

Annotated Bibliography

Primary Sources

Books

Crews, Harry. *A Childhood: The Biography of a Place*. Athens: University of Georgia Press, 1978.

This memoir tells of Harry Crew growing up in rural southern Georgia. He said that without the Sears mail order catalog, his childhood would have been radically different. It brought color, beauty, and mystery into the lives of poor farming families. We were able to quote the author twice in our website.

Sears, Roebuck & Co: Consumer's Guide for 1894. New York: Skyhorse Publishers, 2013. Print.

This Sears, Roebuck catalog was the first that expanded from just watches and jewelry, offering merchandise such as sewing machines, sporting goods, musical instruments, saddles, firearms, buggies, bicycles, baby carriages, and men's and children's clothing. It includes testimonials from satisfied customers, some of which we were able to quote in our website.

Sears, Roebuck & Co., Catalogue No. 104, 1897 reprint. New York: Crown Publishers Inc., 1969. Print.

This was the first Sears, Roebuck catalog in which Sears added a color section, advertising shoes in black, red, and brown. We saw some ads in it that grabbed our attention, and we were able to locate them online and put them in our website.

Sears, Roebuck & Co., Catalogue No. 111, 1903 reprint. New York: Crown Publishers Inc., 1969. Print.

This 1903 Sears, Roebuck catalog included the commitment "Your money back if you are not satisfied." Richard Sears was the first businessman to use this phrase. He also included a handwritten note to his customers in this catalog, as well as added new items such as barber chairs and basketballs.

Sears, Roebuck & Co., Catalogue No. 117, 1908 reprint. Chicago: The Gun Digest Co., 1969. Print.

Richard Sears resigned his position at Sears in 1908, and so this was the first catalog to be distributed without Sears in charge. Customers were pleased to find the same level of satisfaction with the catalog under Julius Rosenwald's new leadership.

Sears, Roebuck and Co. 1897 Consumer's Guide. New York: Chelsea House Publishers. 1968. Print.

This edition of the Sears, Roebuck and Co. catalog proved to be increasingly helpful as we began to need visuals for our website and a concrete document to reference for our research. One of our team members' parents owned this catalog, and so it was the first consumer's guide we viewed. It gave us a very insight into Sear's incredible marketing and advertising abilities.

"Catalog No. 124." *Internet Archive.* Sears, Roebuck & Co., Chicago, 1912. Web. <<https://archive.org/details/catalogno12400sear>>. Accessed on March 24, 2015.

This is the an online copy of the full 1912 Sears catalog. We enjoyed being able to electronically flip through the pages of such an old catalog.

Newspapers

"Grand Opening – Fifth & Main." *Riverside Daily Press*, 1929. Web. <<http://www.raincrosssquare.com/wp/wp-content/uploads/2009/05/19290215-pe-sears-002-1200.jpg>>. Accessed on January 14, 2015.

This is a newspaper headline announcing the opening of a Sears store at Riverside. It can be found on our "Robert E. Wood" tab.

"Rosenwald Gives Away \$687,500 on Fiftieth Birthday." *Chicago Tribune*, August 12, 1912. Web. <<http://archives.chicagotribune.com/1912/08/12/page/1/article/rosenwald-gives-687-500-to-public-on-50th-birthday>>. Accessed on March 15, 2015.

This is a newspaper clipping announcing Julius Rosenwald's generous gift of \$687, 500 to help child education. This highlights Rosenwald's philanthropic business endeavors. The image can be found on our "Robert E. Wood" tab.

"Sears Forces Surge into Year of Jubilee." *Sears News-Graphic*, company newspaper. February 18, 1936. Web. <<http://www.searsarchives.com/history/chronologies/detailed/detail/1936.htm>> Accessed on January 23, 2015.

This is a newspaper clipping that announces Sears' fiftieth anniversary, calling it a "year of jubilee". The image can be found on our "Timeline" tab.

"Sears, Roebuck & Co. Sales Reported Near Record Set in 1929." *Chicago Tribune*, October 15, 1935. <<http://archives.chicagotribune.com/1935/10/15/page/25/article/sears-roebuck-co-sales-reported-near-record-set-in-1929>>. Accessed on April 2, 2015.

This newspaper article states that Sears came close to topping their all-time sales record in 1935, with a total of \$38,417, 000 in sales in the four weeks of October. We inserted the clipping in our "Robert E. Wood" tab.

"Sears, Roebuck and Company Re-open Their House Sales Department." *The Seattle Star*. April 1, 1921. Web. <<http://chroniclingamerica.loc.gov/lccn/sn87093407/1921-04-01/ed-1/seq-16/>> Accessed on October 30, 2014.

This article is an advertisement that announced that the Sears Roebuck & Company was reopening its house sales department to the buying public. After two years of restricting sales to shipments only, they decided to reopen direct sales. This would enable customers to call at the store and get their goods instead of ordering from the catalogue and waiting for the shipment.

"Sears Roebuck & Company Winning Our Trade." *Mohave County Miner*. January 27, 1917, Page 6. Web. <<http://chroniclingamerica.loc.gov/lccn/sn84024828/1917-01-27/ed-1/seq-6>>. Accessed on October 30, 2014.

This is an article expresses the enormous volume of business expected for the Sears Roebuck & Company for the year of 1917. It claims that the company signed a contract to order 240,000 tons of catalogs for the upcoming year. This move demonstrated the extremely important task of extensive advertising.

“Sears, Roebuck Lets Workers Share for Profit.” *Chicago Tribune*, October 31, 1937. Web. <<http://archives.chicagotribune.com/1937/10/31/page/33/article/sears-roebuck-lets-workers-share-in-profit>>. Accessed on March 28, 2015.

This is a newspaper clipping that announces President Robert E. Wood’s outstanding combination of profit sharing and savings fund plans for Sear’s workers. The plan was originated by Julius Rosenwald, and it paid over forty-five million dollars to employees. We inserted the newspaper on our website on our “Robert E. Wood” tab.

“We Open Tomorrow!” *Chicago Tribune*, February 1, 1925. Web. <<http://www.searsarchives.com/history/chronologies/detailed/detail/1925.htm>>. Accessed on February 1, 2015.

This is an advertisement for the opening of Sears' first retail store. It can be found in our “The Legacy of Sears” tab.

“We Want a Julius Rosenwald in Every Community.” New York; American Jewish Relief Committee, 1917. Original printed sheet. First edition.

This is a printed advertisement soliciting matching donors for the Jewish War Relief Fund. It emphasizes the contributions of Julius Rosenwald of Sears Roebuck in promising to contribute one hundred thousand dollars “to the Jewish War Relief Fund for every million collected from March to November 1917.” It asks: “Who will be the Rosenwald of your city? ”

Annual Reports

Sears, Roebuck and Co. 1910 Balance Sheet and Statement. Washington, D.C.: Sears, Roebuck and Home Construction Division, 1910. *Penn Libraries*. Web. <<http://www.library.upenn.edu/collections/lippincott/corprpts/sears/sears1910.pdf>>. Accessed on January 21, 2015.

This is an annual report from the year 1910. It contains the sales, returns, allowances, discounts, purchase, inventories, and much more for the entire year. We used it to help create a graph of Sears, Roebuck and Company’s net sales from 1890 to 1940, which can be found in our “Statistics” tab.

Sears, Roebuck and Co. 1915 Balance Sheet and Statement. Washington, D.C.: Sears, Roebuck and Home Construction Division, 1931. *Penn Libraries*. Web. <<http://www.library.upenn.edu/collections/lippincott/corprpts/sears/sears1915.pdf>>. Accessed on January 21, 2015.

This is an annual report from the year 1915. We used it to help us create a graph of Sears, Roebuck and Company's net sales from 1890 to 1940, which can be found in our "Statistics" tab.

Sears, Roebuck and Co. 1920 Consolidated Balance Sheet and Income Account. Washington, D.C.: Sears, Roebuck and Home Construction Division, 1931. *Penn Libraries*. Web. <<http://www.library.upenn.edu/collections/lippincott/corprpts/sears/sears1920.pdf>>. Accessed on January 21, 2015.

This is an annual report from the year 1920. We used it to help us create a graph of Sears, Roebuck and Company's net sales from 1890 to 1940, which can be found in our "Statistics" tab.

Sears, Roebuck and Co. 1925 Consolidated Balance Sheet and Income Account. Washington, D.C.: Sears, Roebuck and Home Construction Division, 1931. *Penn Libraries*. Web. <<http://www.library.upenn.edu/collections/lippincott/corprpts/sears/sears1925.pdf>>. Accessed on January 22, 2015.

This is an annual report from the year 1925. We used it to help us create a graph of Sears, Roebuck and Company's net sales from 1890 to 1940, which can be found in our "Statistics" tab.

Sears, Roebuck and Co. 1930 Comparative Consolidated Balance Sheets and Income Accounts. Washington, D.C.: Sears, Roebuck and Home Construction Division, 1931. *Penn Libraries*. Web. <<http://www.library.upenn.edu/collections/lippincott/corprpts/sears/sears1930.pdf>>. Accessed on January 22, 2015.

This is an annual report from the year 1930. We used it to help us create a graph of Sears, Roebuck and Company's net sales from 1890 to 1940, which can be found in our "Statistics" tab.

Sears, Roebuck and Co. 1935 Annual Report. Washington, D.C.: Sears, Roebuck and Home Construction Division, 1931. *Penn Libraries*. Web. <<http://www.library.upenn.edu/collections/lippincott/corprpts/sears/sears1935.pdf>>. Accessed on January 22, 2015.

This is an annual report from the year 1935. We used it to help us create a graph of Sears, Roebuck and Company's net sales from 1890 to 1940, which can be accurate idea of what the time period was like and how we could present in our website the wealth of information Sears provided in the catalog. It also provided found in our "Statistics" tab.

Sears, Roebuck and Co. 1940 Annual Report. Washington, D.C.: Sears, Roebuck and Home Construction Division, 1931. *Penn Libraries.* Web. <<http://www.library.upenn.edu/collections/lippincott/corprpts/sears/sears1940.pdf>>. Accessed on January 22, 2015.

This is an annual report from the year 1940. We used it to help us create a graph of Sears, Roebuck and Company's net sales from 1890 to 1940, which can be found in our "Statistics" tab.

Letters

"Julius Rosenwald - Typed Letter Signed 08/19/1914." Julius Rosenwald Papers, University of Chicago Library. Series IV Scrapbooks, Scrapbook 5, Page 106: Correspondence, Franklin K. Lane, August 19, 1914.

Julius Rosenwald, Chairman of Sears, Roebuck & Co., signed this typed letter to Secretary of the Interior Franklin K. Lane in 1914. In it, he expresses his admiration for a patriotic address made by Lane, *Makers of the Flag*, which Rosenwald said "should be memorized by every American child."

Moore, Molly. "*Highly Pleased with Order.*" *Sears, Roebuck and Company Consumers Guide.* 1897.

We included this note in the "letters" tab in our website, as just one of many letters testifying to the nature of the company and their individualized attention to consumer wants, needs, and feedback.

Sears Holdings Archives, Box #2491 Oral Histories / Seidel Research. Folder: "Letters from Customers."

This folder contained letters that customers wrote to Richard Sears and his company. They demonstrate how deeply the customers trusted Sears, writing to

ask for anything from fixing a cuckoo clock to finding them a wife. We included three letters from this folder in our “Letters” tab.

Audio

Don Fields and His Pony Boys. “Sears Roebuck Rag.” Historic WDEV Broadcasts & Last Sessions, 1941. MP3.

This song is an upbeat musical interlude. We used it on our “Legacy of Sears” tab.

Dorothy Shay. “Mr. Sears and Mr. Roebuck.” Here's Dorothy Shay, 1949. MP3.

This song is about a woman flipping through the pages of a Sears catalog. Here's an excerpt from the song: “I been sittin' here a-thumbin' through your book/ Page a hundred ninety-nine/ Shows a stove that's mighty fine/ And a feller in an apron like a cook.” We used it on our “A Look Inside” tab.

Scott Joplin. “The Entertainer” John Stark & Son, 1902. MP3.

This song is from the early 1900s, which is the time period of our project. We used it on our “Thesis” tab.

Pictures

“1940 Sears Building Open House.” Galveston History, 1940. Web. <<http://www.galvestonhistory.org/wp-content/uploads/2014/03/sears.jpg>>. Accessed on February 2, 2015.

This is a picture of the Sears Building on 2228 Broadway. The image can be found on our “Timeline” tab.

“Catalog advertisement, Sears' West Side headquarters, Chicago, 1906.” Sears Archives, 1906. Web <<http://www.searsarchives.com/history/chronologies/detailed/detail/1906.htm>>. Accessed on January 5, 2015.

This is a catalog advertisement showing the Sears company's Chicago Plant. We used the top portion of ad on our “Resources” page.

“Gen. Robert E. Wood, Richard Taylor and R.B. Munson at the opening of the new Houston store.” Sears Archives, November 1939. Web. <<http://www.searsarchives.com/history/chronologies/detailed/detail/1939.htm>> Accessed on January 23, 2015.

This is a picture of Robert E. Wood and two retail businessmen during the opening of the new Houston store. Wood had just become president of Sears, Roebuck and Company. This image can be found on our “Timeline” tab.

Harris and Ewing. “Wood, Robert E., General.” Library of Congress. Date Unknown. Web. <<http://www.loc.gov/pictures/item/hec2009005789/>>. Accessed on January 5, 2015.

This is a picture of Robert E. Wood when he was a military officer. It can be found on our “Home,” “Leaders,” and “Robert E. Wood” tabs.

“Interior page, R.W. Sears Watch Co. Catalog.” Sears Archives, 1889. Web. <http://www.searsarchives.com/history/images/1888ca_Watchlg_96.jpg> Accessed on January 23, 2015.

This is a picture of the inside page of a R.W. Sears Watch catalog. This image can be found on our “Timeline” and “The Legacy of Sears” tabs.

“Julius Rosenwald of Chicago.” Library of Congress, 1929. Web. <<http://www.loc.gov/pictures/item/94509159/>>. Accessed on January 18, 2015.

This is a picture of Julius Rosenwald when he was the president of Sears, Roebuck and Company. He is standing outside the White House. This picture can be found on our “Julius Rosenwald” tab.

“Julius Rosenwald.” Library of Congress. Date unknown. Web. <<http://www.loc.gov/pictures/item/ggb2006002027/>>. Accessed on January 8, 2015.

This is a full body shot of Julius Rosenwald standing in his office at the Sears, Roebuck and Company mercantile plant. The picture can be found on our “Home” and “Leaders” tabs.

“Mail Order Head at White House Conference.” Library of Congress. November 11, 1937. Web. <<http://www.loc.gov/pictures/resource/hec.23555/>>. Accessed on January 5, 2015.

This is a picture of Robert E. Wood at a White House conference with President Roosevelt, federal officials, and other businessmen. They were discussing a home building program planned for the upcoming year. The image can be found in our “Robert E. Wood” tab.

“One of the Largest Commercial Buildings in the World.” Chicagology, 1902. Web. <<http://chicagology.com/wp-content/themes/revolution-20/sears/SearsFulton.jpg>>. Accessed on January 17, 2015.

This is a picture of a Sears, Roebuck and Company commercial building in New York. It lay in the center of four main streets: Fulton, Desplaines, Jefferson, and Wayman. The image can be found in our “Sears, Roebuck & Co.” tab.

“Page in Sears, Roebuck & Co. Catalog, 1899: 9 Ladies’ Hats.” Library of Congress, 1899. Web. <<http://www.loc.gov/pictures/item/2004682038/>>. Accessed on January 15, 2015.

This is a page from the 1899 Sears mail order catalog. It depicts nine different hat styles for women, and can be found on our “Mail-Order Catalog” tab.

“Photograph of men and mules in corn field, Madison County, Georgia, ca. 1890.” Vanishing Georgia, Georgia Division of Archives and History, Office of Secretary of State. Web. <<http://dlg.galileo.usg.edu/vang/id:mad006>>. Accessed on January 25, 2015.

This picture illustrates the ragged living conditions of rural farmers in the 1890s. Before the Sears mail-order catalogs, farmers’ shopping opportunities were few and far between. The Sears, Roebuck and Company drastically changed their ways of life. This image can be found on our “Background” tab.

“Richard W. Sears.” Library of Congress. Between 1890 and 1914. Web. <<http://www.loc.gov/pictures/item/94507254/>>. Accessed on January 3, 2015.

This is a picture of Richard Sears. It can be found on our “Home” and “Leaders” tabs.

“Rosenwald, Julius 85.” The University of Chicago Photographic Archive. Web. <http://storage.lib.uchicago.edu/ucpa/series1/derivatives_series1/apf1-03000-085r.jpg> Accessed on February 3, 2015.

This is a portrait of Rosenwald. The image can be found in our “Julius Rosenwald” tab.

“Sears Homes: Model No. 115.” Sears Archives, 1908-1914. Web. <http://www.searsarchives.com/homes/images/1908-1914/1908_0115.jpg>. Accessed on January 22, 2015.

This is an advertisement for one of the model homes that the Sears catalogs sold. It includes the first and second floor layouts and dimensions. The picture can be found on our “Mail-Order Catalog” tab.

“Sears, Roebuck & Co. Headquarters.” University of Chicago Centennial Catalogues, 1905. Web. <https://www.lib.uchicago.edu/e/spcl/centcat/city/city_img61.html>. Accessed on January 26, 2015.

This is a postcard depicting the Sears, Roebuck & Company Headquarters. It was known as the largest mercantile plant in the world, spanning forty acres. The complex served as the company's main office for sixty-seven years, until the Sears Tower was completed downtown. The image can be found in our “The Legacy of Sears” tab.

“Sears, Roebuck & Co., Chicago, IL Letterhead Logo.” The Cooper Collections, 1907. Web. <http://commons.wikimedia.org/wiki/File:Sears,_Roebuck_%26_Co._letterhead_1907.jpg>. Accessed on January 16, 2015.

This is a letterhead logo for the Sears, Roebuck and Company. It announces that the company sells everything by mail-order only, which was still a new concept at the time, and promises satisfaction or your money back. The image can be found in our “Julius Rosenwald” tab.

“Sears, Roebuck & Company, Incorporated.” Chicagology, 1908. Web. <<http://chicagology.com/wp-content/themes/revolution-20/sears/searscatalogmasthead.jpg>>. Accessed on December 29, 2014.

This is one of the many logos of the Sears and Roebuck company. It can be found as the header of our “Resources” tab.

“Sears, Roebuck & Company Mail Order Plant, Merchandise Building.” Library of Congress, 1905. Web. <<http://www.loc.gov/pictures/item/il0737.photos.048593p/>>. Accessed on January 2, 2015.

This is an overall view of the southwest entrance of the Sears, Roebuck and Company merchandise building while it was undergoing construction. It was on South Homan Avenue in Chicago, Illinois. The image can be found on our “Robert E. Wood” tab.

“Sears, Roebuck and Company Department Store.” State Archives of Florida, Florida Memory, 1940. Web. <<https://www.floridamemory.com/items/show/163595>>. Accessed on January 31, 2013.

This is a postcard with a drawing of the historic Sears, Roebuck & Co. store in Miami on it. The impressive department store was one of the most outstanding Sears stores in the country, known for its beauty and tropical atmosphere. The image can be found in our “The Legacy of Sears” tab.

“Sears Store.” Web. Charlotte Historic Landmarks Commission, date unknown. <<http://www.cmhpf.org/Pictures/sears.jpg>>. Accessed on January 12, 2015.

This image depicts the Sears Store on South Tryon Street, Charlotte, North Carolina. It can be found in our “The Legacy of Sears” tab.

“Sears Tower (Miami, Florida).” Miami News Collection, 1982. Web. <<http://www.history.miami.org/files/resources/1989-011-14804-500w.jpg>>. Accessed on January 18, 2015.

This is a picture of the Sears building on Biscayne Boulevard in Miami, Florida. The image can be found in our “The Legacy of Sears” tab.

“Sears Warehouse.” Tom Peeler Dallas Postcard collection, 1915. Web. <<http://dallas.library2.org/texas/photogallery/downtownliving/sears.htm>>. Accessed on February 2, 2015.

This is a 1915 postcard published by Frey Wholesale Post Card Co. in Dallas, Texas. It depicts the Sears Roebuck & Co. Catalogue Merchandise Center. The image can be found in our “The Legacy of Sears” tab.

“Writing letters to customers. Sears, Roebuck & Co., Chicago, Ill.” Robert Dennis Collection of Stereoscopic Views, 1865-1920. Web. <http://commons.wikimedia.org/wiki/File:Writing_letters_to_customers._Sears,_Roebuck_%26_Co.,_Chicago,_Ill,_from_Robert_N._Dennis_collection_of_stereoscopic_views.jpg>. Accessed on February 1, 2015.

This is a stereoscopic picture of Sears employees replying to letters from customers. The room is packed with people, showing how dedicated Sears was to customer service. The image can be found in our “Letters” tab.

Victor J. Blue. “The Sears, Roebuck building on Beverly Road in Brooklyn.” Bloomberg News, 1932. Web. <<http://graphics8.nytimes.com/images/2012/05/15/nyregion/15sears-cityroom/15sears-cityroom-blog480.jpg>>. Accessed on January 22, 2015.

This is a picture of a Sears building in Brooklyn, New York. Ms. Roosevelt is said to have made the store’s first purchase, a pair of baby booties. This image can be found in our “The Legacy of Sears” tab.

Secondary Sources

Books

Cohn, David Lewis. *The Good Old Days: A History of American Morals and Manners as Seen through the Sears, Roebuck Catalogs 1905 to the Present*. New York: Simon and Schuster, 1940. Print.

This book was full of details about the Sears, Roebuck and Company mail order catalogs. One of our favorite facts we learned from this book was that during World War I, when American soldiers were recovering in overseas hospitals, the number one most-requested book was the Sears Roebuck Catalog. They wanted to see something familiar and have memories of their homes. So, in the midst of the war, Julius Rosenwald went to Europe, and delivered 1000+ copies of the catalog to the wounded soldiers.

Emmet, Boris and John E. Jeuck. *Catalogues and Counters: A History of Sears, Roebuck and Company*. Chicago: University of Chicago, 1950. Print.

This book was by far one of our best resources. It tells the story of the Sears, Roebuck and Company's growth, and it analyzes the policies that have made the business outstanding in the field of American retailing. It is full of facts and figures from a broad variety of obscure documents, and so we relied heavily on it when creating our project. We used many quotes, letters, and maps from the book in our website.

Thornton, Rosemary. *The Houses That Sears Built: Everything You Ever Wanted to Know About Sears Catalog*. Alton, IL: Gentle Beam Publications, 2004. Print.

This book contained details and information about the Sears House company, the houses, and their construction. Between 1908 and 1940, Sears customers ordered about 75,000 houses out of the Sears Roebuck and Company mail-order catalogs. The houses were then shipped by trains all across the country.

Weil, Gordon L. *Sears, Roebuck, USA: The Great American Catalog Store and How it Grew*. New York: Stein and Day, 1977. Print.

This book highlights the transformation of Sears, Roebuck Co. and includes details on the catalog business, sales and competition, products, and the story of how the company expanded over the years. We talked with the author of this book.

Worthy, James C. *Shaping an American Institution: Robert E. Wood and Sears, Roebuck*. Urbana and Chicago: University of Illinois, 1984. Print.

This book provided a wealth of information not only on the history and boyhood of Robert Wood, but how his life led up to his eventual position as President of Sears, Roebuck Co. in 1924. He ultimately led the company into the business of retail, greatly increasing product availability and sales.

Interviews

Weil, Gordon L. Author of *Sears, Roebuck, USA: The Great American Catalog Store and How it Grew*. Email Correspondence. March 28, 2015.

In this interview, the author, Gordon Weil, spoke about many aspects of Sears, Roebuck, and Co. He touched on the strengths of each leader, the legacy of the company, and the influence that Sears had on consumerism. He emphasized the impact that Sears had on the legacy of American retailing, and we incorporated many of his quotes into our website.

Articles

Hancock, Jr., Jerry R. "Dixie Progress: Sears, Roebuck & Co. and How it became an Icon in Southern Culture." Thesis, Georgia State University, 2008. PDF. <http://scholarworks.gsu.edu/cgi/viewcontent.cgi?article=1031&context=history_theses>. Accessed on February 1, 2015.

This is a thesis about Sears, Roebuck and Company and the special relationship it developed with the South. It really showed us how the business revolutionized the farmers' way of life. We were able to find many useful quotes and letters from this document that we put in our website.

Hattwick, Richard E. "Richard Sears, Julius Rosenwald and Robert Wood of Sears, Roebuck and Company." Journal of Behavioral Economics, Western Illinois University, 1981. PDF. <http://ac.els-cdn.com/S0090572081800186/1-s2.0-S0090572081800186-main.pdf?_tid=a77af3be-d286-11e4-a710-00000aacb35e&acdnat=1427243830_890a5e399e28c4be55c498869c1cbab0>. Accessed on March 23, 2015.

This article focuses on the specific contributions of Richard Sears, Julius Rosenwald, and Robert E. Wood to Sears, Roebuck & Co. It was very insightful, and we were able to quote the author several times in our website.

Roberts, Alicia S. "Rosenwald, Julius." Learning to Give. Web. <<http://learningtogive.org/papers/paper121.html>>. Accessed on January 14, 2015.

This is an essay by a graduate student about the life of Rosenwald. We used this article to write our page on Rosenwald and also used its bibliography to help us find others sources.

Films

Gray, Edward and Mark Obenhaus. *The American Experience: Mr. Sears Catalogue*. Alexandria, VA: PBS Video, 1989. Film.

This documentary shows how Richard Sears and Alvah Curtis Roebuck brought consumer goods to the hands of every American with their Sears and Roebuck catalogue. It depicts how they revolutionized the marketing of merchandise and built a world-class corporation in the process. The film especially highlighted the changes American farmers experienced as the country transitioned into the industrial revolution. We found the interviews in it to be particularly helpful; we got a sense of how poor the farmers really were back in the late 1800s.

Websites

“From Sears to Eternity: The Julius Rosenwald Story.” WTTW. Web. <<http://www.wttw.com/main.taf?p=1,7,1,1,44>>. Accessed on January 20, 2015.

This is a web-page about the life and legacy of Julius Rosenwald. We used a quote from this site in our page about Rosenwald.

“General Robert E. Wood.” Sears Archives. Web. <<http://www.searsarchives.com/people/robertewood.htm>>. Accessed on November 4, 2015.

This is the Sears Archives biography of Wood. It helped us get a firm grasp on Wood’s impact on the Sears, Roebuck company. It also provided us with a wonderful quote from Wood that incorporated the word leadership, which directly linked to the NHD theme.

“Julius Rosenwald” Sears Archives. Web. <<http://www.searsarchives.com/people/juliusrosenwald.htm>>. Accessed on December 5, 2014.

This is the Sears Archives biography of Rosenwald. We used this web-page when writing our page on Rosenwald.

Martens, Beth. “Sears, Roebuck and Co. and Its Effect on Retailing in America.” *Illinois Periodicals Online at Northern Illinois University*. Illinois State Library, 2000. Web. <<http://www.lib.niu.edu/2000/ihy000452.html>>. Accessed on December 7, 2014.

This database periodical made our general understanding of the history behind Sears and Roebuck much broader and included a general piece of what our research encompassed within a compressed outline.

“Richard Sears.” Sears Archives. Web. <<http://www.searsarchives.com/people/richardsears.htm>>. Accessed on November 4, 2015.

This is the Sears Archives biography of Richard Sears. As the founder of the company, it was very important for us to become very familiar with Sear’s background. This website helped us do so.

“Sears Chronology.” Sears Archives. Web. <<http://www.searsarchives.com/history/chronologies/detailed/1880s.htm>>. Accessed on November 4, 2015.

This is a detailed chronology of the history of the Sears company. It starts in 1886 and provides important information and key dates up until the 2000s. This was very helpful when we first began learning about the history of Sears, Roebuck and Company.