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# CLOTHING TAGS & TIPS

## Reading Sale Ads

Beware of misleading sale advertising. When looking for bargains, your best protection is to be a comparison shopper and to be familiar with current prices on brand-name merchandise. However, don't rely on so-called "list" prices. "List" price is the manufacturer's suggested retail price. Few retailers charge "list" price unless there is no competition.

Don't be misled by terms such as:

**"Percentage off"**—Off what? Original price? List price? Mark-up for sale price?

**"Half price"**—a legitimate term, if truthful. Just be sure you know half of what price.

**"Made to sell for"** or **"Priced elsewhere"**—When was the price higher? Is it of this value now? Where does it sell for the higher price?

**"Famous labels you will recognize. We cannot print them"** Why can't brand names be included in the advertisement?

**"Savings up to one half"** is not a complete statement. To be meaningful, the maximum former selling prices in the store should be listed.

Also disregard such attractive terms as "reduced from," "comparative value," "formerly," or "originally." These attention-getters are followed by "now priced at" or "our price is."

Read the fine print—"as is," "Irregular," or "slightly damaged." Check for flaws or damage, although some can be repaired and be good buys.

Watch out for the ad that says the



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item will never again be sold so cheaply. They may or may not be true, but so what? If the purchase is not needed, the low cost is not a bargain. Foolish bargain hunters become so intrigued by the slashed price that they completely forget to judge the purchase in terms of their personal needs.

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