State lottery attracts middle class partakers

The very rich and the very poor aren't the greatest lottery ticket cus tomers.

The Leo Burnett Co. of Southfield came to this conclusion after conducting research for the Bureau of

came to this conclusion after con-ducting research for the Bureau of State Lottery.

"Suppositions that the poor might be spending their milk and bread money on lottery tickets simply isn't borne out by research." said duy Har-rison, bureau commissioner.

"Our customers tend to use dis-cretionary income for tickets, possibly in lieu of other hurry purchases. If the lottery is a tax, it isn't regres-sive."

MAN AND wife each buy about two MAN AND wheel each our about wo tickets a week, according to research. He gets his at the neighborhood bar or drug store. She buys hers at the grocery store. Their average annual income is \$15,000 - \$25,000.

The mythical customer is problaby closer to truth than fiction based on research and contestants who have participated in super and million dol-

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lar drawings or won bonus prizes."
Harrison said.
Macomb Courty has shown an eagerness to buy tickets dis-proportionate to its population, accord-ing to research. As a predominately white, blue collar, slightly upper middle class area of the state, Ma-comb is the best kind of market for lottery ticket sales, he said.

"Blacks and other minorities tend to be average customers," a research report states. "Ticket purchases ap-pear to be in line with population in black communities and prizes won also closely follow population lines.

"Blacks represent about 12 per cent of the state's population and have won about 12 per cent of the prizes. Elev-en of the first 100 winners of the top weekly lotter, prize, \$200,000, have been black."

THE BUREAU'S appeal to ticket buyers through advertising has been low key. Harrison said, gene ealized in nature, and with no specific attempt to appeal to appeal to particular geographic areas or ethnic groups. "Each ticket has an equal chance to win, wherever it's sold," he added.

A total of 274,608, 767 half-dollar Michigan lottery tickets were sold for the \$2 drawing dates in fiscal 1972-74. That's an average of nearly 5.3 million tickets per week, slightly above the 5.2 million average in fiscal year 1972-73.

Nearly 8,000 stores, supermarkets, party stores, restaurants, gaz stations, fraternal organizations and other types of outlets sell Michigan lottery tickets. The average agent sells about 700 tickets a week.

The bureau's number one agent is Ella's Grocery in Monroe, a half-dol-lar's throw from the Ohio border. Ella's trade includes primarily out-of-

The bureau's top seller in the Wayne-Oakland-Macomb County area is the owner of an interstate gas station in Royal Oak, Harrison said.

AMONG THE leading chains selling lottery tickets. Kroger's is the volume leader followed by Farmer Jack's. The chain with the highest weekly av-erage is Meijer's Thrifty Acres stores.

Winning in the Michigan lottery is a factor of ticket sales, Harrison said. Geographic areas where sales are brisk tend to have more winners. There are 15 Michigan lottery millionares in 1972. "Harrison said. "We tried the subscription system in which members select their own numbers and pay a fee less than over-the-counter prices. The system has great potential bu prohibition of the use of

Optimists challenge **Redwing Oldtimers**

FARMINGTON—The Farmington Area Optimists Club will hold a ben-efit hockey game against the Redwing Oldtimers 8 - 10 pm. Saturday, March I, at the Novi Ice arena, 42000 Eleven Mile Road.

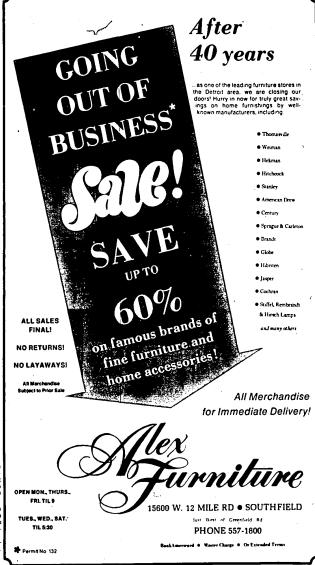
optimist club members and coaches from the Farmington Area Youth Hockey Association will compete with the Redwingers, with proceeds to benefit the Youth Hockey Association Tickets may be purchased form Optimists, Hockey Association members, and may also be bought at the door

mais for lottery promotion jeopardies the operation."
Vending machines made their debut as part of the lottery mechanics in early 1974. Though not spectacular, Harrison said, machinery will have a growing role in future plans. Where does the money go? The Lottery Act provides for all net revenues to be deposited in the state's general fund. Lottery monies aren't earmarked for a specific purpose, Harrimarked for a specific purpose, Harrimarked for a specific purpose, Harrimarked for a specific purpose,

HARRISON SAID 44 per cent of lot-tery revenues go for education. 39 per cest for human services, and 17 per cest for other programs. "The Michigan lottery has proved to be a relatively stable source of re-enues during its first two years," Har-rison said. "I hope we can surpass previous years' income."

said.

"At issue are numerous antiquated federal statutes and regulations which have been in effect since before modern day state-run lotteries were contraplated. Congress is considering legislation to remove prohibitions which inhibit the lottery business."





SHOP MONDAY THRU SATURDAY & A.M. TO 10:30 P.M. - SUNDAY 9 A.M. TO 7 P.M.