

# BUSINESS

## FINANCIAL REPORT

### Bond Investments Can Add Value And Diversification

Many economic experts are saying the stock market may retain unsettled for a good part of 1995. And despite investors' attempts to properly diversify their stock portfolios, the current market may prevent these portfolios from growing. So, many investors may want to consider diversifying their portfolios another way — Bond Investing. Bond Investments can give your portfolio the potential for stability and an extra dimension of diversification. Here are a few choices to consider:

#### U.S. Treasury Bills and Notes

These are direct obligations of the U.S. Government, making them among the safest investments available. Bills, which have maturities of 91 days to one year, are available in initial face-value amounts of \$10,000, with \$5,000 increments thereafter. You purchase bills at a discount and receive the face amount at maturity (for example, you might buy a \$10,000 face value T-bill for \$9,500). Treasury notes have maturities of one to 10 years and are available in minimum amounts of \$1,000. Their yields are usually higher than T-bills but less than longer-term

government securities. Notes pay semiannual interest at a fixed rate.

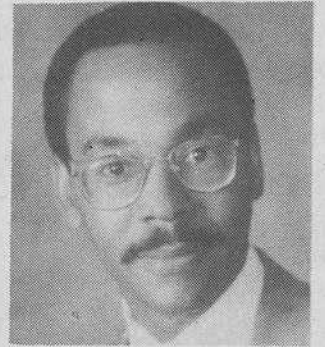
**Municipal Bonds** Municipal bonds are sold by cities, states, municipalities, revenue districts and municipal project authorities for the purposes of constructing or repairing schools, roads, sewers, hospitals, etc. They appeal to investors mostly because their income is free from federal, and in some cases, states and local taxes. To better compare a municipal bond's value to taxable bonds, calculate its taxable-equivalent yield, which shows how much a taxable

investment would have to yield to equal the bond's yield.

**Zero Coupon Bonds** These bonds offer a fixed rate of return like other bonds, but you purchase them at a deep discount instead of receiving regular interest payments (thus, the term "zero coupon"). Your return is the difference between the discounted purchase price and the face value, which is what you'll receive when the bond matures. For example, you might be able to purchase a Zero Coupon bond for \$300 today that will be worth \$1,000 at maturity.

are federally tax-free and, in some instances, exempt from state and local taxes as well. However, with both bonds, you must pay the applicable taxes on the interest earned each year, even though you don't receive the interest until maturity. Also keep in mind that Zero Coupon bonds react with more volatility to market fluctuations than coupon-paying bonds.

Stocks are not the only way to make money when investing, and these are just a few of the many alternatives available for diversifying your portfolio. A professional investment broker



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can provide more information about the safety, yields and other pertinent details of these and other investments.

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## Men Get Hip On Hiring

Hiring, employability, interviewing, networking and career options are topics covered in the upcoming Nevada Men's Mini-Conference, hosted by the Community College of Southern Nevada.

Trevor Kendall, human

resources director for Caesar's Palace, will be the keynote speaker on Wednesday, October 18, at 6:30 p.m.

Kendall will discuss keys to success in the workplace and what qualities major employers look for when hiring and promoting employees. The keynote address will be held in the Black Box Theatre on CCSN's Cheyenne campus, at 3200 East Cheyenne Avenue.

Attendees may choose two of three free workshops.

"Career Information System" is a hands-on computer workshop to help men explore career options and alternatives as well as providing unlimited information on occupations, payscales and training programs in Nevada. Patricia Mahoney, a CIS trainer with the Clark County School District, will lead the workshop.

"Las Vegas Outlook" will provide insight into the future economic outlook of Las Vegas and areas of projected job growth, plus training programs offered at community colleges emerging fields.

Dr. Keith Schwer, director of UNLV's Center for Business and Economic Research, and Dr. Robert Silverman, CCSN's vice president of Academic Affairs, will conduct the training.

Gary Cottino, human resources manager for Southwest gas Corporation, will give the inside scoop on what it takes to get a foot in the door. His talk, "Down and Dirty" will also provide information on resume writing, how to deliver interviews, and how-to's of networking, and much more.

For more information, call CCSN's ReEntry Center, 651-4331.

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