

A money-saving card and 12 month's good reading: \$17.95.

If you are over 50, this new card could save you hundreds of dollars this year

We have arranged Club 50 Plus benefits for you – discounts, preferred services – with a large number of companies of special interest to Over-50s. These are available to Club 50 Plus members through Today's Seniors.

Here are a few typical cases where you could save money with your Club 50 Plus card:

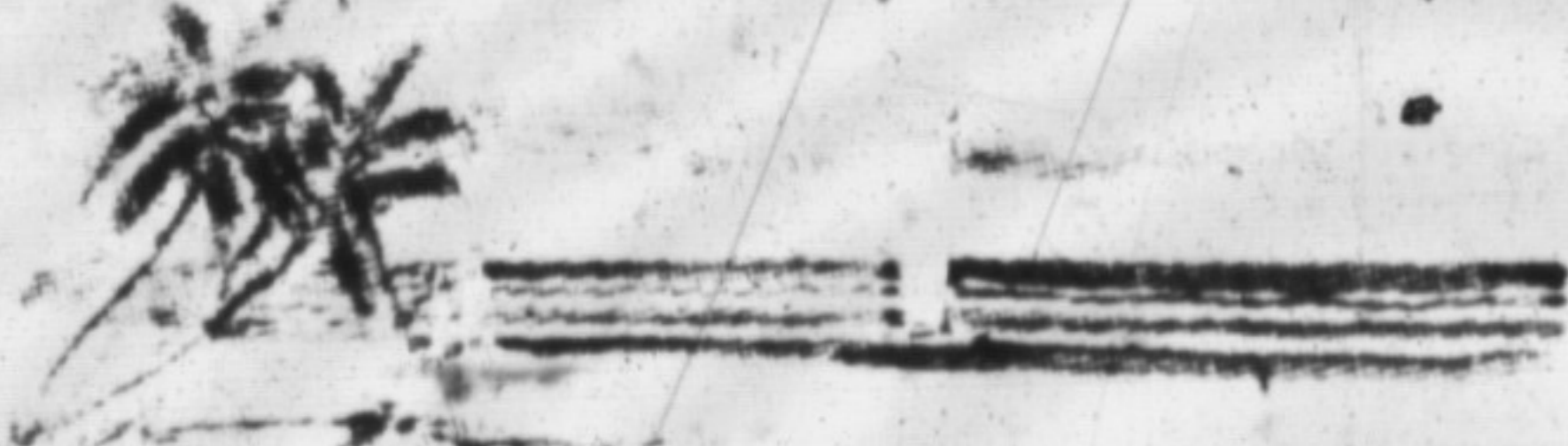
Example - selected restaurants: two of you enjoy a pleasant candlelight dinner for, say, \$70.00 at one of our member restaurants. If the discount is 10% you save \$7.00 off the menu price. (Almost enough to pay for parking!)



Example - car rental: You rent a Tilden car for a visiting aunt for the weekend. Your invoice calls for \$100 but your Club 50 Plus card entitles you to a 10% discount – a \$10.00 saving.



Example - travel: You book a vacation package to Florida for a week, air fare, hotel,



through P. Lawson Travel, for instance. The price for two is \$800.00. You show P. Lawson your Club 50 Plus card and you get an automatic reduction of 5%, or \$40.00.

More Club 50 Plus bargains are being arranged every week as marketers recognize the huge buying power of people over 50. They have over one half of Ontario's spending

money. "Today's Seniors" is talking to certain financial institutions, hotel chains, air and rail travel services, retailers and restaurants to mention a few.

New recruits who want to offer you savings will be listed in each issue of Today's Seniors as the list grows. (Eventually there will be a pocket-size directory.)

You could save the price of your Club 50 Plus membership with the savings you'll make on your first couple of purchases.

PLUS 12 fat issues of good reading in Today's Seniors mailed to your door every month.

Today's Seniors re-defines the term "Seniors". This monthly newspaper talks travel, money, local events, housing, health, nutrition and scores of other topics by well-known authors. Profiles of noted personalities such as Pierre Berton, Lily Tomlin, Peggy Lee, Dizzy Gillespie, Bob Hope. Use the coupon today.

Club 50 Plus

MEMBERSHIP APPLICATION

Club 50 Plus, c/o Today's Seniors
10 Tempo Ave. North York, Ontario M2H 2N8

Please send me my Club 50 Plus Membership Card and 12 issues of TODAY'S SENIORS. I enclose a cheque or money order for \$17.95

I am now a home delivery subscriber to TODAY'S SENIORS. Please send me my Club 50 Plus membership card and EXTEND my subscription one full year.

Name _____

Address _____

City _____ Prov. _____ Postal Code _____

Phone Res. _____ Business _____ Date of Birth _____

VISA Number _____ Expiry _____

Mastercard Date _____ Signature _____

Cheque payable to: Today's Seniors

Phone orders accepted with VISA or Mastercard. Toronto (416) 493-4400 Toll-free 1-800-263-4025

