

Texas A&M The Battalion

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Garland woman publishes coupon guide

United Press International
DALLAS — You've seen Max Bryan on "Real People," on "The Phil Donahue Show" and on "Good Morning America," talking about how to make money from box-top coupons. She's the one who never stops talking.

She also is a whirlwind who manages two children, an "extremely chauvinistic" husband and a business that draws tens of thousands of letters.

Max is a 35-year-old housewife who co-publishes the *Salvage and Save Gazette* from her suburban Garland home. The *Gazette* is a newsletter that could be subtitled "everything you always wanted to know about grocery store refunds, but had no idea somebody else had already compiled."

The bi-monthly newsletter she started in November 1979 with her best friend and neighbor, Jeani Lawson, now has upwards of 10,000 subscribers who pay \$9 a year to learn who is offering refunds and how to get them. The refunds are available by sending box-tops or proofs of purchase to the manufacturer in return for cash or a coupon.

"It really is helping so many people save money," Mrs. Bryan gushed (she never merely talks, and she uses lots of words like "neat" and "dinky") as she tried to shepherd her two young

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daughters, answer the door, answer the phone with a lilting "Grand Central Station" and paint her nails.

"Everybody is complaining about not having money," she said, "but they can have money if they just use their brains and make the time, like clipping coupons while they're watching television. Goodness knows, I don't have any time, but I make it."

All this fiscal evangelism started more than three years ago when Bryan, after 16 years' employment with Braniff International Airways, quit work to nurse herself through a high-risk pregnancy. After she gave birth to her daughter, she and Lawson, who has three children, were sitting at the kitchen table clipping coupons when one of them suggested they start a newsletter.

The business started on a shoestring, Bryan said, with each woman putting up about \$25 for the initial printing. But they quickly realized they needed publicity if they hoped to be successful.

"I saw an article about Cable News Network going to be on 24 hours a day, so I sat down and wrote Ted Turner a letter," Bryan recalled. "I thought all he can do is throw it in the garbage, which he apparently did. I never heard from him, but I saw a week later that CNN had opened an office in Dallas.

"I sent them a copy of the letter and the newsletter, and they said they wanted to come out and interview me. They showed up with an entire crew.

"This is a little Garland housewife, right? I was berserk."

"They filmed two five-minute bits, and the next day at 11:30 a.m. a talent person from 'Real People' called and said 'we want an exclusive with you.' A week later a six-man crew from Seattle came to Dallas and did four hours' filming."

From there her pastime snowballed into a profitable incorporated business.

She sees the newsletter as serving an important function beyond its 300 or so listings of manufacturers' offers, addresses where consumers can obtain refund forms and applications and a trading section which lets readers with too many of one kind of coupon swap with others.

"To a handicapped person or someone that's lonesome, they get mail," she said. "They get money. It gives them a reason to get up. If an elderly person can save \$50 a month, that's like \$500 to them."

Her most poignant letter came from a 14-year-old girl whose mother had died recently and who was totally confused by her new duty — doing the fami-

ly's grocery shopping.

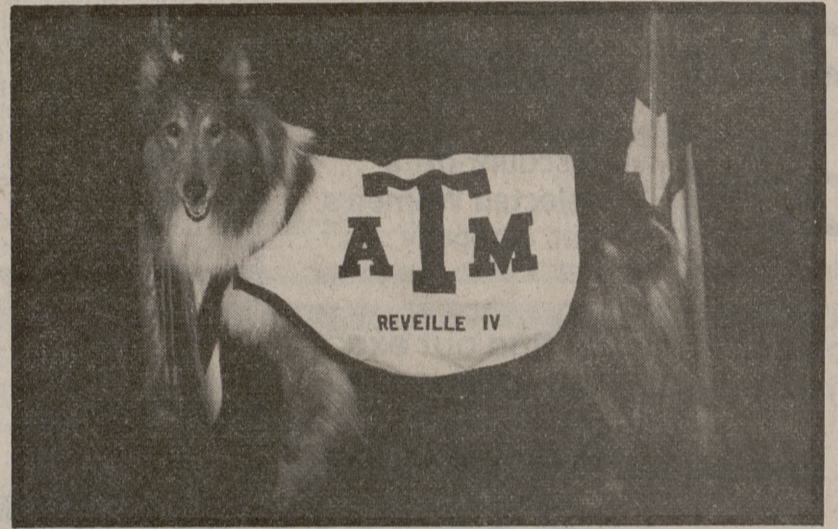
"It makes me feel so good when they write and ask us for help," Bryan said.

"It's kind of neat to realize that you can start a business as dinky as possible and make it. It's so much neater than work-

ing for somebody."

The address for the *Salvage and Save Gazette* is Box 2072, Garland, Texas, 75041.

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Film editor starts directing

United Press International
NEW YORK — Making the transition from film editor to movie director has been difficult for Jeff Kanew, Hollywood's one-time trailer king, but he feels he's on the verge of a breakthrough.

"At this point in my career, any breakthrough is going to be a big breakthrough," said Kanew, 37, an expert in making the two- to three-minute trailers that promote and advertise motion pictures.

After making more than 600 trailers, Kanew decided five years ago that he knew enough about "what works and why" in films to write and edit his own feature picture. It was a 1979 release titled "Natural Enemies," a despairing dip into mid-life crises and other psychological wastelands with such talents as Hal Holbrook, Louise Fletcher and Jose Ferrer.

The film, which Kanew financed himself, bombed. But one good thing did come out of "Natural Enemies." Robert Redford saw it and admired Kanew's editing ability so much that he asked him to edit the academy award-winning "Ordinary People."

Kanew spent two years on the film and was deluged with editing offers as a result, but turned

them all down, preferring to pursue his ambitions to become a successful director.

"I was offered several scripts for another film — including a horror movie and a stupid comedy — but I didn't think they were worth doing," he said.

"Then I found James McLendon's book, 'Eddie Macon's Run,' which had the pace, structure and descriptive qualities that would make a good film. I felt I could write an entertaining

movie just by preserving the style and structure of the book."

Filming took eight weeks, and it took 20 weeks to edit the film, longer than usual because Kanew didn't have time for editing while he was directing. About six or eight weeks more will be required for the final touches and addition of music Kanew has written. The film should be ready for release in January.

Assuming all three roles of writer, director and editor re-

sulted in some gearshift problems for Kanew but he is convinced he has gotten on film pretty much what he saw in his head when he was writing the script.

"I think I've got a good show for the money," he said.



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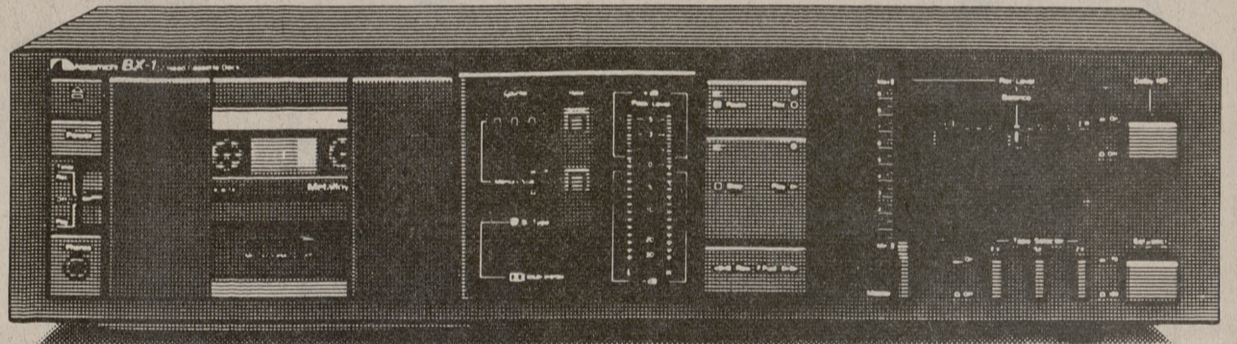
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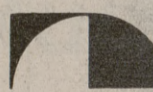
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