



Issue No. 73: The Science of Seasonal Shopping | August 15, 2022

A Season to Save

Shopping with intention is usually more expensive than settling for cheap Chinese junk on Amazon, but it's worth spending a little more to support American jobs, own high-quality goods, and purchase from people who don't hate you.

That being said, there's nothing wrong with trying to get a good deal, and a great shopping hack is to purchase certain items at the end of the season. As businesses clear their shelves in preparation for the next retail boom, they almost always offer their current stock at a steep discount. Read on to find some great, aligned companies offering end-of-summer deals—even while there are still weeks of warm weather left.

The Better Alternative

Lots of clothing stores have end-of-summer sales, but whether it's Gap, H&M, Macy's, or most big name stores, those sales also come with a hefty dose of leftwing corporate activism. We've got better options.

[Linc Active](#) (owned by the folks behind Demolition Ranch) offers both men's and women's activewear. It's top quality, and right now they are having a 15% off sale on a wide range of items. Whether you need leggings, joggers, tanks, or shorts, Linc has you covered.

For women and children, [Honey Mark](#) is also offering a sale upwards of 50% off for bathing suits, towels, and more. Designed for both comfort and class, these bathing suits come with an additional benefit: the code **THANKYOU30** gives you 30% off sitewide. Their innovative swim rompers are always in high demand!

For the gentlemen, [Southern Tide has a Final Sale](#) on shirts, shorts, hats, trunks, and more, many of which are close to 50% off. This American company draws its inspiration from the beauty and heat of

the South, offering preppy-but-masculine clothes for summer fun and proof that a few properly chosen clothes can elevate any man's wardrobe.



Business Spotlight

With back-to-school energy buzzing and teachers preparing for arts and crafting, it's a perfect time to return to one of our favorite stores, Hobby Lobby . We've certainly featured this openly Christian (and aligned) business before, but for a limited time they are giving an online discount of 66% off and an in-store discount of 75% off!

Once you've saved big on some summer staples, why not get ready for fall, too? Select fall goods are 40% off, so head on in and stock up on frames, décor, fabrics, scrapbooks, and more.

The Bigger Picture

A few weeks ago we featured [The American Woman](#) , but did you know we have a newsletter for men, too? Every Friday, [The American Man](#) features cultivated, aligned men's products, guides for practical skills, and stories about strong men who build rather than destroy.

These days, we need courageous and useful men who can restore order in a disordered society. The American Man honors such men—and helps raise them up. Join the movement here .

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