Billy Packer, three-year varsity basketball star at Wake Forest College, wasted no time in going to work after receiving his college degree last week.

He immediately became an employee of Butler Enterprises Inc., which serves hotels and motels from coast to coast with furniture and supplies.

U. K. (Bill) Butler, president, said that his firm's fast growth appealed to Packer. "Billy decided to join us after considering several other job offers," Butler said.

Butler Enterprises services 16,000 accounts and its volume of business has grown "to approximately $2 million a year." Mail orders produce an average of $1,000 a day in business, Butler says, adding: "And we have salesmen in the field." The company mails 50,000 catalogues the first of each year; it supplements that with five mailings during the year of 16-page catalogues.

Packer will learn all phases of the business and then devote his primary attention to sales and promotion, according to Butler.

Packer was chosen as "Most Valuable Player" in the 1959 Dixie Classic and was twice selected on the All-Atlantic Coast Conference team and the All-ACC tournament team. He was named to the conference honor roll, an honor reserved for conference athletes who maintain a B average for the year.

Both Packer and his wife, the former Barbara Sucansky, are natives of Bethlehem, Pa. They were married last September. They will move next month into a house they have bought at 216 24th Street.
**HOOPS!**

Billy Packer, outspoken CBS sportscaster and America's number-one authority on college basketball, lays it on the line in this brash, colorful view of the crazy world of college hoops. From the early days when players—including Billy—were accused of fixing games to today's hilarious antics of coaches and players behind the scenes, Packer has always been one to tell it like it is. And that's precisely what he does in this outrageous book.

Al McGuire, the legendary coach-turned-broadcaster and Billy's longtime friend, is featured in all his rambunctious glory as Billy explains why Al wouldn't get off the airplane in Alaska, how he was able to pass himself off as a minister, and why, upon first meeting him, Billy thought to himself, "What a wacko."

A self-professed basketball junkie, Billy recalls his early days of broadcasting when all the television equipment would blow all the fuses in the stadium, interviews were taped in the men's room, and most announcers were content to simply "wing it." Packer admits that all the fun and games don't take place only on the basketball courts, as he divulges dozens of hilarious anecdotes—"the kind of tales you don't read about in the newspapers"—about McGuire, Bobby Knight, John Wooden, Denny Crum, and Dean Smith, as well as other noted madmen, including Eddie Einhorn, Bryant Gumbel, Kurt Gowdy, and Dick Enberg.

HOOPS! is both funny and biting, sincere yet cynical. Refusing to mince words or hold back opinions, the guru of college basketball presents the inside view of the wheeling and dealing, controversy, and hilarity that surround one of America's favorite sports.

Billy Packer, a former basketball player and coach for Wake Forest, is seen weekly on CBS's NCAA basketball broadcast. His radio show can be heard on more than 200 stations each week, and his syndicated newspaper column appears in more than 100 papers across the nation.

Roland Lazenby is a professional sports journalist and author.

Cover photo by ALLAN LANDAU

CONTINUOUS BACK FLAP
“Call Billy Packer what you like. I prefer names like Loose Lips, Mothball Head, or Ocean Mouth. Call him anything. But don’t underestimate his basketball knowledge. This book gives a sense of Billy’s great love for the game. Read it, and you’ll come away with a greater appreciation of it yourself.”

Al McGuire

“Billy Packer is outstanding at what he does because he is very, very honest.”

Bobby Knight

“Not only is Packer a fine broadcaster, but he tells some very funny stories.”

Dean Smith

“Packer is the consummate basketball source.”

Dick Enberg

“Billy knows his basketball, but he’s a terrible shooter.”

Lefty Driesell
BILLY PACKER

Even During His Timeouts He's Cooking Up New Deals

By Ron Hofferber

HALL OF FAME;
B.S. in business, Wells College

FULL NAME
William Anthony Packer

AGE
49

PROFESSION
CBS sports announcer

BIRTHPLACE
Wellsville, N.Y.

EDUCATION
Bachelor of Science, Wells College; B.A. in business, Clemson Broadcast Group

FAMILY
One child, daughter, Liz.

LAST BOOK READ
The Day That Changed You: Talk of Harvard, Barbara Tuchman

FAVORITE MOVIE
Smoke

FAVORITE BOOK
A Moveable Feast

FAVORITE HOLIDAY
Christmas

FAVORITE COLOR
Green

FAVORITE FOOD
Stuffed cabbage and homemade applesauce

FAVORITE DRINK
Brown ale

FAVORITE TEAM
University of North Carolina basketball team

FAVORITE HOME EQUIPMENT
His television set he uses to watch home games

FAVORITE BUSINESS DEAL
He's always had the opinion that he could sell you an empty bunk paper column.

FAVORITE PROJECTS AND SCHEMES
Include summer camps and product licensing and arms-for-hostages deal. The next day, he was in New York City, where he spent the holidays, broadcasting, seeing and meeting friends and associates. He also played basketball, doing television and radio production and listening to his new adviser's ideas.

Projects in the works include a summer camp in Tennessee to be run by his sons. He wishes he had an answer to a possible spinoff that has all this money tied up when another restaurant was planned to open in Wellsville, N.Y., to raise money for local charities. But in the end, it is just another part of the business of compromise.

One of the best-known college basketball announcers, the color man on North Carolina basketball games, he said he sometimes wonders why a fast break is faltering or why a forward is posting his man down low by the basket.

He is also an assistant coach for the Demon Deacons, teaching the straight man and Dick Enberg played the straight man and point guard. (Incidentally, Packer's listed business associates, whom he calls his "investors," have benefited from his business deals. He dislikes promoting his own business deals. He dislikes calling one of the worst spy cases in the history of the United States "a patsy." He is not sure when he learned how to play the game, but he is sure that he has the ability to do so."

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He used to work for NBC, where he called football games of Clemson University. He had a long stretch where he was an assistant coach for the National Football Conference's (N.F.C.) worst team, the Detroit Lions. He was an assistant coach for the National Football Conference's (N.F.C.) worst team, the Detroit Lions. He called the 1979 game on the radio.

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Despite Pessimistic Report, Many See Stronger Economy

WASHINGTON—Economists are wring
ging their hands over the U.S. econ­
oomy, and suggesting that the present expan­sion has run its course and that another recess­
ion is at hand. But their projections are based on their assumptions that the trade deficit will build up, inflation will rise, and that the eco­nomy will not be able to remain strong.

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The current recovery, while weak, is proj­
ected to last another year. And the econ­omy is expected to grow at a rate of 3% to 4% next year, as measured by real GDP.

The recovery is expected to be driven by consumption, as consumers continue to spend money on goods and services. The unemployment rate is expected to fall to 4.5% by the end of next year, and the economy is expected to add about 2.4 million jobs in the coming year.

The Federal Reserve is expected to keep interest rates steady, which will keep housing and mortgage markets strong. However, the Fed is also expected to begin raising interest rates later this year, as the economy gains strength.

The trade deficit is expected to remain high, but it is expected to fall as exports rise and imports fall. The current account deficit is expected to narrow, as the trade deficit narrows.

The U.S. dollar is expected to remain strong, and the exchange rate is expected to remain stable.

The major risks to the recovery are the possibility of a trade war with China, the possibility of a recession in Europe, and the possibility of a sharp increase in oil prices.

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