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CLOTHING TAGS & TIPS

Understanding Sales

Knowing about different types of sales can help you find a good buy on sale merchandise.

Clearance sales move, or "clear away," garments that are left over from previous seasons or that are going out of style. Savings may range from 25 to 50 percent.

Special-purchase sales feature garments bought at a reduced price in the wholesale market. The quality may be acceptable, but usually garments are not the same quality as the store's regular merchandise. The garments may have irregularities that justify a markdown of 15 to 20 percent.

Regular stock or annual sales are probably the best source of good quality merchandise. Clothing items from regular stock are sold at reductions of 10 to 15 percent. After the sale, the stock goes back to regular price.

Anniversary sales, or founder's day sales, commemorate the founding of the store. Some regular stock is reduced in price; other items are specially purchased for the sale and will not be carried in regular stock.

Seasonal sales are repeated each year, such as the August back-to-school sales. Good buys can be made at these sales.

Stimulative sales are intended to boost sales during slow periods. These include Mother's Day, one-cent and two-for-the-price-of-one.

Stores have seasonal promotions that follow a fairly definite pattern. Look ahead and plan your shopping.



January is the month for store-wide clearance sales on resort wear, furs, towels and sheets, shoes, coats, dresses, men's suits, infant's wear.

February offers Washington's Birthday and Valentine's Day sales on winter clothes and sportswear.

March brings winter clothing sales.

April means sales on Easter fashions, men's and boys' clothing, women's and children's coats.

May features Mother's Day sales including lingerie and handbags, and Memorial Day sales.

June brings Father's Day sales and sportswear, camp clothes and midyear clearance sales.

July features July 4th clearances of summer clothes, shoes, lingerie, toiletries, hosiery.

August usually has a variety of sales—summer clothing, furs, back-to-school clothes.

September brings more back-to-school specials.

October features Columbus Day specials (coats and suits), lingerie and fur sales, school clothes, fall sportswear.

November means Thanksgiving and pre-Christmas sales.

December ends the year with its winter clothing specials (end of month) and after-Christmas sales.

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Zerle L. Carpenter, Director
College Station

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