

Family Spending Controls Economy

"Today, in this country, for the first time in history, the majority of families own, wear, drive, live in, eat, drink, and otherwise use a vast variety of consumer goods far beyond what is necessary for subsistence," says University of Michigan economist Dr. George Katona.

Because of this ability to make "discretionary" purchases, he adds, "for the first time a nation's economy is largely controlled by plain, ordinary people—consumers."

The great majority of American consumers have much more money than they need to keep alive, and therefore have an option to spend or save. Consequently, Dr. Katona explains,

consumer behavior depends not only on ability to buy, but also on willingness to buy.

One of the foremost agencies measuring and evaluating these consumer factors is the Economic Behavior Program of The University of Michigan's Institute for Social Research.

The Economic Behavior Program, developed largely from two considerations: First, that to study consumer expenditures it is as necessary to consider people's willingness to buy as it is to consider their ability to buy; second, that a variety of important economic statistics can only be obtained by using the sample survey method.

FACTORS STUDIED include personal income, financial assets, debts, amounts saved, purchases of automobiles and other major items, age, race, educational level, motives to save or to spend, attitudes toward various forms of savings, and expectations about income prices, and economic trends.

Most widely noted contributions of the program's studies thus far have been a greater understanding of business cycles in the American economy, and the ability to forecast consumer expenditure on durable goods, and consequently the economic climate of the nation.

A comparison of actual consumer expenditures on durable goods during the last 12 years with values estimated six to nine months earlier on the basis of Survey Research Center data shows that the SIC Index of Consumer Sentiment invariably has given advance indication of major economic swings.

Arthur Ross Appointed M Vice President

ANN ARBOR — Arthur M. Ross, since 1965 commissioner of labor statistics in the U.S. Department of Labor, has been appointed University of Michigan vice president for state relations and planning. His appointment was approved on Jan. 19 by the Regents and will be effective next July 1.

Ross has been on leave from his post as professor of industrial relations at the University of California at Berkeley to serve in his government position. He has been a member of the California faculty since 1946.



HI-MOM DRAWING. Participating in the selection of names for the Hi-Mom winners are: (from left) Neal Hall, Hi-Mom director; Tom Haley, of the U.S. Navy; Sam Williams, star footballer of the Atlanta Falcons; and Herman Bauer, area USO director.

Fifteen Moms Say 'Hi' To Their Sons

Plymouth Local 4015, Communications Workers of America, held its annual "Hi-Mom" drawing recently at the area USO and as a result 15 mothers will be able to place overseas calls to their sons in the service with \$15 per mom paid in toll charges by the Local.

The lucky mothers whose names were drawn are; Mrs. Edward Zauha, Mrs. Esther Buancotti and Mrs. Larry Shade of Plymouth.

In Livonia Mrs. Betty Fog, Mrs. Mary Iyman, (with two sons) Mrs. Bernice Diehl and Mrs. Richard Johnson will be making calls.

Farmington winners are; Mrs. M. D'Amrosio, Mrs. Dorothy Van Loom, Mrs. Ruth Ann Luedtke and Mrs. Charles Elwell.

Garden City moms are; Mrs. Raymond Yuchasz, Mrs. Helen Nagy, Mrs. Walter Fisher and Mrs. Henrietta C. Scheurich.

Cue Champ To Appear In Livonia

Jimmy Caras, five-time World's Pocket Billiard Champion, will appear Feb. 14 in a billiard exhibition at Cushman of Cue Billiards, Livonia.

Caras at 17 earned the title of "Boy Wonder of the Billiard World" by defeating Ralph Greenleaf in an exhibition match in 1927. Greenleaf was then world champion.

In 1936, Caras won the world's champion title. He did it again in 1938, 1939, and 1949.

In 1957, he captured the U.S. Pocket Billiards Championship for his fifth title.

The billiard expert will first demonstrate billiard fundamentals, then hold an exhibition match with Bill Walsh of Garden City and conclude with an exhibition demonstration of his famous skill and trick shots.

Pro Cage Standings

EASTERN DIVISION		NBA	
W	L	Pct.	GB
San Francisco	23	27	49 1/2
Philadelphia	21	29	47 1/2
Boston	21	29	47 1/2
St. Louis	21	29	47 1/2
New York	21	29	47 1/2
Cincinnati	21	29	47 1/2
Baltimore	21	29	47 1/2

WESTERN DIVISION		NBA	
W	L	Pct.	GB
St. Louis	43	19	69 1/2
Los Angeles	32	30	58 1/2
Chicago	31	31	57 1/2
Seattle	16	46	31 1/2
San Diego	16	46	31 1/2

SATURDAY'S RESULTS
Philadelphia 121, Baltimore 111
St. Louis 125, Cincinnati 111
Boston 111, New York 104
Los Angeles 127, San Diego 112

SUNDAY'S RESULTS
DETROIT 111, Baltimore 115
New York 110, Boston 104
St. Louis 126, Cincinnati 106
Philadelphia 141, San Francisco 117
Los Angeles 137, Seattle 131

EASTERN DIVISION		ABA	
W	L	Pct.	GB
Pittsburgh	26	16	61 1/2
Memphis	19	23	45 1/2
Indiana	17	25	40 1/2
Kentucky	17	25	40 1/2
San Diego	17	25	40 1/2

WESTERN DIVISION		ABA	
W	L	Pct.	GB
Denver	31	22	58 1/2
Portland	29	24	54 1/2
Oakland	19	34	35 1/2
San Antonio	19	34	35 1/2
Houston	17	37	31 1/2

SATURDAY'S RESULTS
Oakland 118, Houston 111, 6 p.m.
New Jersey 111, Kentucky 109
St. Louis 111, Pittsburgh 95
Atlanta 112, Houston 117
New Orleans 101, Denver 100

WEDNESDAY'S GAMES
New York at Baltimore
San Diego vs. Philadelphia in Oakland
St. Louis at Boston

THURSDAY'S GAMES
San Diego vs. Baltimore in Chicago
San Diego at Chicago
Cincinnati vs. San Francisco in Oakland
Los Angeles at Seattle

FRIDAY'S GAMES
Chicago at Philadelphia
Detroit at Boston
New York at St. Louis
Philadelphia at Boston

SATURDAY'S GAMES
Chicago at St. Louis
Philadelphia at Detroit
Cincinnati at San Diego

St. Agatha Cagers Sets Career High

St. Agatha High's basketball team had an eight-point lead in the final 80 seconds shrink away, but the Townships still held on for a 62-60 victory over St. Francis Xavier.

Jerry Myron and Chuck Costello paced the way for the winners with 21 and 19 points, respectively.

St. Agatha led, 29-23, at halftime.

Wrestling Points

Farmington High's wrestling team dropped a 25-15 Inter-lake League decision to Pontiac Northern.

Winners for Farmington were:

- 127 pounds -- Glenn Caudron dec. Bob Gomez.
- 138 pounds -- John Sayder dec. Chaps.
- 165 pounds -- John Casser dec. MicJ.
- 180 pounds -- Tom Koops dec. Norberg.
- Heavyweight -- Bruce Thayer dec. Castillo.

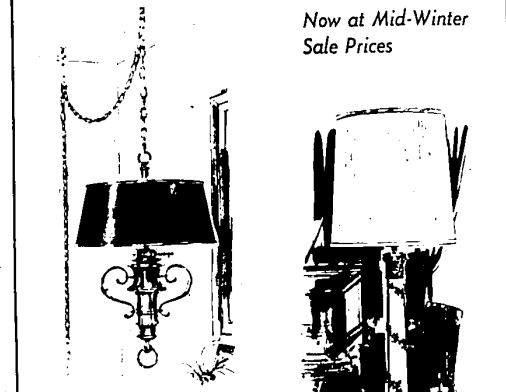
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The division manager is on the move, participating in community affairs, representing Consumers Power as a good citizen and neighbor. His example is followed by many other

NHL Standings

EAST DIVISION		NHL	
W	L	Pct.	GB
Montreal	46	19	70 1/2
Chicago	21	12	59 1/2
Boston	21	12	59 1/2
New York	21	12	59 1/2
Toronto	21	12	59 1/2
DETROIT	28	23	48 1/2

WEST DIVISION		NHL	
W	L	Pct.	GB
Philadelphia	21	19	54 1/2
Minnesota	21	24	46 1/2
Los Angeles	21	24	46 1/2
St. Louis	18	27	40 1/2
Pittsburgh	18	27	40 1/2
Oakland	10	37	21 1/2

SATURDAY'S RESULTS
DETROIT 3, Minnesota
Montreal 3, Los Angeles 1
Toronto 3, Pittsburgh 3
New York 3, Boston 3
Philadelphia 3, Chicago 3
St. Louis 4, Oakland 1

SUNDAY'S RESULTS
Boston 3, Detroit 4
New York 3, Montreal 4
Philadelphia 4, Toronto 3
Chicago 3, Los Angeles 3
Minnesota 4, Oakland 3

WEDNESDAY'S GAMES
Toronto at Montreal
Philadelphia at Oakland
Boston at St. Louis
Pittsburgh at Los Angeles
Minnesota at New York

THURSDAY'S GAMES
New York at Detroit
Pittsburgh at Los Angeles

SATURDAY'S GAMES
Chicago at Montreal
New York at Pittsburgh
Boston at Detroit
Philadelphia at St. Louis
Minnesota at Oakland

Trenton High Climbs In Mat Ratings

KALAMAZOO—Trenton is turning into a darkhorse contender for the Class A state high school wrestling title.

The Trojans, fifth in the state meet last year, continued their startling rise in the seventh weekly Michigan high school wrestling ranking by advancing from fifth to fourth in the latest poll tabulated by George Hobbs, assistant wrestling coach at Western Michigan University.

Trenton was unranked two weeks ago but took over fifth place last week and further strengthened its position among the elite by downing Thurston, third ranked a week ago, 115-82, in a quadrangular meet.

The defeat dropped Thurston from third to fifth in the rankings while Ypsilanti moved from sixth to third in the reshuffling.

Pontiac Northern stayed in first place for the fourth straight week.

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