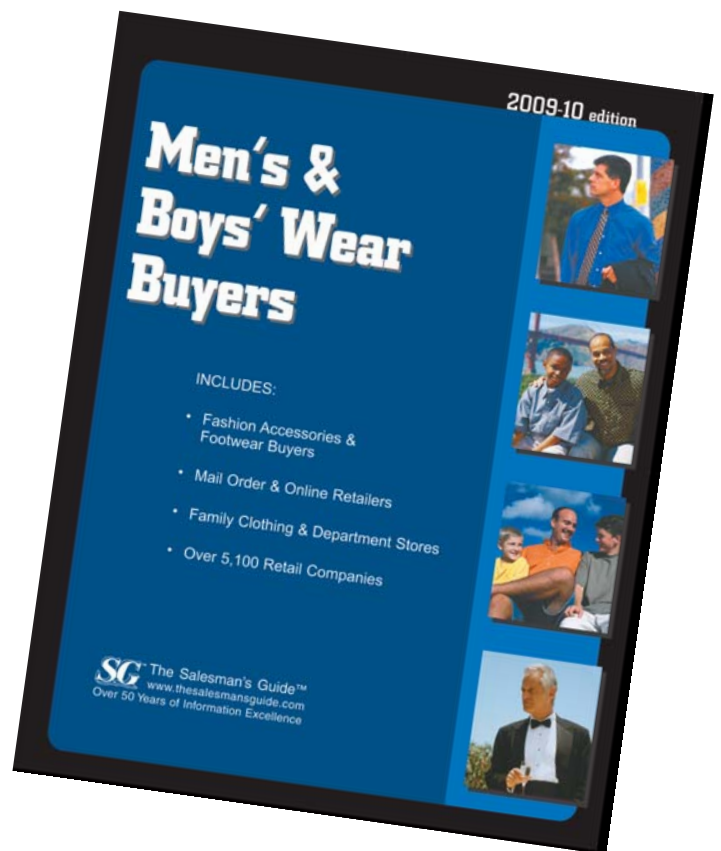


2009-2010 Men's & Boys' Wear Buyers

This directory provides access to over 9,000 executives and buyers for major U.S. and Canadian men's and boys' apparel. These business professionals are presidents, owners, merchandise managers, and purchasing and procurement managers who select and purchase from the entire spectrum of men's and boys' apparel. With over 5,100 businesses listed inside, this book is a must have for the apparel industry.



Highlights:

- **More than 9,000 Executives & Buyers at over 5,100 Companies Throughout the U.S. and Canada**
 - **Family Clothing and Department Stores**
 - **Fashion Accessory and Footwear Buyers**
 - **Available on CD-ROM**
- **Fully Searchable CD-ROM Databases!!**
Import into the following programs:
 - Microsoft Access
 - Microsoft Excel
 - Goldmine
 - dBase
 - Act

Listings include the following data elements: contact names & titles (including owners, executives, G.M.M.s, D.M.M.s, buyers), merchandise bought, mailing address, phone & fax numbers, Web site address, merchandise price points, sales volume, type of store, number of stores, real estate contacts and retail location geographic analysis for large retail chains.



The Salesman's Guide™
www.thesalemansguide.com
Over 50 years of Information Excellence

KEY TO CODES

EXPLANATION OF TYPES OF BUSINESS CODES INCLUDED IN THIS DIRECTORY

AN	Army Navy Store
CBO.....	Corporate Buying Offices
CLO	Family Clothing Store
DEPT	Department Store
DG.....	Dry Goods
FW.....	Footwear Specialty Store
GM.....	General Merchandise
GS.....	Gift Shop
KS	Children's Specialty Store
MO	Mail Order
MW	Men's Wear Store
OL	Online Retailer
OT	Manufacturer's Outlet
PX	Military Post Exchange
RB.....	Resident Buying Office
SG	Sporting Goods
SP	Specialty Store
WW.....	Western Wear

PRICE CODES USED TO INDICATE RANGE OF MERCHANDISE CARRIED

des.....	Designer
b.....	Better
m.....	Moderate
p.....	Popular
bud.....	Budget

SAMPLE ENTRY

OREGON – Astoria

¹DOUBLE O NEGATIVE CLOTHING, INC.

⁵(MW – 2)

(ROCKY ROAD STREET WEAR)

²138 Goondocks Ln. (p-m)⁷

Astoria, OR 78532

⁸(Henry Doneger)

³448-562-7895/ FAX: 448-562-7789⁴

⁶Sales: Over \$10 Million

¹⁰Web site: www.00neg.com

¹¹Email: slickshoes@00neg.com

¹²Retail Locations: OR, WA, CA

⁹LAWRENCE COHEN (President & C.E.O.)

ANDREA CARMICHAEL (V.P. & G.M.M.)

LOTNEY FRATELLI – Men’s Overcoats,
Suits, Tailored Jackets, Tailored Slacks,
Raincoats, Sweaters, Sport Shirts, Leather
Apparel, Dress Shoes, Boots, Dress Shirts,
Ties, Underwear, Robes, Hosiery, Big & Tall
Men’s Wear

ELGIN PERKINS – 4 to 20 Boys’ Wear,
Boys’ Accessories, Underwear, Hosiery

RICHARD WANG – Store Displays, Fixtures,
Supplies

KEY TO ENTRIES

1. Company Name
2. Address
3. Telephone Number
4. Fax Number
5. Type of Business - Numbers following type of business abbreviations indicate number of units operated by multiple-unit retail operations
6. Sales Volume - Annual sales as reported by the firms that are listed
7. Price Range of Merchandise Carried
8. Buying Offices Used
9. Executives/Buyers - Individuals at the firms who are responsible for purchasing men’s and boys’ wear and accessory items
10. Web site
11. E-mail Address
12. Geographic Retail Analysis - Indicates in which states the company has a retail operation