

HALLOWEEN HINTS

Cost-Conscious Costumes

(NAPSA)—Second only to Christmas in terms of dollars spent, Halloween accounted for more than \$6 billion in sales in 2000. However, with Americans tightening their budgets this year, economists predict that spending will level or lessen this season as parents look for ways to scare up the most for their money.



Cute costumes for kids don't have to cost a fortune.

Catalog and online retailer Lands' End has responded by offering high-quality, low-cost costumes backed by their quality guarantee. For \$19.50, parents and kids have their choice of a baby-soft polarfleece bunny, zebra, penguin or lion in sizes 6 months to 4T. The lightweight "fur-like" costumes include details such as cute peek-a-boo hand and feet flaps that keep little fingers and toes the right temperature and sturdy, full-length zippers for easy in-and-out access.

"Not only is this a great value at a great price, these costumes are just so cute," says Chris Alfred, merchandising manager for Lands' End Kids. "Kids will love to wear them through the fall and winter because they are so much fun, and parents will love the hand-me-down, huggable quality they get for their dollar."

The costumes can be found at www.landsend.com/kids or by calling toll-free 800-734-KIDS.