# Costs, Merchandising Practices, Advertising and Sales in the Retail Distribution of Clothing Volume 5



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(Miss Dakota Zulauf)

# COSTS, MERCHANDISING PRACTICES, ADVERTISING AND SALES IN THE RETAIL DISTRIBUTION OF CLOTHING VOLUME 5

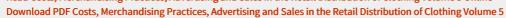


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Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*\*. This historic book may have numerous typos and missing text. Purchasers can download a free scanned copy of the original book (without typos) from the publisher. Not indexed. Not illustrated. 1921 Excerpt: . of inventories per \$100 of total net sales are given for each of the years 1919,1918, and 1914 for each of the territorial regions. It has already been determined that inventories in terms of sales were lower in 1919 than in either of the other years, when the country as a whole is considered as a unit. Table 22 shows that this is true for each of the different geographical areas. The graphic part of the table emphasizes the margins of difference between the years for each district. For reasons given above, it is doubtful whether the details in this table are wholly comparable from region to region. B.--Specified Departments. The preceding discussion of the relation of inventories and total net sales refers to stores taken as units, no distinction being made for separate departments. Data are avail TABLB 24 SALES AND INVENTORY OF MEN s AND YOUNG MEN s CLOTHING, AND AMOUNT OF INVENTORY PER \$100 OF SALES FOR STORES CLASSIFIED BY SIZE AND BY SIZE OF CITY, 1919, 1918, AND 1914, COMBINED able, however, from which an analysis can be made of the relationship of inventories to sales for the following departments: Men s and Young Men s Clothing, Men s Hats and Caps, Men s Furnishings, Boys and Children s Clothing, and Shoes. Table 23 summarizes the conditions for each of these departments. The amounts per \$100 of total net sales vary from \$27.54 for men s and young men s clothing,...



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