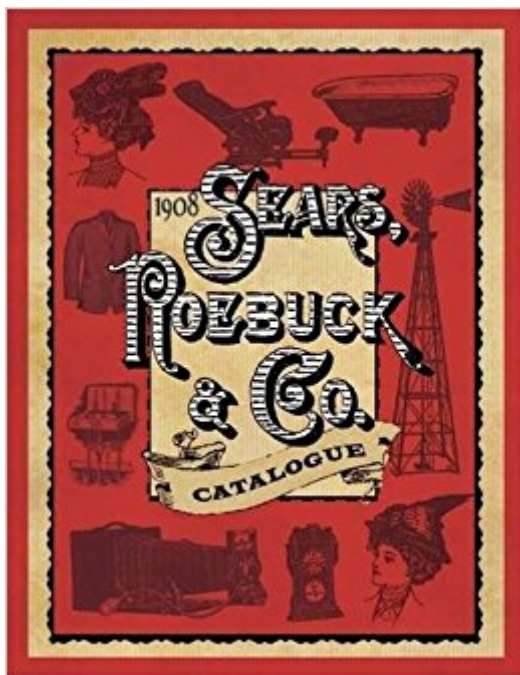


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1908 Sears, Roebuck & Co. Catalogue



Synopsis

A fascinating piece of history and a window to turn-of-the-century America. The Sears, Roebuck & Co. catalog was the .com of its day, giving American families across the country access to thousands of items from clothing and furniture to buggies and hair tonic. Whether they could buy it or not, people would pour over the massive volume that represented an icon in American retail. The 1908 Sears, Roebuck & Co. Catalogue offers an amazing look at life in early twentieth-century America. Sears, Roebuck & Co. have defined and innovated American retail for years. As the company grew from humble beginnings, its catalog selection exploded to include all sorts of categories and encompassed almost everything imaginable. With merchandise ranging from ordinary to fantastical (and almost all of it priced at the pennies-on-the-dollar rate of the time), browsing through this vintage collection is sure to be an enjoyable experience.

Book Information

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Average Customer Review: 4.4 out of 5 stars 12 customer reviews

Best Sellers Rank: #480,783 in Books (See Top 100 in Books) #87 in [Books > Crafts, Hobbies & Home > Antiques & Collectibles > Americana](#) #214 in [Books > Reference > Catalogs & Directories](#) #362 in [Books > Reference > Consumer Guides](#)

Customer Reviews

Sears, Roebuck & Co. was founded in 1886 in Chicago, Illinois. It published a general merchandise mail order catalog and consumer guide from 1888 until 1993. It is the author of the 1897 Sears Roebuck & Co. Catalogue and the 1908 Sears, Roebuck & Co. Catalogue.

This is the same reprint that came out about 40 years ago, except this version is very 'murky' - as if it's a multi-generational copy. The different cover fooled me into thinking it wouldn't be heavily edited, but it's missing the same hundreds of pages & is even harder to read than the 'original' reprint of the 1970s. I'd recommend avoiding this book.

This catalogue is GREAT! I would give it a perfect rating if the cover wasn't so glossy and modern looking. A cardboard-paperback cover circa 1900 would be more appropriate.

A fun look at life 100+ years ago! The book was certainly not expensive and worth every penny. Sears carried everything from matches to buggies to pre-fab homes that came complete in kits.

Fun Read didn't realize how much diversity they used to sell.

I teach 7th grade United States history and one of the things we cover is the difference that mail-order catalogs made to people who lived in rural areas. My kids have greatly enjoyed looking through this catalog to see the variety of items that Sears offered.

Very educational and funny at the same time. They have everything in there. It was the of its time. If anyone wants an idea of what daily life was like for ordinary people during the last turn of the century you must get this!!!

This is just like the one my great-grandma has. It is so fun to look at products used over a century ago!

EVERYTHING FIRST CLASS.

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