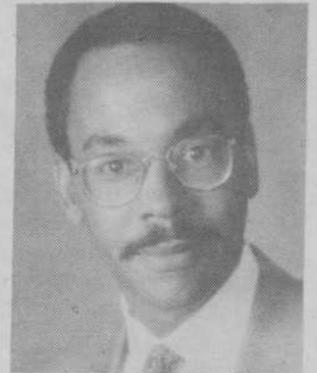
Blaylock joined First Interstate Bank of Texas in 1991. He transferred to Las Vegas a year later and became the leader of the bank's southern Nevada human resources operation in 1994.

Blaylock has more than 11 years of human relations experience in employment, employee relations and benefits. He is president of the Southern Nevada Urban Bankers Association.

Blaylock has a master of science degree in social work from the University of Texas, Arlington.



WENDELL BLAYLOCK



FRED T. SNYDER

change is the difference between the previous closing price of the stock and the most recent day's closing price. Let's say ABC stock closed at 40 1/8 on May 25 and 41 1/4 on May 26. The net difference, which is published in the stock tables on May 27, would be +1 1/8, or +1.125.

***High and Low Stock Price** — These represent the highest and lowest stock prices at which the stock traded during one trading session. For example, if the highest price at which ABC stock traded on May 25 was 42, the May 26 stock table would list a high stock price of 42. If the

(See Financial Report, Pg 21)

Nevada's May Unemployment Rate Up Slightly

CARSON CITY — Nevada's labor market analysis reports that the statewide seasonally adjusted unemployment rate is 5.9 percent, up one-tenth of a percentage point April to May. Department of Employment, Training and Rehabilitation Director Carol Jackson said, "There has been no significant movement in Nevada's unemployment rate for the past year. Our analysts continue to project that there will be no statistically significant changes in unemployment through the summer months. The state continues to have strong job growth at 5.8 percent over-the-year, a testimony to Nevada's economic health."

Nevada's May unemployment rate of 5.8 percent is one-tenth of a percentage point above the national 5.7 percent unemployment. And, Nevada's rate is 2.6 percentage points lower than neighboring California's 8.5 percent May unemployment, she said.

The research bureau estimates that during May, the Las Vegas metropolitan (See Unemployment, Pg 21)

WALKER AFRICAN-AMERICAN MUSEUM & RESEARCH CENTER

The Walker African-American Museum and Research Center is a non-profit organization designed to promote and preserve the contributions of African-Americans in Nevada, the United States and abroad

Now accepting donations of any historically significant items such as: souvenir booklets, church histories, photographs, slave documents, old business licenses, newspaper articles, clothing, posters, statues, histories of organizations, family histories, etc.

For more information contact Gwen or Juanita Walker, 705 W. Van Buren, Las Vegas, NV 89106, or call (702) 647-2242, (702) 593-3305, or (702) 599-8130.

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