

How to plan your day without squandering 10 cents on the Free Press.

So you've decided to save ten whole cents on the Free Press. What if it does mean losing that morning bundle of facts that help you plan your day. Don't fret. Here's how you can operate a little information system of your own. Let's start with shopping. Like the latest fashion offerings, bargains, the kind of things you find at your fingertips when you spend 10 cents on the Free Press.

54 fast phone calls does it
It will be easy to find out which of Detroit's big stores is having a sale. All you have to do is make 54 fast phone calls. (That takes less than two hours if you have a tough dialing finger.) Remember to ask about special bargains each time you call . . . and keep a glass of water handy in case you get hoarse.

Supermarket prices? Simply tour all the supermarkets in your area and sample the dozens of small grocery stores en route. Total mileage: about 56 by car—12 on foot (inside stores).

Special events—a cinch

You know how the good old Free Press tells you about all the special events in town. Don't worry. You can always phone the Chamber of Commerce (964-4000) for general information. Then start calling stadiums for sports events, check the leading hotels for celebrities in town worth spotting, and call the Fire Department for parades (or big fires) worth watching. You might start thinking about how much easier it would be to read the Free Press. But, control yourself. Ten cents saved is ten cents earned.

Operate your own classified column

What about all the bargains you'll miss in the Free Press want ads? Like antique desks, used cars or maybe a good buy on a second-hand sewing machine. You can operate your own want ad system. Post a little sign on the notice boards of all laundromats: "Call me at (YOUR PHONE NUMBER) . . . before you send it to the Free Press Classifieds."

Employ an answering service to record everything, and you'll be all set. It just takes a little Yankee ingenuity. Right?

For fashion information, you can call the House of Dior in Paris direct. (\$5.00 for 3 minutes) Child care tips? Dr. Spock can be reached at his New York office. (\$1.80 for 3 minutes) Recipe ideas? Use the ones you've been using. Maybe your family will get tired of the same old meals all the time, but you'll be saving 10 cents. TV programs? You can find a list in yesterday afternoon's paper—along with the out-of-date news. You'll just have to put up with being 12 hours behind the world when you save 10 cents on the Free Press. As for Dr. Steincrohn, Bob Talbert and Earl Wilson, you'll have to do without *them*. But maybe your husband can stand in for Billy Graham. Ask him for a parable before he goes to work.

...plus a small computer. (See the Yellow Pages under Data Processing Systems. A half-hour rental costs about \$165.) Or you could manage with a slide rule. (Cost: about \$4.98.)



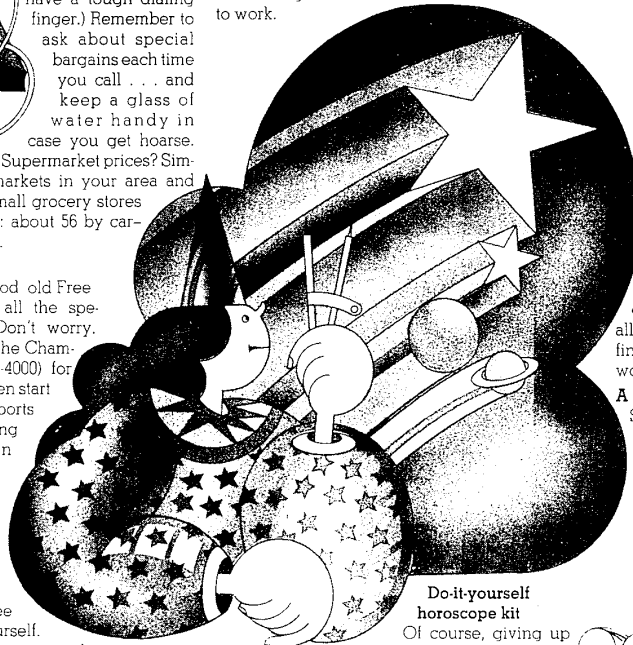
Leading a full nightlife is easy

You know how you check the movies and other nighttime entertainment in the Free Press. Now, all you'll have to do is call the 108 theatres in Detroit and suburbs to find a good, clean family film. If you don't have any luck, try the 8 in Windsor. (Toll charge of 10 cents a call.) Prefer something a little different? You can always check out nightclubs, bowling alleys, dance halls, rock festivals, etc. Just let your fingers do the walking and your phone do the work. Around 50-60 calls should do it.

A good full day

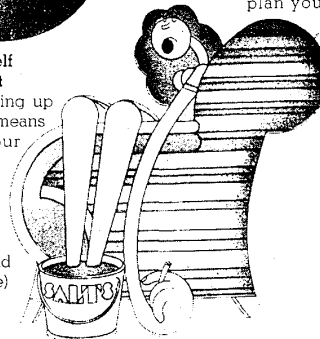
See how easy it is to manage without the morning Free Press? So your voice might be shot. And your legs will develop muscles on the muscles. And your dialing finger will have corns. And you'll be too tired to move. But, you can do it, baby! You can save 10 cents and still plan your day without the Free Press.

Why not try it tomorrow?



Do-it-yourself horoscope kit

Of course, giving up your Free Press means doing without your Jeane Dixon horoscope. But, why not cast your own? All you'll need is a set of planetary tables and a book on the subject . . . like *The Coffee Table Book of Astrology* by Santha Rama Rau, Alan Leo, Isabelle Pagan and others. (\$8.95 at your nearest bookstore)



Detroit Free Press

the action paper

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