



# HOW TO HAVE A GARAGE SALE

There is a lot more to a really successful garage sale than you might think, but doing it right is simply a matter of organization and attention to cer-

tain important details. To give you the ingredients of a successful sale, here are a few timely tips:

## What to sell

Simply stated, anything that still has usability and some value is a good garage sale item. So first you must go through the storage areas of your basement, attic or garage and determine what has sales potential. Make a list as you go. You should find such things as garden tools, old furniture, good clothing, toys, musical instruments, sewing machines and the like. You may be surprised at how many articles you will have.

## Advertising

Obviously the best way to advertise your sales is in the Observer & Eccentric classified advertising section.

These ads are read avidly by people looking for bargains. You can keep your ad fairly short and still effective by listing the most appealing items separately and then lumping others in categories, such as furniture, clothes, toys, antiques, etc.

Of course you will want to use strategically placed signs in the neighborhood -- in supermarkets, laundromats, barber shops and schools.

Spread the word by mouth and you will find that news travels fast.

## Pricing

Everything must be priced to save both you and the customer valuable time. Start by listing all items by category on an inventory sheet.

Antiques for example, should be listed separately from other items. Clothing should be priced at approximately one-eighth the original cost. Any clothing ten to fifteen years old may have nostalgic appeal and can be priced slightly higher. It might even be placed in the antiques category.

Electrical appliances that work should bring one-fourth the original cost. Most prices on articles will be influenced by their condition.

A good-looking item can carry a good price. If you are involved in a double sale, which we will discuss next, be sure to color code your own prices.

## Double Sale

Many people have found it worthwhile to combine their garage sale with that of a friend or neighbor. This saves money on costs of advertising and provides a helpful hand in arranging items, pricing them, dealing with customers, besides providing welcome companionship.

Don't forget to keep separate inventories and different price color coding. Another important advantage is a more impressive array of merchandise.

## Length of Sale

Most productive sales are those that run at least three days. Since tests show that Thursday is the best day to advertise, the logical start of a sale would be Friday. This gives you the entire weekend in which to conduct your business.

After a day or two the word will get around and supplement your advertising efforts. When the most attractive items are gone, you may wish to reconsider and change prices on those articles which have been slow to move.

One-day sales may be profitable for the experienced garage sale promoters but in the beginner's case many things can go wrong, such as a rainy day, and you may have to advertise all over again.

## Setting up your sale

The few days before your sale, naturally, will be concerned with selection and pricing, but there are some other important preliminary steps.

You will need change, so get to the bank and get plenty of small bills and various size coins. Set up a headquarters table conveniently located for your customers and from where you can supervise the operation. Here you will keep your change, your adding machine, your inventory lists. Always have someone in attendance.

You may also want to install a hat and coat rack and a mirror for use of those who may want to try on garments. Arrange sale items in neat rows and allow plenty of walking room between displays.

## Don't hesitate to ask advice

Your classified advertising department is always ready to advise you on your garage sale. When you advertise it, ask for help from one of our friendly ad takers so that your message will have maximum impact.

And good luck!



Observer & Eccentric

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