

Article 609

[Previous Article](#) [Return to Headlines](#)

FRONT

**'This stuff is selling like crazy' Post-Christmas specials bring out bargain hunters****Hillary Chura** and Joyce M. Rosenberg, The Associated Press

12/27/1993

The Arizona Republic

STATE

Page A1

(Copyright 1993 Phoenix Newspapers, Inc.)

Shoppers in Arizona and around the nation were out early and in force Sunday, seeking bargains on Christmas decorations and other sale items, store managers said.

The post-Christmas sales that began Sunday capped a generally good holiday shopping season. Industrywide sales were up 5.5 percent from the strong showing a year earlier, according to the investment firm Salomon Brothers Inc.

However, individual retailers had widely divergent results, depending on what they sold.

Customers, who were lined up eight deep at the Bullock's department store in Scottsdale, didn't mind the wait, manager Claire Brand said.

"They have a very positive attitude and just say, 'Oh, it's like this every year, but I get great deals, so it's OK,'" she said.

Sales were brisk, Brand said.

"If you're coming in for sale merchandise, come in now because this stuff is selling like crazy," she said.

One shopper agreed after going to a Dillard's store in Mesa on Sunday morning.

"If you didn't get there 15 minutes before they opened the doors, you were out of luck," said Andrea Esquer, 27, of Tempe.

"It was a feeding frenzy. It was like someone had won the \$90 million lottery; it was actually scary."

Business at a Sears department store in Flagstaff was better than managers expected, with people buying reduced-price winter clothing and electronics, manager Steve Sunderland said.

Customers lined up for Christmas ornaments and winter clothes at Mervyn's in Tucson, spokesman Ron Luegering said.

Other stores, such as a Kmart in Scottsdale and a JCPenney's in Phoenix, weren't overrun with customers.

Sharon Howel, Kmart assistant merchandise manager, said Sunday was like a regular shopping day - not one renowned for long lines with people returning unwanted presents. Shoppers

primarily were stocking up on half-price Christmas wrapping paper and decorations, she said.

Shoppers at the Penney's department store were buying linens and winter sweaters, personnel manager Becky Vines said.

Customers also were buying big-ticket items, such as electronics, said Mike Vega, assistant manager at Target in Mesa.

The day after Christmas traditionally is a big day for boxing up gifts and returning them to stores, even with the day falling on Sunday this year, but few customers were lining up with returns.

People not satisfied with their presents didn't want money back but instead looked for other items, sometimes more costly than their gifts, Brand said.

"Money has gotten looser. We noticed it at Christmas," she said. "People are more willing to spend money on big-ticket items."

In New York City, people stormed into the stores Sunday, looking for 50 percent or more off wrapping paper, holiday gift ware and winter clothes. Newspapers were full of sale ads, even for pricey stores such as Cartier and Burberrys.

When the stores opened early - many at 8 a.m., compared with a usual Sunday opening time of 11 or noon - shoppers were waiting. Cars lined up outside the parking lot at Glendale Galleria, about 10 miles north of downtown Los Angeles, at 7:30 a.m., half an hour before the stores opened.

Shoppers came out in many parts of the country despite frigid weather. For people who preferred to shop in the warmth of their living rooms, Home Shopping Network and QVC were running their own after-Christmas clearance sales.