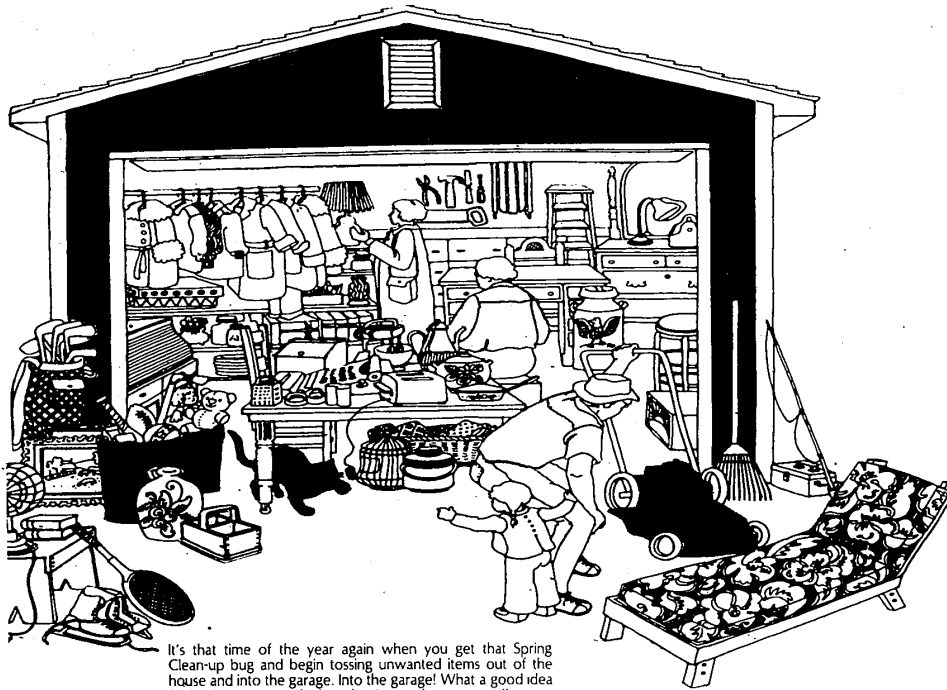


Let's team up for a successful garage sale



It's that time of the year again when you get that Spring Clean-up bug and begin tossing unwanted items out of the house and into the garage. Into the garage! What a good idea for having a garage sale since they're out there anyway!!

Your hometown newspaper can help you to organize some important details that are necessary in having a profitable and successful sale. Here are a few timely tips we've put together for YOU!

WHAT TO SELL: ✓

Anything that still has usability and some value is a good garage sale item. Search both high and low, you'd be surprised at how many articles you will have; old furniture, toys, musical instruments, sewing machines, garden tools and the like.

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. Your ad can be fairly short and still effective by listing the most appealing items separately and then grouping others in categories, such as furniture, clothes, toys, antiques, etc. Of course you will want to place signs in and around the neighborhood—possibly in schools, supermarkets, beauty shops, etc.

PRICING: ✓

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.

You might want to try color coding your items for easy price recognition.

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 advantage is a more impressive array of merchandise.

LENGTH OF SALE: ✓

The most productive sales are those that run at least three days. Tests have revealed 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.

SETTING UP YOUR SALE: ✓

A few days before your sale go to the bank and get plenty of small bills and various size coins. Set up a headquarters table, here you will keep your change, your adding machine, your inventory lists. Always have someone in attendance. You may want to set up a hat and coat rack and a mirror for use by those who may want to try on garments. Arrange sale items in neat rows and allow plenty of walking room between displays.

Observer & Eccentric Classified Ads

DIAL DIRECT 644-1070 (Oakland County)
591-0900 (Wayne County)
852-3222 (Rochester/Avon Twp.)