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CLOTHING TAGS & TIPS

On Sale! —Why?

There is some reason for a mark-down on sale items. Before you buy, consider whether the reason makes any difference to you.

—Is the style on the way out? Knowing fashion trends will help you decide whether or not to buy such bargains. If the style is one you can wear a great deal immediately, it may be an excellent buy.

—Is it shopworn, soiled, or damaged? The cost of dry cleaning brings the price up again. The clever seamstress may be able to mend a damaged garment and get an excellent buy.

—Is the store going out of business? Sometimes quality items will be sold at a markdown to move them fast.

—Is it an irregular or second? Irregulars have imperfections of color, size, weave or knit which may not affect wearing quality. Seconds have flaws such as a mend, tear, or run which usually show and do affect wear.

—Is it a color or style that didn't sell? Some colors or styles are not becoming to the majority of people and are apt to be left at the end of the season. If the garment is becoming to you, it can be an excellent purchase.

—Is the price reduced because hard-to-sell sizes are left? The very small and the large sizes most often remain on the racks. You're fortunate if you wear one of the less-common sizes. Sample garments or shoes may be in this type of sale.



—Is the item poorly constructed? A portion of the garment may be incorrectly cut (off-grain) or seams may be ripping or raveling. The woman who sews may be able to correct minor faults.

—Is the sale due to overproduction? Companies sometimes produce more goods than they can sell within a season. This surplus may be reduced in price to avoid carrying it over to the next season.

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Zerle L. Carpenter, Director
College Station

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