

Forever in Blue Jeans

Judy and I were in Hawaii some time ago and we went into an upscale department store in Honolulu to look around. I was browsing in the men's section and saw a rack of Hugo Boss jeans. Hugo Boss is the brand of trousers that I buy so I went over to look at the jeans. The jeans looked very good and then I looked at the price tag. They were \$275. I returned them to the rack. I was standing looking at the jeans and wondering who would pay \$275. for a pair of jeans when a sales lady came over. She took about a dozen pair of jeans off the rack and put them on another free-standing rack right behind me. She then put a sign on the rack that said \$29. I was quite astounded at this and needed some clarification. I asked her, "Is it true that if I take a pair of jeans from this rack I have to pay \$275. but if I take the same pair of jeans from this rack I pay \$29?" She said, "That's right, we're having a sale and when we have a sale we have a sale."

I found a pair my size on the \$29. rack and went to the change room to try them on. They fit perfectly. I decided that at \$29. I would buy 2 pair. When I got back to the rack they were all gone. I took the jeans to the cash counter to pay for them and the cashier scanned them and came up with a total of \$26.10. I asked how she came up with that amount when the price was \$29. She explained that there was a 10% discount today on everything in the store. She then told me that she would give me another 10% discount if I would fill out an application for a credit card from this store. My computerized brain did a fast mathematical calculation and told me that this brought the price of the jeans down to \$23.20. I declined the credit card offer and left the store with my \$279. jeans tucked into a fashionable shopping bag. Bargain of the year.

I hear many comments of how great the jeans look and I have to agree that they do look exceptional. In case the comments are coming from someone who may be thinking of buying a pair I always add, "And they only cost \$279".



Brad McInnes
YMASC President 1970 - 1971

