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Margaret McDonough
Iowa State College

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Those Buy Buy Blues
By Margaret McDonough

Have you ever bought a hat and afterwards bitterly regretted the momentary weakness which doomed you to wear the thing for the entire winter? Then perhaps thereafter you will take a little time to plan your shopping rather than to do it on the spur of the moment, in a haphazard fashion. It is a good idea to keep a shopping list in some handy place so that you can jot down things needed, from time to time. You can always eliminate items if there is not enough money to go around, but it is not so easy to remember everything on short notice.

Window shopping is a delightful pastime and may help to recall things you intended to buy, but it also hampers the imaginative way of creating a desire for the unattainable. Watching the advertisements is another good way to check up. It also informs you when there are bargain days at the stores.

If you have a budget it is a good thing to budget the money for your shopping too. Set a definite limit for each article and don't exceed that amount. Then you will never have the sad experience of trying in vain to make purchases and cash on hand agree with purchases and cash before hand. It is easier not to buy things than it is to take them back or keep them and scrimp for the rest of the month.

Good judgment is a decided asset in shopping, and contrary to general belief, it is not a God-given gift, but can be developed. Learn to know materials, to look things over slowly and carefully so that there will be no chance of getting poor quality or defective workmanship. Watching friends do their shopping is often an excellent way to get pointers on how to shop.

Develop a sales-resistant front. It is easy to be persuaded by an attractive, pleasant salesman to buy something for which you have no earthly use. Often times you recognize the old familiar line but somehow or other it has you hypnotized and you may go out of the store with an Empress Eugenie atop a wind-blown bob. Or you'll buy something else chiefly because of the grand promises made in an advertisement. Utterly ridiculous, you say. But it is one of the reasons why the market is flooded with gaudy, useless objects.

On the other hand it is not necessary to be rude to the salesperson in order to convince him that you do not want to buy what he has to offer. A little courtesy on the part of both customer and salesman will make shopping a joy.

Only long experience will give you wisdom of the quality of goods and size of stock the different stores have on hand.