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The Sears, Roebuck & Co. catalog was the Amazon.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.

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Editorial Review

About the Author

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*.

Users Review

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