

# Consumer Demand Due To Stay High

Consumer demand will be good in 1969 because in spite of continued price increases real incomes are growing, University of Michigan economist and psychologist George Katona said at the 16th annual Conference on the Economic Outlook here.

He suggested that for automobiles and other durable goods the prospects are for small increases beyond the purchases during the 1968 marketing year.

Prof. Katona, director of the Economic Behavior Program in the U-M Institute for Social Research, supervises regular consumer surveys and has written such books as "The Powerful Consumer" and "The Mass Consumption Society."

Discretionary purchases depend on both ability and willingness to buy, he pointed out. In 1968 the incomes of many people improved, and thus so did their ability to buy. Meanwhile consumer sentiment, or willingness to buy, after having recovered in 1967, remained unchanged at a level below that of 1968.

Extensive investigations suggest that the price of affluence is not saturation and lack of incentives. Saturation is an attitude dependent on disappointment of optimistic expectations, and on uncertainty and anxiety. Unless consumers are disappointed, progress in accomplishing what one wants will lead to stepping up levels of aspiration and will arouse new wants and desires.

"A study in which we are comparing consumer attitudes and aspirations in the United States with those in western Europe indicates that consumer dynamism is much more widespread here than in affluent countries abroad. Thus, barring adverse news, consumers will stimulate economic growth during the next few years."

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## SURVEYS OF CONSUMER ATTITUDES YIELD ALSO SOME INSIGHTS



### Doctor in the Kitchen

by W.W. Boser, M.D.  
Consultant, National Dairy Council

Most physicians face questions about teen-age nutrition almost every day. Many articles on nutrition emphasize the fact that teen-age eating habits are in need of improvement.

Girls in particular seem always to fall short of nutritional recommendations when surveys are made. Boys, on the other hand, often score well just because they eat enough in general to cover the recommended nutrients. The primary limiting factor in the girls' eating is, without a doubt, that girls want to be slim and don't properly select these foods and quantities that they do eat.

Fruit punches are good party or snack foods. Ice cream, ice cream sodas, of milk shakes are accustomed to it, but abundant amounts of calcium, riboflavin, protein, and other nutrients. Bite-size pieces of meat or cheese, or increasingly popular fish sticks can be considered as part of the regular food needed during the day.

Raw vegetables in salads, or by themselves, along with fresh or canned fruit are to be recommended. Even popcorn can be considered part of one's consumption of the needed breads and cereals. Potato chips, too, but here one must be aware of fairly high caloric values. Just don't eat too many.

So what should parents do when it comes to the food habits of their young people? Particularly, what about the snacks young girls seem always to be consuming?

For one thing, parents should remember that food is more than nourishment. It is also related to social factors and should be enjoyable. Thus, for example, hamburgers and hot dogs—often complained about by parents—may not be the menace to good eating habits that is often supposed. Take a teen-age girl whose mother is concerned for fear her daughter's visits to the snack shop are taking the place of well-planned meals.

In other words, figure out with your daughter what foods she should eat during the day—whether at three meals or more—and impress on her that snacks and social eating should include these foods and amounts but not add to them. Your doctor has information on just what she should eat if you're not sure. Then keep track as gracefully as you can how she's doing, but don't nag.

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THE NOTION that American consumers will become "saturated" is false, Katona declared.

## Alums To Meet

Members of the University of Minnesota Women's Club will meet for their annual Christmas luncheon on Friday, Dec. 6, at 12:15 in the home of Mrs. John Jopar, 1750 Beechwood, Birmingham.

Following the luncheon, Mrs. Carl Blake of Birmingham will review the book, "Thailand Today."

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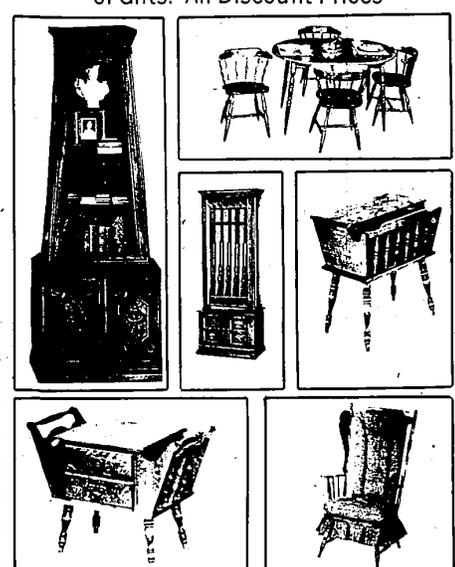
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