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Nota di contenuto	Cover; THE DEVELOPMENT OF THE WHOLESALER IN THE UNITED STATES 1860-1900; Title Page; Copyright Page; Table of Contents; LIST OF TABLES; LIST OF CHARTS; I. INTRODUCTION; Nature and scope of the study; Definition of terms; Institutional considerations; Sources of data; Organization of the study; II. WHOLESALERS AND WHOLESALE MARKETS IN 1860; Volume of wholesale trade; Wholesale market centers; New York; Boston; Philadelphia; Baltimore; New Orleans; Cincinnati; Chicago; St. Louis; Louisville; The wholesale merchant; Specialization by the wholesaler; Extension of credit; Traveling salesmen Advertising Organization; Shipping merchant, importer, exporter; Agent middlemen in operation in 1860; Auctioneers; Commission merchants; Brokers; Commissions; Summary; III. GROWTH AND DEVELOPMENT OF WHOLESALE TRADING CENTERS, 1860-1900; Economic setting; Changing relative importance of centers; The two leading centers, New York and Chicago; New York; Chicago; Other important coastal centers; Philadelphia; Boston and Baltimore; Other important interior centers; Cincinnati; Louisville; St. Louis; Smaller cities as wholesale centers; Kansas City; Minneapolis and St. Paul; Milwaukee; Summary

IV. THE DEVELOPMENT OF THE WHOLESALE MERCHANT, 1860-1900
Specialization by wholesale merchants; Functional specialization; Specialization by merchandise lines; Selling and sales promotion; The development of traveling salesmen; Catalogs and printed price lists; The early development of wholesalers' brands; Use of advertising by wholesale merchants; The wholesale merchant's credit operations; Obtaining credit information; Credit terms; Financial assistance to retailers; Physical facilities and organizations; Facilities; Organization
Changing status of shipping merchants, importers and exporters
Decline of the shipping merchant; Reasons for the decline; Importers and exporters; Summary; V. AGENT WHOLESALERS; Auctions; Declining importance of auctions; Volume of auction sales; Reasons for the decline; Commission merchants; Commission merchants defined; Declining in relative importance; Handling large volumes in some lines; Specialization by commission merchants; Reasons for declining importance; Selling agents; Merchandise brokers; Brokers defined; Importance of brokers; Manufacturers' agents; Summary
VI. PARTICULAR COMPETITIVE PROBLEMS ENCOUNTERED BY THE WHOLESALER
Major competitors of the wholesaler; Efforts to eliminate the wholesaler; Manufacturers selling direct; Retailers buying direct; Farmers' efforts to eliminate middlemen; Competitive efforts and tools employed by the wholesaler; Formation of associations; Private brands; Factor or rebate plan; Summary; VII. SUMMARY AND CONCLUSIONS; BIBLIOGRAPHY

Sommario/riassunto

Although the scientific study of marketing is relatively new, certain aspects of it have been analyzed in considerable detail. A body of literature exists, for example, on the various phases of retailing and advertising. It is only in the last decade or two, however, that much attention has been given to the study of wholesalers and wholesaling. The field occupies an important place in the economy, and in this study of the development of the wholesaler in the United States, Bill Reid Moeckel provides the historical basis for understanding the present nature of the wholesaling business, with
