

Baby Bargains; Secrets to Saving 20 to 50 Percent on Baby Furniture, Equipment, Clothes, Toys...: Secrets to Saving 20 to 50 Percent on Baby Furniture, Equipment, Clothes, Toys...

Goodreads Rating:

4.17

ISBN13: 9780962655647

Genre: Uncategorized

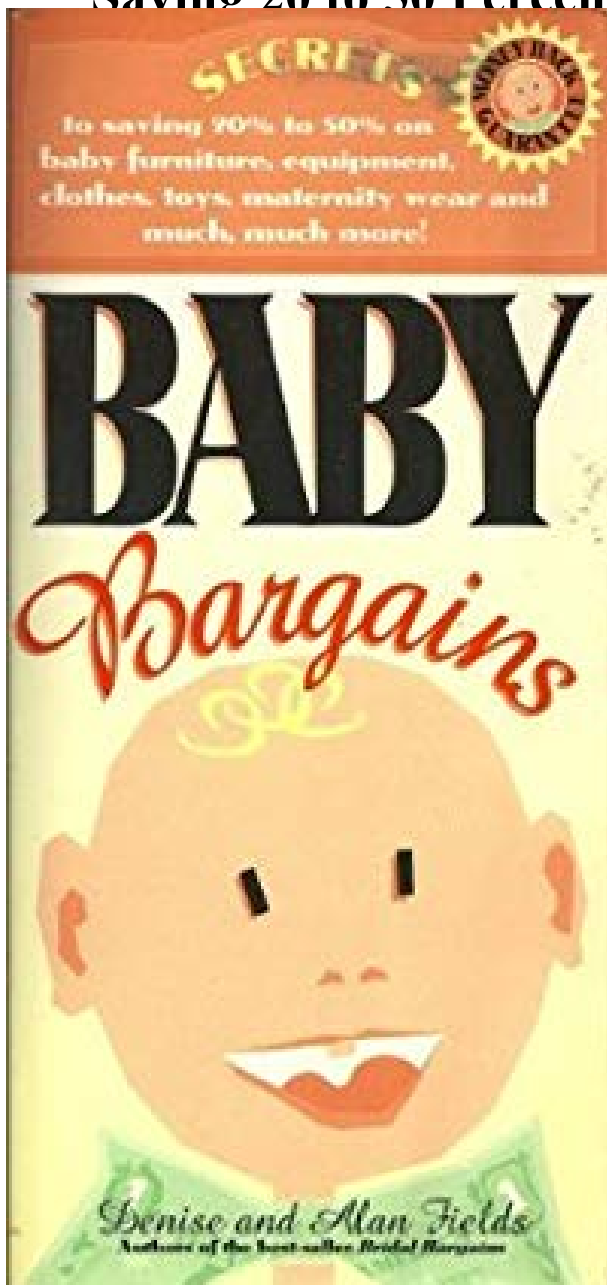
Language: English

Author: Denise & Alan Fields

Published: October 1st 1994 by Windsor Peak Press

Pages: 261

ISBN10: 0962655643



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The ultimate consumer guide to all the best deals for expectant parents or those with newborns -- Features new product reviews, more safety tips, updated catalog listings, mail-order bargains, and stroller recommendations. In 1997, over 4 million babies will be born in the U.S. - the highest rate of birth since the legendary Baby Boom. Expectant parents outfit their homes with an average of \$5,000 worth of equipment

and clothing during their baby's first year, making a grand total of \$24 billion spent yearly on items for babies. Approximately 20 percent of that spending is on gifts bought by grandparents, friends, and coworkers of the couple. Today's new parents are savvy consumers who, in light of tough economic times, are searching for bargains - but they still want quality and designer names for their baby. To help parents navigate the consumer maze and come out with money to spare, Baby Bargains is full of information such as: -- How to get the best deals on cribs, car seats, carriers, and gadgets -- Secrets to saving on brand-new, designer baby clothing and bedding -- Starred "ratings" of stores, outlets, catalogs, and products -- The truth about strollers -- and which brands work best in the real world Now with photos, illustrations, and targeted stroller recommendations for specific parts of the U.S. and Canada, this guide includes "e-mail from real parents" to make it replete with up-to-the-minute advice from experienced bargain-hunting parents.