

KATONA George



Katona

George Katona, University of Michigan professor, on the consumer outlook:

"Large consumer purchases will help make 1957 a good year. It appears probable that in 1957 consumers will devote a slightly higher proportion of their in-

come than in 1956 to discretionary expenditures, especially to purchases of durable goods...

"Yet consumer attitudes and buying plans are not as buoyant as in late 1954 and in 1955..."

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