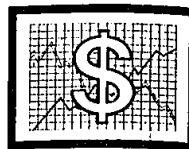


# Business

Barry Jensen editor/591-2300



BA(OB.F-6C)

O&E Thursday, January 17, 1986

## There's a bond for every type of investor

By Sid Mittra  
and George Calvert  
special writers

During the past decade bonds have fallen on bad times. Their main advantages — stability, reliability and security — vanished as inflation and interest rates surged to double digits. However, for the discriminating investor bonds still offer attractive investment.

It used to be that all bonds were much alike. No longer. As the accompanying table reveals, investors today have a baffling variety of choices, partly because imaginative money men have created many new, hybrid types of issues.

While it may be harder than ever to choose, there is now a bond suitable for just about every type of investor.

**TAKE, FOR** instance, the income-oriented investor. The Commonwealth Edison (15%, maturity 2000) is currently yielding 14.17 percent. The tax-conscious investor can buy Municipal Assistance Corp. of New York, which

yields 9.72 percent.

The balanced investor can buy the Beneficial put bond yielding 9.03 percent. A put bond is a long-term issue that can be cashed in early at the buyer's discretion.

This bond matures in 2008 but can be "put to" the issuer for the face value after May 1986.

**THE MARKET** offers especially attractive bonds for the aggressive investor. The AT&T (3%, 1987), which is selling for \$850.00 yields 3.4 percent, but it will reach its face value of \$1,000 in 1987. The difference between the face value and the current price will be taxed as long-term capital gain.

Deep-discount bonds carry an additional risk if you must sell them before maturity. If interest rates have dropped, you will not be able to sell them for what you paid for them — you will have lost money on the bond.

So-called junk bonds (from bankrupt companies or companies in dire straits) carry a much higher degree of risk. However you could do well if the company pays the expected interest or it

pays back the face value of the bond at maturity.

Before you buy a bond for your portfolio, consult your financial planner.

**EDUCATIONAL SEMINAR:** The Observer & Eccentric Newspapers and the Coordinated Financial Planning staff will conduct a seminar 7:10 p.m. Tuesday, Feb. 12, at the Kingsley Inn, 1475 N. Woodward Ave., Bloomfield Hills. This seminar will cover: Strategic planning; comprehensive and retirement planning; tactical planning; insurance, taxes, education, wills; Product planning; mutual funds, stocks and bonds, real estate and oil and gas shelters. An out-of-town investment specialist will discuss a specific tax shelter. The seminar is free, but registration is required. For more details, call 643-8888.

Sid Mittra is president of Coordinated Financial Planning Inc. in Troy and a professor of economics and management at Oakland University.

type	name	coupon	maturity	price	current yield	yield to maturity
Intermediate-term Government	Treasury note	13 3/4%	1988	\$1,052	13.07%	9.82
Long-term Government	Treasury bond	13 3/4%	2001	\$1,121	11.93%	11.63%
Intermediate-term A Corporate	Commonwealth Edison	14 3/4%	1987	\$1,063	14%	11.90%
Long-term A Corporate	Commonwealth Edison	15 1/4%	2000	\$1,085	14.17%	14.02%
Tax-exempt	Municipal Assistance Corp. of N.Y.	10 1/4%	1993	\$1,055	9.72%	9.30%
Mortgage-backed Security	GNMA Certificate	14%	12-year Avg. life	\$1,061	13.19%	12.90%
Deep-discount Bond	AT&T	2 3/4%	1987	\$850	3.40%	9.81
Put Bond	Beneficial	8.4%	2008 (5-86)	\$930	9.03%	14.04%
Junk Bond	Braniff	10.0%	1986	\$470	13%	15.90%

### datebook

#### WOMEN IN INFO PROCESSING

Thursday, Jan. 17 — Metropolitan Detroit Forum of Women in Information Processing meets in Southfield. Information: Cheryl Watkins, 264-0252.

#### INDUSTRIAL MARKETERS

Thursday, Jan. 17 — Industrial Marketers of Detroit meet for lunch in Detroit. Reservations: Melissa Barnes, 559-3550.

#### ACCOUNTANTS MEET

Thursday, Jan. 17 — Detroit Chapter of National Association of Accountants meets for dinner in Detroit. Information: Harold R. Ackerman, 225-1470.

#### CONSUMER SHOW

Friday-Sunday, Jan. 18-20 — "Life Styles '85," consumer home, gift and article show, held at the Southfield Civic Center, 10 1/2 Mile and Evergreen roads in Southfield. It is sponsored by Poland's department stores. Show benefits nine Detroit area charities. For more information, call Brendalyn Barr at 524-2500.

#### SMALL BUSINESS TRAINING

Saturday, Jan. 19 — Free small business owner and planner workshop begins at 10 a.m. in Troy. Information: 542-4220. Sponsors: Michigan State University, Small Business Management School.

#### INVESTING FOR YUPPIES

Monday, Jan. 21 — "Personal Investment for Young Professionals" non-credit course begins at 7 p.m. in Rochester. Fee: \$20 per person, \$25 per couple. Reservations: 377-3120. Sponsor: Oakland University.

#### METEOR PHOTO TOUR

Monday, Jan. 21 — Everyone is invited to take a free tour of Meteor Photo Lab in Troy. The tour begins at 7:30 p.m. Meteor Photo is on Chicago Road between Maple Road and Oakland Mall, just east of I-75. Sponsor: Southeastern Michigan Chapter of the Society for Technical Communication.

#### ACCOUNTING ASSISTANT

Monday, Jan. 21 — Accounting Assistant diploma program courses begin at 6:30 p.m. in Rochester. Tuition: \$95-\$135. Reservations: 377-3120. Sponsor: Oakland University.

#### LEGAL ASSISTANT

Monday, Jan. 21 — Legal Assistant diploma program courses begin in Rochester. Tuition: \$50-\$90. Reservations: 377-3120. Sponsor: Oakland University.

#### WOMEN IN COMMUNICATIONS

Monday, Jan. 21 — Group meets at 6 p.m. at Jacques's restaurant in Southfield. Tickets are \$11 for members, \$12 for guests, and \$10 for students. Information: Barbara Ahlberg, 791-1277. Reservation deadline: Thursday, Jan. 17.

#### COMPUTER-BASED ACCOUNTING

Tuesday, Jan. 22 — "Computer-based accounting" non-credit course begins at 6:30 p.m. in Rochester. Fee: \$15. Reservations: 377-3120. Sponsor: Oakland University.

#### PLASTICS TECHNOLOGY

Tuesday, Jan. 22 — Course on plastics technology begins at 6:30 p.m. in Rochester. Tuition: \$70.

\$90. Reservations: 377-3120. Sponsor: Oakland University.

#### FINANCIAL PLANNING

Tuesday, Jan. 22 — Three-session course, "Money: Handle With Care" offered 7:15-9:15 p.m. in Bloomfield Hills. Information: 334-3578. Sponsor: Bloomfield Hills Schools.

#### INDEPENDENT ACCOUNTANTS

Tuesday, Jan. 22 — Southeastern chapter of Independent Accountants Association of Michigan meets for dinner in Dearborn. Reservations: Gerald R. Johnson, 882-3560.

#### COST ANALYSIS

Tuesday, Jan. 22 — Detroit Metropolitan Chapter of the Institute of Cost Analysis meets for lunch in Warren. Information: Joyce Martin, 574-8717.

End-of-Year Tax Planning  
Won't Work In '85

**FIND OUT WHY!**  
TAX & INVESTMENT STRATEGIES WORKSHOP  
Including new IRA & KEOGH RULES  
Sponsored by Capital Financial Planning  
WED., JAN. 23rd 7:30 P.M.  
The Community House  
380 So. Bates, Birmingham  
477-6578

NO FEE NO OBLIGATION  
Plus Complimentary Consultation for all workshop participants  
Bechtel Transactions Trust FIC Securities Corporation, Member SIPC, NASD

Invest in National Federal Securities Trust... and let the U.S. Government start working for you **NOW!**

- HIGH DEGREE OF SAFETY: This National Fund invests directly in U.S. Government securities and is insured by FDIC.
- MONTHLY INCOME: Special reports show a 4-month yield with an average dividend of 4%.
- DAILY LIQUIDITY: With FREE CHECKING you can take money out at any time.
- HIGH YIELDS: The fund invests in high yielding Gov't bonds and money market funds.

Financial **facs** Associated Concepts  
5000 TELEGRAPH RD. SUITE 110 BIRMINGHAM, AL 35202 540-4262

#### HEATING ENGINEERS

Tuesday, Jan. 22 — Detroit Chapter of the American Society of Heating, Refrigeration and Air-Conditioning Engineers meets for dinner in Livonia. Information: 878-1900.

#### MACINTOSH WORD PROCESSING

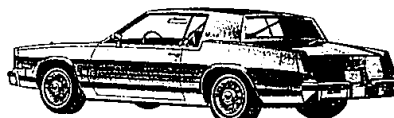
Wednesdays, Jan. 23-30 — Word processing for beginners on the Macintosh microcomputer will be offered 6:30-9:30 p.m. in Rochester. Reservations: 377-3120. Sponsor: Oakland University.

Submit information to Business Editor, Observer & Eccentric Newspapers, 3831 Schoolcraft, Livonia 48150. All information must be received by writing by Monday in publication the following Thursday.

Lease a 1985 Cadillac today!

**NO MONEY DOWN**

NEW '85 ELDORADO

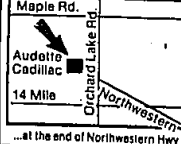


**\$355.55\*** FULLY EQUIPPED

**OVER 150 CADILLACS READY FOR IMMEDIATE DELIVERY!**

We Lease All Makes and Models

\*48 MONTH LEASE '80 SECURITY DEPOSIT, PLATES AND TAXES EXTRA



**Audette Cadillac**  
851-7200  
7100 Orchard Lake Road  
West Bloomfield, MI 48033

## Business Card Directory

SERVING GREATER OAKLAND COUNTY AREA



**DAWSON TREE SERVICE**  
TRIMMED - TOPPED - REMOVED  
FREE ESTIMATES  
LICENSED AND INSURED  
DEEP ROOT FERTILIZING

FIREWOOD (Seasoned Hardwood delivery available)  
CLIFFORD DAWSON 373-5264



RESIDENTIAL & COMMERCIAL REMODELING  
**ADDITIONS KITCHENS BATHS**  
6190 Edmore Dr. West Bloomfield, MI 48033  
855-3880

### WILLIAMS ART GLASS STUDIO

Custom stained & beveled glass windows  
sandblasted designs in mirror or glass  
SUPPLIES: Diamond Router SALE in progress  
antique stained & beveled glass windows  
entry doors • sidelights • French doors  
Winter Hours: Mon.-Fri. 10-5, Sat. 10-3 p.m.

22 N. Washington (M-24) Oxford 628-1111



**UNIVERSAL TELE-COM**  
"Telephone Systems for Office and Home at Substantially Lower Cost"

17117 W. Nine Mile Rd. Suite 1025 Southfield, MI 48033 (313) 354-7218

**X-GRAND OPENING**

IT JUST ISN'T A PARTY WITHOUT US!!!

**TOSS A PARTY**

"YOUR COMPLETE PARTY SUPPLY CENTER" IS CELEBRATING THE OPENING OF THEIR SECOND LOCATION WITH...

**BIG SAVINGS UP TO 50%**

- LUCITE BEER PITCHERS - NOW ONLY 2.99
- 16 oz. BEER CUPS - 50 ct. 3.49
- 10" TAPER CANDLES - 67c each
- Hi-C (2 gal. mix) - 1.99
- FASHION COLOR PLASTIC WARE - 1.29 24 pack
- MYLAR BALLOONS - 2.97/5 ct.
- "PENNY" CANDY - 21 VARIETIES - 1.49 lb.

OPEN M-F 10-8 • SAT. 10-5 • SUN. 12-5

**SUPER BOWL PARTY DECORATIONS**  
(Offer Expires 1-31-85)

**\*FREE BAG OF POPCORN WITH THIS AD!**  
18 FLAVORS FRESH DAILY (offer good when one of equal value is purchased)

NEW MID-7 SHOPPING CENTER  
LIVONIA SOUTHWEST CORNER OF MIDDLEBELT  
STORE & 7 MILE RDS. 478-8902

SOUTHFIELD 'SOUTHFIELD RD.  
AREA: AT 11 1/2 MILE  
557-8152