



Kathy Rowe holds up a strip of coupons worth clipping.



And Lois Swanson shows the cash register receipts with savings mounting up.

Clip, clip, clip—and the coupon money rolls in

By GAIL MEEHL

If Christmas shopping has your pocketbook empty, this may be the time to make a New Year's resolution about coupon clipping.

Kathy Rowe and Lois Swanson, both Redford Township residents, maintain there are substantial rewards to be realized by careful attention to the "cents-off" coupons offered on grocery-store products.

"Refund a Fortune" they called the workshop they put on recently at the Northwest Branch YWCA in Redford.

Mrs. Swanson, musician, wife and mother, told the economy-minded group that gathered that she had begun a serious effort toward refunding just after Christmas last year.

Her cash savings she figured at \$245. She made her workshop appearance wearing a dress and shoes she said were bought with the money she earned by clipping.

"A one-person family can't benefit as much as a larger one," said Ms. Rowe, a program director at the YWCA. "But I still clip coupons, and I enjoy shopping with friends and showing them how they can save."

THE WORKSHOP leaders also discussed how to take advantage of refunding, a kind of promotion used by many companies.

Ms. Rowe displayed free pens, hats, a cookbook and a tablecloth she had received free by sending in coupons and proofs of purchase. Often the offer is for cash, she said, and that can be added to the

savings realized on the price reduction coupons.

"Read each offer carefully," Mrs. Swanson said. "Each offer is different, and each will tell you what you get in return for buying the product."

When you're a real coupon clipper, Ms. Rowe said, you save all trash because "You never know what a company will want."

But the women had some suggestions to keep houses from being overrun by coupons.

Both use accordion files for sorted coupons and labels. To save room, they said usually it's possible to peel labels off boxes or cut them out. If you can't do that, fold the boxes compactly and have a special place for them, they said.

"LOOK FOR refund offers everywhere," said Ms. Rowe. "Look in newspapers and magazines as well as in the stores."

The leaders also recommended subscribing to one of the many refunding newsletters now circulating.

One mentioned particularly was Refund Bundle, Box 141, Centuck Station, Yonkers, NY, 10710. Priced at \$9 per year for 12 monthly issues, it is filled with refund offers that readers can use.

Also included in this publication are advertisements from people all over the country interested in coupon-trading.

As Ms. Rowe and Mrs. Swanson wound up their advice-giving, Observer photographer Bill Bresler recorded the session and its participants on film.

"You know," he said, "my mother got me my first camera free by buying Scot towels and sending in a coupon."

Staff photos
by
Bill Bresler

Winter
Sale



Storewide Savings

Now there are sofas, loveseats, chairs, and ottomans that will complement any contemporary setting. They come in the fabric of your choice, and all have solid teak frames for maximum durability.

Sofas
from
\$598

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bransch interiors, inc.

Main Showroom:
West Bloomfield
3325 Orchard Lake Rd.
Keego Harbor, MI 48033
626-0031

Store Hours:
Mon., Thurs. Fri. 10:00-9:00, Tues. Sat. 10:00-5:30, Sunday 12:00-5:00. Closed Wednesday.
Interior Design Service Available at Main Showroom Only.

Warehouse Outlet:
Troy
1061 E. Long Lake Rd.
Troy, MI 48068
528-9050



Out-of-the-ordinary fitness program

"Bodytone," described as an out-of-the-ordinary fitness program, begins at 9 a.m. Tuesday, sponsored by Twelve Oaks Mall and Lord & Taylor. The one-hour Tuesday and Thursday sessions are led by Cindy Bendit and are designed for all age groups. Bodytone is set to music to help achieve improved muscle tone,

better posture and a general feeling of well-being, grace and vitality. The \$30 registration fee includes use of exercise mats and a complimentary brunch of diet delectables in Lord & Taylor cafe after each class. Registrations are taken by calling Linda Anderson, 348-9400.