

Frugal or Frivolous: What would Grandma do?



Photo courtesy of Chris Darrouzet

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September 11th, 2009 1:51 pm PT Examiner.com

Meatloaf. Old-model cars. 100% acrylic pants. Paying down the mortgage instead of tapping the equity. Does this sound like your Grandmother? It does mine.

A fun lunch behind me, I sit here in my khaki linen pants with my newly-frozen equity line, ready to write about September being **National Coupon Month** (is it here again so soon?). I can see my Grandma clipping coupons from the local newspaper back on the farm outside of Fremont, Nebraska (that's my Grandma on the right

holding her rolling pin).

Although I don't personally fret about the looming National Debt (estimated to be about \$600,000 per family of four in this country by **Prologger, David Risley**), I am grateful for those who do. I am much more preoccupied with my own looming debt and how to save money without actually leaving the house. Enter **CouponShack**, a turbo-charged coupon site for the price-lazy (or like me, just plain lazy) shopper - and serious National Debt tracker. I hear so much about Frugal being the New Fabulous, or the New Black, etc. but let's face it: who wants to economize as a way of life?

CouponShack makes it easy to put away your scissors and save money - and they have a tempting array of coupon stats and trivia on their site - I personally am mesmerized by the **Coupon Activity Heat Map**. It's looking quite hot over in New Jersey today, although it is surprisingly cool in what I think of as coupon-rich Fremont, Nebraska.

Fresh coupon data is provided monthly courtesy of their **Coupon Index** and you can share and organize your best deals via the new digital **CouponShack wallet**. "Although pocketbooks are strapped, Americans deserve a break... The good news is that they can find great deals online for everything from airfare and hotels, to cameras and apparel," says Sok Verdery, CouponShack.com CEO. You can easily browse by category, store or brand on their site.

\$25 for \$50 Worth of Sushi with Complimentary Sake Bombs? Bring It On!

Also, if you are into the crowd thing, there's [Groupon](#) - a daily deals site that specializes in group discounts for every major city, including our very own San Francisco. How it works: they post a daily deal. You and enough other people join. Congratulations! You and your internet friends just got a \$50 Gold Rush Whitewater Rafting Adventure. Today's deal is Five Fitness Classes from Basic Training for \$35 (Just \$7 a Class) - and at last count, 95 people had bought in.

Personally, I preferred the fast sold-out Touch Salon's Swedish Massage deal, but...talk about collective buying power! There are deals on Art, Theatre, Restaurants & Bars, Concerts, Movie Tickets, Retail, Lessons & Classes Events, Hotels, Spas & Salons, and more. Hmmm.. 50%-90% off San Francisco's best restaurants, spas and more with no catch - sounds like a winner to me. Have your cake and eat it, too - take that one, Marie!

What Happened to Frivolous?

Is the world topsy-turvy? Yes! Coupons are HOT, Frugal is FAB, older cars are "classic," and I am thinking I should buy an apron. So celebrate the 100th birthday of the first coupon and National Coupon Month with me over a cheap sake and hot deal from Shoes.com. Frivolous? I think not!

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