

Airline promotion renders profits

Faster than you can say "Fly the friendly skies," those half-price airline coupons have spawned their own cottage industry.

Armed only with a set of half-price coupons, a telephone and a certain amount of entrepreneurial skill, airline passengers are intent on turning a buck on the free coupons.

Coupons from United and American Airlines originally given out free as promotions are selling for up to \$100 in newspaper classified ads.

Far from being dismayed at the sudden flurry of budding entrepreneurial skill, the airline companies are rejoicing at the success of the promotion campaign.

"It's super," said Chris Bower of United Airlines, which originated the coupon idea.

"It's one of our most successful promotions. We gave away 2.2 million in the three weeks at the end of May and beginning of June."

The campaign was prompted by flagging sales after United's flights were halted by a strike.

When the strike was settled, the coupons were developed to lure old patrons back.

WITH UNITED'S success in the coupon market, American Airlines devised its own program. For the first 17 days of June the company gave away discount coupons in reaction to the United program. Both sets of coupons are redeemable until Dec. 15, 1979.

Persons began to buy the coupons from passengers as soon as they stepped off the plane this summer.

"The coupons are constructed so they are fully transferable. It's simple for the average person to book a flight with the coupon," said Bower.

"They're buying low and selling high," admits Dick Horner of American Airlines.

But the persons doing the selling in the want ads tend to remain shy about their new-found sideline.

"We took two trips to New York this summer," said one man. "So I had two coupons we weren't going to use. So I'm selling them. I'm not doing anything wrong."

Others run ads promising "Lowest prices, will deliver."

At least one person had second thoughts about selling his tickets.

"I decided to use them myself," he said.



Happiness is being queen

North Farmington crowned its homecoming queen, Lynn Held (left), last week and her reaction was one of glee. Congratulating her was mother Nan (center) and Barb Chnur. (Staff photo by Randy Borst)

Primary scheduled

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precinct delegate in county and state elections.

He favors a modified plan for construction of M-275. Caddell would like to see an expressway hook up I-695 to I-275 with minimal environmental impact.

"There's a definite need in our area," he said.

Leonard Nathanson, a Farmington Hills attorney and opponent of Caddell, also favors the modified M-275 expressway plan.

Nathanson, 49, ran for Detroit Common Council in 1968, and has lived in Oakland County for the past 16 years.

"I think I'm best suited because I'm an attorney and was involved in highway planning as an electrical engineer for the city of Detroit," he said.

The third Republican candidate is Dorothy McIntosh, 39, of West Bloomfield. The Southfield public school teacher said she's been active in politics since 1968. She once made an unsuccessful bid for state representative from Ferndale.

She was formerly vice chairwoman of the 18th Congressional District Committee. Currently, she is secretary of the Oakland County Republican Executive Committee.

Miss McIntosh also supports the modified expressway plan for M-275.

Like her opponents, Miss McIntosh

said she has been knocking on doors in the district this week.

"I'm fairly confident, but I wish I had more time to campaign," she said.

George Montgomery, a political science professor at Oakland Community College, is running unopposed for the Democratic bid. Montgomery, 46, of Commerce Township, was beat out by McConnell in his first try for the seat last year.

"I THINK IT'S time Farmington Hills let someone from the other end of the district serve for awhile. No one from Commerce or White Lake townships has served on the board in its 10 years' existence," he said.

Montgomery served three terms in the Michigan Legislature from 1965 to 1970. He was a member of the House Appropriations Committee.

"I can help the Board of Commissioners put an end to blind partnership and begin to work together to serve all of the people of Oakland County," he said.

Montgomery favors putting state monies into two-lane major road improvement projects as opposed to an expressway.

The 27 county commissioners are paid an annual salary of \$12,000.

County government is responsible for road maintenance, law enforcement, county courts, county parks and sewers and drains.

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14 kt. yellow gold solitaire weight 1.10 carat	2,650.00	1,600.00
14 kt. white gold solitaire weight 1.22 carat	5,300.00	3,400.00
14 kt. yellow gold mens diamond ring .38 carat	1,125.00	600.00
14 kt. yellow gold mens diamond ring 1.10 carat	2,600.00	1,800.00
14 kt. yellow gold mens diamond ring 1.75 carat	3,450.00	2,400.00
Heart shape diamond pendant total weight 1.50 carat	1,850.00	1,200.00
Pierced earrings total weight .74 carat	1,400.00	700.00

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