

**RACHEL  
MADDOW**  
THE LOVABLE LEFTY

HELENA HUNTER ON THE FUTURE OF  
**PALIN  
POWER**

**HOLIDAY FOOD**  
A LOCAVORE THANKSGIVING

CHRIS SMITH ON THE PRICE OF  
**BLOOMBERG'S  
HUBRIS**

NOVEMBER 10, 2008

# NEW YORK

## LIVE WELL, SPEND LESS.

***The Unexpected Pleasures of Being Smart  
About Money Again***

*How to:* Eat spectacularly well on the cheap. Zap \$153 off your electricity bill. Assemble a wardrobe for pennies.  
*Buy a palatial apartment at bargain-basement prices. Get your babysitting for free. Have date sex without springing for dinner.  
Fall back in love with everything you already own. Negotiate with any salesman.  
Knock off your favorite suit. Have the fun you used to have for a lot less dough. And more...*



## Drink Good Cheap Wine

Satisfying your newly sophisticated wine palate may no longer be economically feasible. So we asked Morgan Rich, director of wine at Del Posto, to choose three of his favorite special-occasion wines, then propose bargain alternatives.

INSTEAD OF  
Krug Brut  
Champagne  
Collection  
1985

\$1,350



TRY  
Gruet  
Brut

\$13

Gruet is produced by a French family that used to bottle Champagne and still uses the same labor-intensive process.

But today's Gruet is made in New Mexico, which makes this rich, solid sparkling wine an amazing bargain.

INSTEAD OF  
Terlano  
Chardonnay  
1995

\$225



TRY  
Lamoreaux  
Landing  
Chardonnay  
2006

\$12.99

Lamoreaux Landing is made upstate near the Finger Lakes, and the cooler climate makes for a fresher, crisper, more elegant Chardonnay than what you'd typically get from California.

INSTEAD OF  
Braida Barbera  
d'Asti Bracco  
dell'Uccellone  
2004

\$125



TRY  
Daniel Boulard  
Morgan  
Vieilles Vignes  
2007

\$19.99

This Morgan may not be as full-bodied as the Braida, but it is versatile, elegant, and its Gamay grape is similar to Barbera. It is a Beaujolais, which many people mistake as uniformly mediocre.

This one's not.

(Averaged from the three recommended bottles, four celebrations a year.)

ANNUAL  
SAVINGS

\$2,205



## BE YOUR OWN RESTAURANT

Whether it's Per Se or Chinese takeout, restaurant meals are the black hole of New Yorkers' discretionary spending. Personal chef and cooking instructor John Scoff of Home Cooking New York ([homecookingny.com](http://homecookingny.com)) can help. For \$300 for a 2.5-hour lesson, he'll come to your apartment and show you how to cook a fast, easy, inexpensive, and delicious meal. Here, Scoff tells us how to make a home version of Morandi's salmon al vino rosso.

### Salmon Al Vino Rosso

Go with wild Atlantic Salmon; it's got the most fat, and fat is flavor. The fish should look wet and shiny when you buy it, not dull or dry. Ask for a thick steak cut from the center. Instead of roasting the fish, do it on the stovetop in a ten-inch nonstick skillet. Pour a

teaspoon of olive oil on high heat, until the oil starts to smoke. Now lower the flame to medium, season the salmon with salt and pepper, place it in the pan skin side up, and sear it for two to three minutes. When it's crispy take it out of the pan and set it aside. In the same pan, throw in a chopped shallot, then cremini or shiitake mushrooms. Cut a yellow summer squash into half-moon shapes a quarter-inch thick. Artichokes are a pain to prepare, so get the cocktail ones from the prepared-foods section. Rinse off the marinade, because you never really know what's in there, quarter them, and add to the pan. To make a pan sauce, you need to add an acid like red wine. Dribble a little Cabernet or Merlot (not "cooking wine") into the pan to deglaze it; it'll pull all the tasty little fish bits into your sauce.

When the wine's evaporated, add a half a cup of chicken stock. Take some basil leaves and tear them—don't cut them or they'll turn black—and add to the vegetables. When the stock boils, put the salmon back in skin side down, reduce the heat, and let cook for a minute with the lid on. If you can't tell a fish is done from sight, use a meat thermometer. A nice medium salmon should read 150 degrees. Before you take out the vegetables, add a tablespoon of unsalted butter, and let it melt before adding salt and pepper again. Now add more salt and pepper. Home cooks tend to underseason.

(Based on two \$24 entrees per week, minus two homemade entrees, \$12, per week.)

ANNUAL  
SAVINGS

\$1,248

## Dodge the Broker's Fee

Brokers make an apartment-rental search easier, doing lots of the legwork for you—and they charge 10 to 15 percent of a year's rent to do it. "When there's great economic strength, people can afford to pay commissions," says Peter Jakobson Jr. of NoFeeRentals.com, a free listing service. In the post-bailout world, however, you may want to cut out the middleman, using the tips below. Hey, if it worked when you were 22 and broke...



**Dig deeper into the Web.** Craigslist is king, but it's not the world. Try Streeteasy.com, plus the online *Times* and *Voice* classifieds. RDNY.com and ListingSquare.com are less established but may also be worth a look.

### Go straight to the source.

Management companies run dozens of buildings, and most charge fees only for background checks. "They were able to tell me about places [that] weren't on Craigslist or in the classifieds yet," says publishing executive Jonas Rideout, who found an Upper West Side apartment this way. Start at Stonehenge Management ([stonehengemanagement.com](http://stonehengemanagement.com)), Jakobson Properties

([nofeereentals.com](http://nofeereentals.com)), Solow Leasing (Solowresidential.com), Glenwood (glenwoodnyc.com), Rudin Management (rudin.com), and Rose Associates (rosenyc.com).

### Call a broker—no, really.

Paul Gottsegen, director of Halstead Management, suggests calling a firm's main number and asking for an agent who handles O.P. ("owner pays") listings. "It's like going to the sale rack first," he says.

(Assuming a 15 percent fee on a \$2,665 monthly rent, the average figure for a one-bedroom in a downtown building, according to the Real Estate Group of New York.)

ANNUAL  
SAVINGS

\$6,597