

"Mr. Sears' Catalogue" Video Questions

State Standard 11.2.2

Describe the changing landscape, including the growth of cities linked by industry and trade, and the development of cities divided according to race, ethnicity, and class.

State Standard 11.2.6

Trace the economic development of the United States and its emergence as a major industrial power, including its gains from trade and the advantages of its physical geography.

Knowledge and Understanding

1. What two books did most rural Americans have in their home?
2. How did Sears get started in the retail sales business?
3. What invention made it possible for businesses like Sears & Roebuck to operate?
4. What was wrong with the general stores of rural 19th Century America?
5. Even people who could not afford to buy anything from Sears wanted his catalogue, why?
6. How did Sears get people to read his catalogue before Montgomery Ward's?
7. Who wrote the advertisements in the Sears' catalogue?
8. What was "RFD"?
9. How did "RFD" get more Sears catalogues into the homes of Americans?

Analysis and Evaluation

10. How did railroads open up markets in the West (a market happens whenever customers and sellers come together to make deals)?
11. How did the Sears' catalogue change the lives of rural Americans? Describe at least 3 changes.