

Grocery Coupon Cheating Costs Millions Yearly

A word of caution to housewives: if you like coupons, don't misuse them.

Dishonest use of coupons is costing many manufacturers a fortune, reported Ross J. Wilhelm, University of Michigan instructor in business economics. It could lead manufacturers to discontinue couponing as a sales promotion device.

As a rule, a coupon entitles a housewife to so many cents off the regular price if she buys a particular item. The trouble begins when stores give and housewives get cash for coupons.

GROCERY STORES alone pay more than \$25 million a year to customers who turn in coupons for cash, according to one estimate. Some 12 billion coupons with a cash value of about \$1 billion are sent out each year by grocery product manufacturers.

Said Wilhelm, "If this trend of cheating continues, it is fairly certain that manufacturers will find it too costly to use coupons as a promotional method."

Recently, for example, one of the nation's major users of coupons stopped its coupon distribution in the northwestern part of the country because of high mis-redemption rates there, Wilhelm said.

For manufacturers, couponing has been an effective promotional device. For example, one study reports that coupons work better than special price reductions in attracting new customers.

However, if fraudulent practices continue, more and more manufacturers will abandon couponing, said Wilhelm.

Potpourri

(Continued from 1-D)

Dorothy and Frederick Simper, painter Mrs. S. I. Micki; ceramist and art instructor Mary Ann Hatos, and portrait painter Jean de Vos Stebbins.

With this variety in medium, the tour should be fascinating.

ONE OF THE BOOTHS at the Bloomfield Open Hunt show, June 20/July 1, will be a book booth managed by Elaine Nagle from The Village Bookshelf.

This is the second year for the book booth at the horse fair.

It may seem incongruous, but people browse around in between events, and, what better place for browsing than among books?

It's not just horsey books people want to see either. After last year's show of interest, Elaine is taking some 300 books, fiction and non-fiction.

Which books is still the problem. "It's like having children at home," says Elaine. "I can't just walk out and leave that one behind."

And so the number grows. Transportation may be difficult, but browsers will be happy.

A NUMBER of local women's clubs have had the pleasure of touring Mr. and Mrs. Hans Schjolin's garden on Harrow Road in Birmingham.

The house is perched on a small steep hill which slopes down to a narrow winding part of Rouge River.

The woods behind the house going down to the stream, according to Mrs. Schjolin, was a wild jungle when they moved in 11 years ago.

Today, after planting and clearing, it is one of the loveliest areas I've ever seen, thick with ground covers, abounding in ferns, plants and bushes, all in harmony with the natural growth.

Next to the planting itself, Mrs. Schjolin has loved sharing this with others. She is particularly interested in having scout groups who are studying nature see, at close hand, what natural beauty there is in this area and how it can be preserved.

IF YOU WANT to find out what's going on at the Detroit Institute of Art on Birmingham Day, a phone call there will do the trick. This, plus the community-sponsored days, are the latest in a series of activities undertaken by the Founders Society of the Institute to make it more easily accessible to everyone in the area.

Birmingham Day is next Wednesday.



BIRMINGHAM IN THE COUNTRY

Surrounded by tall trees, this rambling ranch house is close to near-by schools and shopping. The interior is tastefully decorated. 3 bedrooms and 2 baths, a large family room with wood-burning fireplace and a huge screened porch for those warm summer evening "cook-outs."

Complete with professional landscaping at \$33,500.



HIGH ON A HILL OVERLOOKING WALNUT LAKE

Here is a 5 bedroom, 4 bath home built on the side of a hill with a view of Walnut Lake. It is of superior construction, beautifully finished interior with all fine carpeting and draperies. House is on 1.29 acres and there is 1.7 acres adjoining this property for sale. An excellent family home with lake facilities outside and much recreation area inside. One of a kind, \$65,000.

BLOOMFIELD REAL ESTATE CO.

MI 6-6500

NEAR THE CLUB . . .



These fine homes are walking distance to some of our finest Country Clubs. If you are not now a member and are interested in joining any club in our area, your Brook representative has full information on costs, dues, and availability of memberships. He'll be glad to discuss it with you.

BLOOMFIELD HILLS Country Club

FOREST LAKE Country Club

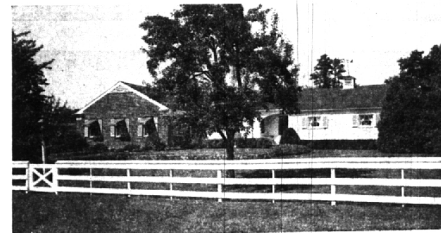
OAKLAND HILLS Country Club



Enclosed on a jewel-like setting near Bloomfield Hills Country Club, here's an "out of this world" home. Contemporary in motif, it has five bedrooms, three baths, a thirty foot living room with gorgeous views and many, many, special features. Call Ferd Brook for details.



Sweeping panoramic views of Forest Lake's emerald fairways will be yours from this Early American home. It has five bedrooms, four baths, a magnificent modern family room. Over an acre of fenced and landscaped grounds, right on the golf course. Priced in the fifties.



Just about a full nine iron to Oakland Hills' first green this exquisite home is in perfect condition. Three large bedrooms, 2½ baths, a paneled Family room and the full basement has a tiled "Rec" room. The best landscaped site in the area. An excellent value at \$32,900.

NORTH HILLS Golf Club

ORCHARD LAKE Country Club

BIRMINGHAM Country Club



The main living area of this home has spectacular views of Oakland Hills' North Course. Set against magnificent Oaks here's a four bedroom home that's simply delightful! The Colonial motif is prevalent throughout the fine functional plan. There is a huge recreation area in the basement, a first floor family room, and a large screened porch. At \$42,500 it's an outstanding value.



Overlooking Orchard Lake Country Club, on a beautiful lake-front site, here's a home that can be bought for a small fraction of its reproduction cost. Four main bedrooms, and a three room apartment, gracious thirty-three foot living room and a paneled library are just a few of the features. Priced at \$59,000. Call Ed Douglas for further information.



The kids can walk to Birmingham Country Club's lovely pool from this handsome Colonial. All the rooms are large and bright, and the home is in superb condition inside and out. Chrysler air-conditioned winter and summer, this is a most comfortable home in a top location. Many special features included at \$47,500.

SEE THESE HOMES SUNDAY ON T.V., CHANNEL 4, AT 11:30 A.M.

BIRMINGHAM'S SENIOR REALTORS

MAX BROOCK INC.

300 S. Woodward

MI 4-6700