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Shopping Hints for Saving with Sense at Sales  
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## SHOPPING HINTS for

# SAVING with SENSE at SALES

COOPERATIVE EXTENSION SERVICE

MICHIGAN STATE UNIVERSITY

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The mere mention of SALE! . . . ½ OFF!  
PRICES SLASHED! can send  
us off running, looking, and buying . . .

*Why do sales appeal to us?* There's something about a sale that arouses our curiosity. At the same time we feel that we have an opportunity to buy clothing at a more reasonable price than otherwise would be possible.

Finding a "good clothing buy on sale" for you or a family member involves the same kind of thinking, planning, interpreting, comparing, and judging used in determining a good buy at any time.

The distinction is in being able to decide whether or not the "something" that kept the item from selling at the regular price makes any difference to you.

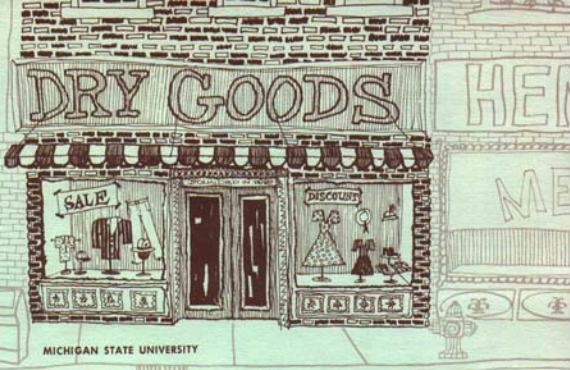
### TYPES OF SALES

Retail stores, especially department stores, feature a number of sales in an effort to increase sales volume. These sales are of various types — *clearance, special purchase, annual, anniversary, seasonal, and stimulative.*

Just what is meant by these type of sales? When and why are they held?

**Clearance sales** are held to move fashion merchandise, goods that are being discontinued, or merchandise that is left at the end of the season. These sales usually offer reductions ranging from twenty-five to fifty percent.

**Special purchase sales** may be either pre-season or post-season sales of goods which a store has purchased at special or reduced prices in the wholesale market.



Such sales may not offer as great reductions as do some others, but they are more frequent, provide wider selections, and may be more timely.

Special purchases sales normally offer reductions of fifteen to twenty percent.

Goods sold at these special purchase prices may be of good quality but not regularly stocked by the store. For this reason, merchandise may not carry a familiar brand name or that of the store.

**Annual sales** may also be called "regular stock" or "department manager's" sales. The goods from regular stock is sold at reduced prices for a short period of time.

The reductions average ten or fifteen percent. Standard merchandise that sells at one price all year is offered at the special price. At the end of the sale the merchandise returns to regular price.

**Anniversary sales** commemorate the founding of the store and may occur at any point during the selling season.

Their aim is to increase sales by offering a large variety of goods at special prices. Usually some regular stock is reduced in price for the event, and other goods are especially purchased and will not be carried in the regular stock.

**Seasonal sales** are regularly repeated each year. August and January coat sales are examples of this type sale which offer reductions to the consumer.

Stimulative sales are intended to stimulate selling during dull periods. These may carry various names including back-to-school sales, two-for-the-price-of-one sales, etc.

## TIMES OF SALES

The timing of sales during the calendar year fluctuates widely in various areas. Today's retailer times his sales according to the needs and demands of his consumer community, his stock, his competition.

The retailer decides at what particular time a given type of goods in a given type of sale fits into his merchandising picture or pattern.

From the retailer's point of view, a sale is but one of the total merchandising plan to:

have the **RIGHT GOODS**  
at the **RIGHT TIME**  
in the **RIGHT QUANTITY**  
at the **RIGHT PRICE**

To keep informed as to choice of sales, you, as a consumer, should be alert to newspaper, radio, and TV announcements of sales in your community.

## SALES TALK

Become familiar with terms used in sales. Although much sale clothing merchandise is not defective in any way there is some clothing which falls below standard specifications. Such merchandise can be money savers but you must know what you are getting.

Examine carefully before buying. Know your "sales talk", such as:

**Irregulars** may have imperfections in color, weave or knit, and size which do not necessarily affect the wear of the garment. Sometimes these irregularities are not visibly noticeable.

**Seconds** may have some fault, mend, tear, or run, or a color loss which may or may not affect the wearing quality or acceptability. Irregularities in seconds are usually visibly noticeable.

## CHECK YOUR SHOPPING TECHNIQUES

Fortify yourself for shopping by:

*Knowing what you really need.* Keep in mind the clothes on hand and what additions will be most useful.

*Timing your clothing purchases.* Knowing what you need in advance will help you to stagger large family clothing purchases (coats, suits, etc.) over a longer period of time.

Barring emergencies of course, a family which anticipates its clothing needs in advance can save from one-third to one-half by shopping during store sales.

**The best buy for you will have the qualities you want at the price you can or are willing to pay.**

We often think of *staples* in foods but there are staple clothing items too: *hosiery, underwear, lingerie.* Perhaps such clothing staples will vary little in price from season to season but stores will offer sales on such items at fixed times. Sometimes these staples are found on sale at the end of the season along with more expensive left-over clothing.

End-of-season sales in coats, suits, and dresses may offer more possibilities to the person who is other than average in size.

Be sure you're willing to invest money even though it won't be worn for some time. Do you want your money tied up in this way now? Is the amount you are saving worth it?

*Recognizing what quality means to you.* Appearance, ease of care, durability, comfort, and economy are factors which help to determine quality for you.

These factors weigh in importance in varying degrees with each individual and with each item of clothing under consideration. They will vary because of personal preference and intended use.

Know what factors will give you the qualities you need and want most in any item of clothing.

If you are buying jeans, the "Durability" factor is pretty important but if you are buying a dress-up dress the "Appearance" factor may be your first consideration. The "Care" factor as well as appearance in school slacks will be important.

*Interpreting the information available about the clothing to help you make your decision.* Study labels and tags and examine the garment or clothing item.

*What is it made of?*

*Is it constructed to your satisfaction?*

*Is it constructed for its intended use?*

*What service can you expect?*

*What kind of care will be needed? Do any special trims need extra care?*

*Have any special finishes been used? Are they of value to you?*

*Is the sizing right or will it require considerable refitting?*

*Is the style becoming?*

*Choosing the right quality for the purpose and the best quality for the money.* You may want to spend more for a clothing item when durability and appearance (lasting style) are important and less on an article when intended for limited use or short duration.

## RUSH OUT, BUT REMEMBER!

A good sale buy . . .

Is something needed.

Will give the service intended.

Fits in with the clothes and accessories on hand.

Is suitable and becoming to the individual.

Costs less money even when costs for damage, soiling, alterations are included.