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Uptown  
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# The Garage Sale

Guide to Getting Cash for Your Clutter

*Holding a garage or yard sale can be a great way to clear out clutter and earn some cash. Here's how to increase the odds that your sale will be a success...*

## SCHEDULING

The best time to hold your sale is on a weekend when a local church or civic group is staging a large rummage sale. These big sales draw bargain hunters from surrounding areas, and many of those shoppers will visit nearby garage sales as well. Post signs with arrows leading from the exit of the big sale to your own sale.

Otherwise, choose a weekend when a large number of garage sales are scheduled in your neighborhood...or ask your neighbors to join you in a multi-family or block-wide sale. The more sellers in the area, the more buyers who will visit.

Saturday morning usually is the best time of week for a garage sale because that is when the most garage sale shoppers are on the prowl. Other times are acceptable only if sales are commonly held at those times in your region. Also...

Start your sale 30 minutes earlier than other sales. This will encourage shoppers to begin their garage sale day with you.

Avoid scheduling your sale for a holiday weekend when people are away—unless your home is in a resort community or located on a heavily used route to, say, a local beach.

If there's one big employer in your region, schedule your sale for a weekend that closely follows its payday. That's when people are most likely to be in a spending mood. To find out when payday is, ask someone who works there or try calling the company.

If it rains on sale day, take down your signs and postpone your sale.

You can proceed with

your sale if your merchandise is protected by a garage roof, but expect business to be slow. Many garage sale shoppers make other plans when it rains.

## MERCHANDISE AND PRICING

Small, inexpensive items, including housewares...tools...costume jewelry...DVDs and CDs...books...and child-related products, sell well at garage sales. Large items, such as furniture, typically do not sell well because most shoppers cannot fit them into their cars. Items priced above \$10 or \$20 tend not to sell well either and are better sold through eBay, Craigslist or a newspaper classified ad.

Before holding your sale, visit a few garage sales in your area to determine appropriate prices. Relatively new, clean items can bring as much as one-third of their original prices, but most goods sell for much less.

**Examples:** Used hardcover books rarely sell for more than \$1 or \$2 apiece...used adult clothing rarely brings more than \$2 or \$3 per item. Used designer clothing is likely to fetch a better price in a consignment shop.

Shoppers do not like to have to ask the prices of merchandise. Attach a price sticker to each item...or post price signs when multiple items all cost the same amount.

**Example:** "Paperbacks 50 cents each."

Goods bring better prices when they have been cleaned, but consider the value of your time before you start scrubbing. Cleaning a child's toy might increase its sale



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## Let's Talk

Dr. Christine Gonzalez

Now that we are settling into the holiday season, don't forget to stop by the store for some unique gift ideas! Most notably, we are excited to be carrying a variety of Honey

mark manuka honey products (traditional honey, soap, antiseptic spray, and acne cream). Manuka honey is a special type of honey made by bees that gather nectar from the flowers of the Manuka bush, native to the pollution-free environment of New Zealand. There have been many studies demonstrating the antibacterial, antiviral, antifungal, antioxidant, and anti-inflammatory properties of manuka honey. It can be useful for a variety of skin conditions such as rashes, cuts, blisters, wounds, nail fungus, and athlete's foot to name just a few. There is documented evidence that it can destroy tough antibiotic-resistant infections too.

We have chosen the Honeymark brand for several reasons. First, they use a highly potent manuka honey (UMF rating of 16), which is medical grade. The company is based in the U.S. but the product is from New Zealand. Their products are free of parabens, artificial coloring, synthetic fragrances, and artificial preservatives. And lastly, they produce their products with organic and natural ingredients and do not test on animals. So if you're looking for a practical gift (that

also works great in a gift basket), consider one of Honeymark's manuka honey products! And don't forget to get one for yourself.

As we close another year here at Uptown, we'd like to thank our loyal customers for their continued support and patronage. We continue to steadily building our Facebook fan page. If you haven't "liked us" yet, you can find us at [www.facebook.com/UptownPharmacy2](http://www.facebook.com/UptownPharmacy2). We'd love to hear any comments or suggestions for improving our services to you. And lastly, we are excited to announce the winners of our flu shot promotion raffle. Congratulations to Aurora Basa, the winner of the pair of tickets to the Lakers' season opener game and David Hirning, the winner of the \$50 Mendocino Farms gift certificate. We hope you both enjoyed your prizes! Stay tuned for more fun promotions and prizes (if you like us on Facebook, you'll be the first to hear about it—hint, hint).



**Happy Holidays from the staff at Uptown!**

## 10 Ways to Look Good in Photos

*How to put your best face forward and pose like a model.*

Why not look your best?

With everyone snapping digital photos these days, why not look your best? Here are 10 simple tips that anyone can follow, like putting the tip of your tongue behind your teeth when you smile to relax your face. See what that and the other 9 are...

1. Focus your eyes just slightly above the camera lens, move your face forward a bit, and tip down your chin.
2. Put your tongue behind your teeth and smile, which will relax your face.
3. Keep your arms by your side—but not glued there. To look natural, they should be a little away from your body.
4. Test-drive clothing against a white wall, with an indirect, natural light source (under a tree, indoors near a window)—it will show whether blue really is your best color.

5. As a rule, avoid patterns.

6. Photos exaggerate everything, so go easy on the makeup. For women under 30, a little mascara and lip gloss; over 30, add a touch of concealer.

7. Practice the classic model pose: Turn your body three quarters of the way toward the camera, with one foot in front of the other and one shoulder closer to the photographer. When you face forward, your body tends to look wider.

8. For standing photos, belly in, buttocks tight, shoulders back, spine straight.

9. Study photogenic people as well as photos in which you think you looked best. Look at your best angle. You'll probably see that you were laughing or having a good time. Capturing someone when they're relaxed or most animated usually makes for the best results.

10. To feel at ease, try closing your eyes, then opening them slowly just before the photo is taken.





## Hints from JoAnn

**Houseplants Water Themselves While You're Away!** When we go on a trip, we can be gone for long periods of time. While we're away, there's just one thing we hate more

than imagining our withering darlings silently pleading for water...And that's imposing on a friend to come by every few days to tend to our plants. Of course, that's no longer a problem. Because now when we hit the road... our plants water themselves! Now yours can, too...

Take an empty plastic bottle (small one for a small plant, bigger for a big plant). Fill it with water, put the cap on and prick a small hole in the neck with a pin. Bury it neck-first in the soil—just deep enough to stay upright with the pinhole in the soil. Your plants will slowly take just as much water as they need.

## Uptown now carries Manuka Honey

Discover the amazing natural healing powers of Manuka Honey. Indigenous to New Zealand this natural healing source helps to maintain healthy skin even when other solutions fail. Take advantage of nature's best kept secret.



**Manuka Honey**—Has been known to be effective in a number of internal uses such as settling the stomach and helping aid digestion by helping with bloating and wind elimination.

**First Aid Antiseptic Lotion**—Protects against bacterial contamination and skin infection in wounds and burns including MRSA/Staph infections.

**Acne Cream**—Effective in eliminating acne and clearing clogged and infected pores.

**Anti-Wrinkle Serum**—Eliminates wrinkles, helps the production of collagen fibers, improves skin elasticity and regenerates new cells creating younger looking skin.

**Hand Soap**—Washes away germs that cause bacterial and fungal infections while leaving the skin soft and clean.

**Himalayan bath salt**—Contains 84 essential minerals, more than any other bath salt.

**Uptown Drugs is now carrying the Honeymark brand of Manuka Honey**

**Mix Up Your Own Powerful, Yet Safe, Weed Killer.** There's a reason commercial pesticides kill weeds... They're poisonous! To you. To your family. To your pets. To the environment. And they ain't cheap, either! So why not mix up your own? Combine 2 quarts of white vinegar, a teaspoon of liquid soap, and 1/2 cup of orange oil (from any garden store). Then spray it on and weeds are gone!

**Rainy day cure for dog odor:** Next time your dog comes in from the rain, simply wipe down the animal with Bounce or any dryer sheet, instantly making your dog smell springtime fresh.

**Honey remedy for skin blemishes.** Cover the blemish with a dab of honey (try our Manuka) and place a Band-Aid over it. Honey kills the bacteria, keeps the skin sterile, and speeds healing. Works overnight.

**Easy eyeglass protection.** To prevent the screws in eyeglasses from loosening, apply a small drop of clear Nail Polish to the threads of the screws before tightening them.

### Bug-Free Room.

- Put a couple of drops of lavender or peppermint essential oil on a cool light bulb to help repel bugs.
- Place several drops of oil of lavender or peppermint on a cotton ball or two. Put them into a small jar or margarine container. Poke a few holes in the lid and cover. Put around the room.



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(Continued from page 1)

price from \$1 to \$3—but the 10 minutes you spend cleaning might be worth more to you than \$2.

### Other smart sales strategies...

Scan newspaper circulars for store ads offering the products that you are selling—particularly if you're selling things that are relatively new or priced above \$10. Clip out these ads, and attach them to your items so that shoppers can see what good deals you're offering.

If you sell electrical items, have an outlet and extension cord handy so that you can show that they work.

Put in cheap batteries. Items powered by batteries bring much higher prices when they contain working batteries. If an item requires many batteries or large batteries, however, the cost of these batteries could eat up much or all of your profit. Buy cheap generic batteries at a dollar store...or pull used batteries near the end of their lives from electronics that you are not selling and buy new batteries for these.

Place all of your merchandise (except large items) on tables, even if this means borrowing folding tables from neighbors...or improvising tables from upturned boxes or boards placed across cinder blocks. Goods are less appealing when displayed on the ground, and many shoppers won't bend down to examine merchandise.

Be sure to have a "man's table." Have at least one table of merchandise that's likely to interest the stereotypical man, such as tools, DVDs, electronics and books. If possible, also position a lawn mower, barbecue grill or large tools near the front of your sale, where they can be seen from the road. Many garage sale shoppers are married couples, and these couples are more likely to stop at your sale—and remain longer—if there is something for the man to examine.

### ADVERTISING

Spread the word about your sale through ads in your local newspaper classifieds...on the free classified ads Web site [Craigslislist.org](http://Craigslislist.org)...and on community bulletin boards in local stores. Emphasize the size of your sale in these ads. Use words such as "huge" or "multifamily" if appropriate.

On the morning of your sale, post signs on the roads around your home. Provide large, easy-to-follow arrows pointing toward your sale, along with the words "Garage Sale" (or "Yard Sale") and your address in big, thick print so that it can be read from a moving vehicle.

**Caution:** Do not post your signs any earlier than the morning of your sale...and don't leave them up after your sale ends. Many towns and neighborhood associations prohibit private signs along roadsides. Garage sale signs often are ignored by the authorities and accepted by neighbors, but the longer you leave your signs up, the greater the odds that you will face a fine. Ask your homeowners association or town about garage sale sign rules in your area.

### SALE DAY

Greet those who visit your sale, then give them space to shop undisturbed. Chat with customers only if they initiate conversations. Background music can make shoppers feel more comfortable. Garage sale cash boxes can get stolen, so carry the cash generated by your sale (along with plenty of \$1 and \$5 bills for change) in a carpenter's apron or pouch worn around your waist. Be wary of accepting checks, which might bounce. Do not let strangers into your house to use your bathroom or make phone calls—they could be thieves.

## Very Useful Web Sites

**Lifelong learning:** How to improve your memory, read faster, start a blog, learn a language, carve wood, identify trees, tie knots and more. [www.WannaLearn.com](http://www.WannaLearn.com)

**Life calculator:** Estimate your life expectancy—and see how life-style changes can add years. [www.SonnyRadio.com/realage3.swf](http://www.SonnyRadio.com/realage3.swf)

**Local harvests:** Nationwide directory of farmer's markets and small farms that sell retail. [www.LocalHarvest.org](http://www.LocalHarvest.org)

**Flea market finder:** Locations, hours and other information. [www.KeysFleaMarket.com](http://www.KeysFleaMarket.com)

**Smarter picture taking:** How to take better travel photos, family portraits, nature shots, etc. [www.Kodak.com](http://www.Kodak.com) (click on "Tips & Projects Center" and "Learn").

### Receive a free stuffed animal

When you accumulate \$75 worth of purchases from our gift department (save your receipts) we will let you choose one of our stuffed animals. (While supplies last.)



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