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Local News



Posted: Sunday, 16 November 2008 1:59PM

More Bargains Await Fewer Shoppers



SAN FRANCISCO (KCBS) -- The bad economic news of the last several months will likely mean a ho-hum holiday for retailers this season.

[KCBS' Melissa Culross reports](#)

"Frankly, everybody's hurting right now," said Kit Yarrow, business professor at Golden Gate University. "And I don't think anybody is marching into the season fully confident that they can expect to do well."

Yarrow said consumers this year are likely to spend less money and buy gifts that are more practical. And while bargains are definitely to be found, she warned not to procrastinate.

"The longer you wait, of course the greater the discount but retailers have ordered less merchandise this year," said Yarrow, so if you want a good selection and a good price, don't wait too long.

(wll)



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