

issue	coupon	maturity	price	yield to maturity	current yield
US Treasury	8 1/4	8/15/08	99	8.45%	8.45%
Pacific Gas & Elec.	8 1/2	2/1/09	91	9.5%	9.35%
Eastman Kodak	8 1/4	6/15/16	91 1/4	9.50%	9.42%
US Treasury	7 1/4	2/16/16	87	8.47%	8.33%
Amoco Co.	8 3/4	12/15/16	91 1/4	9.50%	9.40%
GM Accep. Corp.	8 1/4	4/1/16	89 1/4	9.35%	9.25%
duPont	8 1/2	4/15/16	94	9.10%	9.05%
McDonald's Corp	8 1/4	3/1/16	95 1/4	9.30%	9.25%
A T&T	8 3/4	4/1/26	92	9.40%	9.33%

Investor should avoid high-interest bonds

I'm retired now and could use more income. Do you think corporate bonds are the answer? I notice some of them pay as high as 14 percent. Example, Mattell 14 1/4 percent. Could you please explain how they work?



today's investor
Thomas E. O'Hara
of the National Association of Investors Corp.

Corporate bonds are one answer for the individual looking for a good return, but I would be inclined to stay away from those paying a very high rate of return like the Mattell you have mentioned.
A rate of return that high at this time suggests that the market believes the risk of holding the bond is very high.
I just looked at the New York Stock Exchange Bond listed in the Wall Street Journal. I see current yields shown for bonds are as high as 43 percent.
In such a case, bond buyers are saying that they do not expect the company to make many payments or perhaps not pay-off when the bond matures.
AS YOU look through the list, you will see the more common yield is in the 8-9 percent range, and that is probably the area for a rate of return you can expect and still have reasonably safety. At your public li-

brary you probably will find a bond rating book by Moody's or by Standard and Poor's.
If you are considering buying a corporate bond, I would look up the bond you are considering buying in one of those books and see how they rate it. As a retired person, I would hesitate to buy a bond that is not in the top third of their rating schedules.
IF YOU are looking for suggestions for good quality corporate bonds, a list published by Wayne Hummer & Co., a firm that is a member of the major stock exchanges and sells a lot of bonds to banks, just came across my desk.
The column headed "coupon" shows the rate of interest per \$1,000 face value of the bond. All the bonds mature after the year 2000, so if your objective is to lock in the interest rate for a fairly long time, they will do that for you.

At the same time, the bonds are good enough quality that if lower interest rates prevail, you will be able to sell them at a higher price.
If interest rates go up, of course, the price at which you could sell the bonds would come down while rates were high, but you should still continue to receive your interest income.
Thomas O'Hara of Bloomfield Hills welcomes your questions and comments but will answer them only through this column. Readers who send in questions on a general investment subject or on a corporation with broad investor interest and whose questions are used will receive a free one-year subscription to the investment magazine "Better Investing." For a sample copy of "Better Investing" or information about investment clubs, write Today's Investor, PO Box 220, Royal Oak, MI 48068

Cargoliners to be marketed nationally

The DG Trim Products division of Inter Head Industries in Southfield will be represented nationally by Boston and Associates Inc. in the automotive aftermarket. Boston and

Associates will provide sales and marketing for the Protective Custom Cargoliner, which was recently introduced by DG Trim.
DG Trim is a manufacturer of

headliners, foam-backed carpeting, trunk liners, vinyl extrusions, urethane foam cargo floors and other interior trim products.

FREE MARKETING SEMINAR

featuring

CHARLIE MOUSER

sponsored by
THE
Observer & Eccentric
NEWSPAPERS
and LOCAL CHAMBERS OF COMMERCE

MEET CHARLIE
an international advertising-marketing consultant and 30-year veteran in the retailing community. He is founder and publisher of the MOUSER REPORT, a monthly retail advertising newsletter and in 1985 the MOUSER INSTITUTE was established to provide classroom training. During the past several years Charlie has inspired more than 50,000 seminar attendees throughout the USA and Canada.



INFORMATION YOU WON'T WANT TO MISS:
 ✓ Why TIME is the consumers greatest priority today.
 ✓ Why advertising can't make sales...selling is the merchant's responsibility.
 ✓ How to set objectives and find the right road map
 ✓ How to recognize and avoid the costly sales errors committed every day in your store.
 ✓ How retail merchants can and must use simple market research to bolster advertising.

Charlie claims shopping is excitement... "the last free entertainment in the country." "Selling is a love affair -- people don't buy for a price...they buy because it makes them feel good. The goal is to create excitement, and make the shopper feel g-o-o-d!" But, in order to accomplish this good feeling, businesses must be willing to change. Businesses must form master plans and commit to them.

THIS SEMINAR IS FOR EVERYONE INVOLVED IN RETAILING; OWNERS, MANAGERS, SUPERVISORS, SALESPeOPLE, CASHIERS.

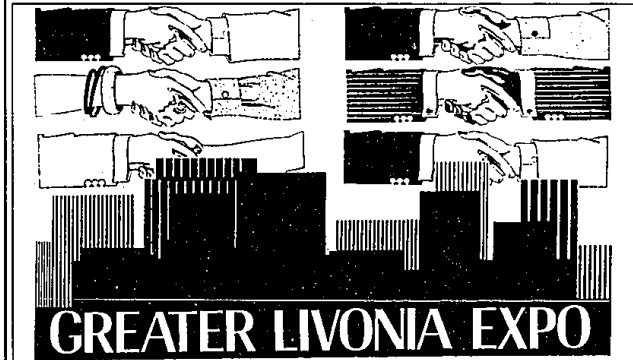
FOR YOUR FREE RESERVATIONS OR MORE INFORMATION... CALL 591-2300 EXT. 404 BY FRIDAY, MAY 6

SEMINAR SCHEDULE

Monday, May 16 8:00 a.m. - 10:30 a.m. CANTON 7:00 p.m. - 9:30 p.m. FARMINGTON/FARMINGTON HILLS
Tuesday, May 17 8:00 a.m. - 10:30 a.m. LIVONIA 7:00 p.m. - 9:30 p.m. BIRMINGHAM
Wednesday, May 18 8:00 a.m. - 10:30 a.m. PLYMOUTH 7:00 p.m. - 9:30 p.m. TROY/ROCHESTER
Thursday, May 19 8:00 a.m. - 10:30 a.m. SOUTHFIELD

Observer & Eccentric CLASSIFIED ADVERTISING

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GREATER LIVONIA EXPO

MAY 10-12, 1988

presented by the
Livonia Chamber of Commerce
at
Schoolcraft College
18600 Haggerty Rd., Livonia
For Ticket Information Call 313-427-2122

(All events take place at the Schoolcraft College Athletic Facilities unless otherwise specified.)

Tuesday, May 10 6-9 p.m.
Cocktail Party and Show Preview; tickets will be available at the Chamber for \$15 each or \$10 each when purchasing 20 or more

Wednesday, May 11 8-11:30 a.m.
Schoolcraft College in Room LA 200; reservations may be made by calling the Chamber; \$35 for Chamber members and \$45 for non-members

Wednesday, May 11 11:30-1:30 p.m.
Luncheon at Schoolcraft College Waterman Center featuring the Small Business Person of the Year Awards; tickets will be available at the Chamber for \$10 each

1:30-6 p.m. 6 p.m.
"Dress For Success" Fashion Presentation for men and women at Schoolcraft College; hosted by Jacobson's; free

Thursday, May 12 11-6 p.m. 5-8 p.m.
Expo open to public Five O'Clock Business Connection at Schoolcraft College; free

NBD's IRA

RATE UPDATE:

IRAs are still a good idea. Many people are still eligible for an IRA tax deduction, and you can defer paying taxes on the interest you earn until you retire, when you'll probably be in a lower tax bracket. Consult your tax advisor.

TERM	ANNUAL RATE	EFFECTIVE ANNUAL YIELD
2-YEAR	7.50%	7.76%
5-YEAR	8.30%	8.62%

Rates for both the 2-year and 5-year Fixed Rate IRA are subject to change weekly. Interest will be compounded monthly. A \$500 minimum deposit is required. Rates available at NBD Deposit, rates may vary at other NBD affiliate banks. Substantial penalty for early withdrawal.

For complete information call
1-800-CALL-NBD.



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