**Is Anything Ever Free?**

**The word most apt to attract attention in an advertisement is said to be "Free." *(L. M. Boyd)***

**Bill Belichick, the head coach of the Cleveland Browns, became one of the best strategists in football as defensive coordinator of the Super Bowl champion New York Giants. But back in 1975, Belichick was just another college graduate looking for work. When he heard that Baltimore Colts head coach Ted Marchibroda needed someone to analyze game film, Belichick offered to do the job for nothing. “I worked 16-hour days for bed and board -- and a lot of football,” Belichick recalls. “I didn’t mind. All I wanted was to be a coach, like my dad. His work ethic, was ingrained in me. He taught me not to squander opportunities.” *(Frank Litsky, in New York Times)***

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**If the best things in life are free, isn't it a pity that the next-best things are so expensive? *(Gannett News Service)***

**Man: “The best things in life are free!” Garfield: “How much would the second-best things cost?” (Jim Davis, in Garfield comic strip)**

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**The best things in life are free. The second best are very, very expensive. *(Coco Chanel)***

**Life is a free circus: all you have to do is pay attention. *(Bill Copeland, in Sarasota, Florida, Herald-Tribune)***

**More than 3.5 billion coupons for consumer packaged goods – like grocery items and toiletries – were redeemed last year, a 6.1 percent increase over 2010. *(The New York Times, as it appeared in The Week magazine, May 18, 2012)***

**Man enters the bar and notices the sign for free drinks: “BUY ONE, GET ONE FREE!” He then asks the bartender: “Can I buy one half and get the other half free?” *(Jim Unger, in Classic Herman comic strip)***

**Every damn fool thing you do in this life, you pay for. *(Edith Piaf)***

**A video shop in our town offers a free film rental for students who post straight A’s. As soon as my daughter Kara attained a perfect report card, she rushed to the shop to pick out her free video. Her choice: Dumb and Dumber. *(Wendy Thompson, in Reader’s Digest)***

**Ain’t nothing in this world for free, and it blows my mind how so many fools just don’t get that. *(Jamie Foxx, in USA Weekend)***

**Mom: "What is it, Hammie?" Hammie: "You forgot to give me a goodnight kiss." Mom: "No I didn't. I kissed you when I tucked you in, remember?" Hammie: "Oh, yeah. I guess it just wore off." Mom: "You're in luck. I give free replacements." *(Rick Kirkman and Jerry Scott, in Baby Blues comic strip)***

**Mom: "What happened to your hair, Nelson?" Nelson: "Grampa gave me a haircut." Mom: "Grampa did this to you? Why did you let him do that? I was going to take you to the barber!" Nelson: "Yeah, but Grampa did this for free." *(Brian Crane, in Pickles comic strip)***

**A typewritten card on a coin-laundry bulletin board read: "I do housework -- $25 a day," followed by a name and phone number. At the bottom of the card was penciled: "I do it free. But don't call me." *(Patricia Angel, in Reader's Digest)***

**How the Internet shortchanges creative types: "I was wrong," said computer scientist Jaron Lanier in The New York Times. As one of the early developers of the Internet, i was always telling creative people who feared that the Internet would rob them of their livelihoods that they should "stop whining and figure out how to join the party." The worriers, it turns out, had a point. Because "there's an almost religious belief in Silicon Valley that charging for content is bad," few writers and artists are able to make a living on the Internet. Instead, heavy hitters such as Google, Yahoo, and Facebook assemble "content from unpaid Internet users to sell advertising to other Internet users." The companies rake in big bucks, while creative people go unpaid. The creative types can't get out of this bind alone. They need the help of geeks like me. If "software engineers and Internet evangelists" can design a system geared to "absolutely free" content, they can also "design information systems so that people can pay for content." It won't be easy, but "we owe it to ourselves and to our creative friends to acknowledge the negative results of our old idealism." Information may want to be free, but artists, quite reasonably, want to get paid. *(The Week magazine, November 30, 2007)***

**One hundred and fifty years ago this month, President Abraham Lincoln launched the greatest land giveaway in U.S. history. The Homestead Act, signed by Lincoln on May 20, 1862, embodied a radical promise: free land for the masses. Until then the federal government had generally sold its unoccupied property, favoring men with capital. As a result, by the 1840s big farms were consuming smaller ones, and efforts to change the system were grid-locked as Congressional debate over slavery intensified. Beginning January 1, 1863, any U.S. citizen – or intended citizen – who had never taken up arms against the United States could claim up to 160 acres and take title by living and farming on the land for five years. Total charge: $18. Female heads of household were eligible. African-Americans would be eligible after they became citizens under the 14th Amendment in 1868. Native Americans would be displaced. Four million people would file claims, braving plagues of insects,**

**hazards of weather and their own unfamiliarity with agriculture. About 40 percent, or 1.6 million, would take ownership of their land. In all, homesteaders received 270 million acres in 30 states – 10 percent of the land in the United States. *(T. A. Frail, in Smithsonian magazine, May, 2012)***

**Nearly one third of Americans -- 29 percent -- are unaware that local TV channels are available for free. *(The Wall Street Journal, as it appeared in The Week magazine, August 11, 2017)***

**There is no free lunch. *(Milton Friedman)***

**There is no more expensive thing than a free gift. *(Michel de Montaigne)***

**We see a lot of free movies on TV we wouldn’t pay to see in theaters, which proves Americans don’t mind being bored if the price is right. *(Changing Times, The Kiplinger Magazine)***

**Nature provides a free lunch, but only if we control our appetites. *(William Ruckelshaus, former EPA head)***

**Going up the Nile was as if we had turned a page in Time's Ageless Book. The feluccas were going upstream, for this is the way the wind blows constantly. Their sails were spread and full of wind. Other boats came down with the current. Transportation on the Nile, the wind taking the boats up and the current bringing them down, hadn't cost anything as long as there had been an Egypt. *(Jesse Hilton Stuart)***

**If you are conducting a search for a good speaker on your Fourth of July program and have no money to work with, here’s what you do: Pick out your quarry, call them up, and ask them if they believe in free speech. When they say “Yes,” you say “Swell, we’ll put you down to give us one at our celebration.” *(Bits & Pieces)***

**Simon and Schuster got their publishing house off the ground with a crossword puzzle book and a gimmick. The gimmick was attaching a pencil attached to each book. *(L. M. Boyd)***

A once-famous singer offered to work free in From Here to Eternity because he thought he was washed up. Frank Sinatra got the part of Sergeant Maggio for a small salary and the movie led to a new start as an actor. It also produced a generation of fans who wanted him to sing again. Thirty years later Sinatra was still the biggest in the business in Las Vegas. *(Ripley’s Believe It or Not!: Book of Chance, p. 9)*

Even the computing giants are now embracing freeware, said Sam Grobart in Businessweek.com. Apple announced last week that it would "give away key software for free," including its latest Mac OSX upgrade, Mavericks, and its iWork and iLife suites. Now doing so, "Apple has acknowledged something that's been true in the industry for years: Software is a means to sell hardware." Consumers these days don't want to shell out for fancy software to get a seamless online experience. "Just as there's been a shift in interest to well-designed devices," users today expect systems that work right out of the box. Specialized software can still "command a hefty profit margin, but bread-and-butter applications used in the mainstream are not things you sell." *(The Week magazine, November 8, 2013)*

**Something you get for nothing is usually worth it. *(Farmers’ Almanac)***

Lawyer to client: “In my profession, there’s no such thing as free speech.”

 *(Harry T. Shafer and Angie Papadakis, in The Howls of Justice)*

**Drabble: *“*Guess what, everybody! It’s our lucky day! My boss gave us five free tickets to the ball game.” Son: “Let’s go! Dad, can I get an ice cream cookie? It’s only $7!” Daughter: “Me, too!” Other son: “Me, too?” Mom: “You all just had hot dogs and sodas!” Dad: “Nothing is quite as expensive as free tickets to the ball game!” *(Kevin Fagan, in Drabble comic strip)***

**In 1982, Richard Kenney was ready to go into business for himself publishing tourist guides in Mickey Mouse’s back yard. He had convinced a financial backer that there was money to be made in Orlando, Florida, publishing a monthly magazine filled with advertising. It would be given away free to the millions of visitors who trek to Orlando annually to visit Walt Disney World’s Magic Kingdom, EPCOT Center, and MGM Studios as well as the nearby Kennedy Space Center, Busch Gardens, Sea World, and Paramount Studios.
Suddenly, his financial backer got cold feet. Just as his dream was about to be birthed, Kenney was flat broke. So, he took a serious look at himself. After all, he really needed very little money. For $2,000, his backer would have gotten half of his company. “I was devastated,” he recalls, but a little self-examination told him he could get started anyway with the $185 he and his wife had in the bank. That money was enough to generate 30,000 copies of a 16-page gazette called Enjoy Orlando. How? “I didn’t spend a great deal on typesetting,” confesses Kenney. In fact, he spent nothing at all. He typeset the magazine’s text himself on his mother’s typewriter. Then, “I was able to persuade the advertisers to give me 50 percent up front.” Next, he talked the printer into letting him pay 50 percent when I went to press and 50 percent in 30 days. “I did the paste-up myself in our extra bedroom, I was so broke I couldn’t afford a hot waxer at $45 to make the typesetting stick to the paste-up boards, so I got a can of adhesive spray at $6.95. Once you put stuff down with that, it’s there for life.” No harm done this year the pressrun for his monthly 64-page Enjoy Orlando was 200,000 copies. Income was $1 million. Not bad for a $185 investment. *(Jess Gibson, in Can A Lawn Chair Fly?, p. 85)***

**Five years -- that's how long they gave themselves to make Wall Drug a success. But after 4 1/2 years, they had barely made ends meet. Cars still sped through town on their way to California or the new Mount Rushmore Monument, never stopping for even a soda. They tried every trick to turn these travelers into customers, but none succeeded.  One hot summer day after a morning without a sale, Dorothy was feeling sorry for the motorists driving in the terrible heat. She wanted to do something to make their trip more comfortable. She and her husband decided to put up signs offering free water and ice. The response was immediate. Travelers came in droves. And, in addition to receiving free water and ice, they became customers who purchased merchandise. By the end of the day, Ted and Dorothy, were as exhausted as their inventory. Giving had shifted the gears. Today Wall Drug has up to 20,000 customers daily during the summer. *(Richard & Mary-Alice Jafolla, in Unity magazine)***

**It is extraordinary to what an expense of time and money people will go in order to get something for nothing. *(Robert Lynd)***

**When you get something for nothing you just haven't been billed for it yet. *(Franklin P. Jones, in Quote magazine)***

**Incorporated in 1886, Strang, Nebraska, is named for a windmill salesman, A. L. Strang, who offered the community, formerly known as Media and Bixby, a free windmill if they would name the town after him. *(American Profile magazine)***

**Liz: "Can you take a break, Dawn?" Dawn: "Sure! Be right there." Liz: "My feet are killing me." Dawn: "Well, duh! You worked all day an' now you're on cash 'til 11! Do you get paid to work at your mom's store?" Liz: "I told her I'd do it for free, but she insisted I go on the payroll." Dawn: "That's pretty cool, Liz!" Liz: "Yeah, but now, I hafta show up!" *(Lynn Johnston, in For Better or For Worse comic strip)***

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