Lure of instant money bucks up state lottery

Instant millionaires.
That's the hope behind every lottery ticket — that it might be the lucky one that will bring a small forume to the holder.

Never mind the astronomical odds

were mind the astronomical odds against it happening. It might And spains it happening in might had been as the spain of t

So why not risk that \$47 on the off chance that it might make a million? Especially since the alternative is losing it in taxes.

The catch behind the Michigan Lot-

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scheme. The house can't lose. The state is always going to come out ahead as long as people are convinced the more tickets they buy, the lower their taxes will be

BUT THE LOTTERY is not without its problems. One might be trying to convince store owners to sell tiketes and to cash in the winners. But that has proved to be no problem in recent problem, and the cash in the Cold Spot party store on Evergreen in Southfield. "In fact, it helps generate business. People come in to buy tickets and purchase other things as well."

in to buy tickers and purchase other things as well." Who works at the Clo-verleaf Market on Telegraph and 12 Mile, echoed Graat's feelings. "The daily game helps us," Lutfy said. "Not everyone has it, so people stop by to buy them.

stop by to buy them.
"It's exciting to watch, too. People scratching them off (the surfaces of the Instant Game cards), trading them in. We had a \$10,000 winner here a couple of years ago, and he still stops by every once in a while."

once in a white."
But while the lottery generates busi-

ness for smaller stores, grocers have a different outlook. People seldom walk into a grocery store just to buy a lottery ticket. The store is a way to pick up a six percent profit (all lottery ticket agents receive six percent of amount earned from ticket help have sold). Solonim, manager of the Great Scott at 12 Mile and Evergreen. "Our cashlers handle it as a part of their regular work load, so there is no extra cost for us. It's straight profit."

FINDING SELLERS IS no problem. But finding buyers could be, if the game becomes boring.

Loss of popularity is the big fear of the lottery commission. They battle that with new games, hope to keep their customers interest and possibly attract a few more to spend their money.

In the beginning, there was only ou-lottery game. It was a simple numbers contest, with weekly drawings that could lead up to the big money. The fa-ther of all lottery games is still in ef-fect and is now called Michigame.

But its popularity has dropped off considerably in the face of competition from its offspring. It now makes up

only 10 percent of the total of lottery tickets sold.

The second generation in the lottery family is the Instant Games. It remains the most popular of the group, with 49 percent of all tickets sold belonging to one of a series of no-waiting moneywinners.

winners.
The appeal of the Instant Games lies in their variety, quickness, and number of payoffs. Last year, six games were offered at different times. All offered the no-waiting approach: Just rub off the front of the card and see if you won. The number of prizes also helped its popularity, with winners getting anything from a free card to \$10,000 and a shot at a million.

shot at a million.

THE NEWEST ADDITION to the family is a throwback to his grandfather. It, too, is a numbers game, called the Daily, But, while it may seem similar to Michigame, it really is much more sophisticated.

The Daily operates through a computer that will give the bettor any combination of numbers he wishes to play. If the number is drawn at the end of the day, he or she wins.

There are a number of different ways to play the Daily. The wager may be anywhere from 30 cents to \$6, and it

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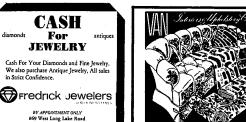
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