

References to Chapter Three

American News Company
Covering a Continent: A Story of Newsstand Distribution and Sales [publicity booklet].
1930
New York

American News Company
Serving the Reading Public: Covering a Continent [publicity booklet]
1944
New York

Baker, Nicholson
Double Fold: Libraries and the Assault on Paper
2001
Random House
New York

Bledstein, Burton J. and Johnston, Robert D., eds.
The Middling Sorts: Explorations in the History of the American Middle Class
2001
Routledge
New York

Blumin, Stuart M.
The Emergence of the Middle Class
1989
Cambridge University Press
New York

Census of 1900
Department of the Interior, Census Office
Washington, DC

Chappell, Warren
A Short History of the Printed Word
1970
AA Knopf
New York

Comparato, Frank E.
Chronicles of Genius and Folly: R. Hoe & Company and the Printing Press as a Service to Democracy
1979
Labyrinthos
Culver City, CA

Culbertson, John Newton
"A Pennsylvania Boyhood"
American Heritage
December, 1966 18(1)

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

EMOTA
European Mail Order and Distance Selling Trade Association.
“History of Mail Order”
2003
Retrieved December 1, 2003 from http://www.emota-aevpc.org/onderwerpen/mail_order/mail_order.asp

Faulkner, Harold Underwood
American Economic History (8th edition)
Harper and Brothers
1960 (1924)
New York

Fuller, Wayne E.
The American Mail: Enlarger of the Common Life
University of Chicago Press
1972
Chicago

Gilliam, Charles P.
“A Short History of the Order of Patrons of Husbandry: The National Grange”
1999
Retrieved December 2, 2003 at http://www.geocities.com/cannongrange/cannon_nationalhistory.html

Graff, Harvey J.
“The Legacies of Literacy: Continuities and Contradictions in Western Society and Culture” in
De Castell, S; Luke, A; and Egan, K, (Eds.)
Literacy, Society, and School: a Reader
1986
Cambridge University Press.
Cambridge, UK

Graff, Harvey J.
The Labyrinths of Literacy: Reflections on Literacy Past and Present
1987
Falmer
London

Groner, Alex et al.
The American Heritage History of American Business and Industry
1972
American Heritage Publishing Co.
New York

Historical Statistics of the United States, Colonial Times to 1970: A Statistical Abstract
U.S. Department of Commerce, Bureau of the Census
1975

Washington DC

Hoge, Cecil C.

The First Hundred Years Are the Toughest: What We Can Learn From the Century of Competition Between Sears and Wards

1988

Ten Speed Press

Berkeley, CA

Hopkins, Claude

Kaestle, Carl F.

“The History of Literacy and the History of Readers” in

E. R. Kintgen, B. M. Kroll, and M. Rose (eds.)

Perspectives on Literacy

1988

Southern Illinois University Press

Carbondale, IL

Kaser, D. (ed.)

The Cost Book of Carey & Lea, 1825-1838

University of Pennsylvania Press

1963

Philadelphia

Kielbowicz, Richard Burket.

“Origins of the Second-Class mail Category and the Business of Policymaking, 1863-1879”

(Journalism Monographs No. 96)

1986

Association for Education in Journalism and Mass Communications

Columbia, SC

Kielbowicz, Richard B.

News in the Mail: The Press, Post Office, and Public Information, 1700—1860s

Greenwood Press

1989

Westport, CT

Laird, Pamela Walker

Advertising Progress: American Business and the Rise of Consumer Marketing

1998

Johns Hopkins University Press

Baltimore

McCullough, David

John Adams

2001

Simon and Schuster

New York

Mott, Frank Luther

A History of American Magazines 1850 – 1865 (Volume I)

Harvard University Press
1938
Cambridge

Mott, Frank Luther
A History of American Magazines 1850 – 1865 (Volume II)
Harvard University Press
1938
Cambridge

Noel, Mary
Villains Galore: The Heyday of the Popular Story Weekly
Macmillan
1954
New York

Norris, James D.
Advertising and the Transformation of American Society, 1865-1920
Greenwood Press
1990
Westport, CT

North, S.N.D.
History and Present Condition of the Newspaper and Periodical Press of the United States, with a Catalogue of the Publications of the Census Year
Supplementary to the Census of 1880
1884
Department of the Interior, Census Office
Washington, DC

Ohmann, Richard
Selling Culture: Magazines, Markets, and Class at the Turn of the Century
1996
Verso
London

Peterson, Theodore
Magazines in the Twentieth Century
1964
University of Illinois Press
Urbana IL

Pope, Daniel
The Making of Modern Advertising
1983
Basic Books
New York

Presbrey, Frank
The History and Development of Advertising
1929
Doubleday, Doran

Garden City, NY

Reynolds, Quentin

The Fiction Factory, or from Pulp Row to Quality Street

1955

Random House

New York

Rowell, George Presbury

Forty Years an Advertising Agent: 1865-1905

1906

Printers' Ink

New York

Rowell, George P. and Co.

American Newspaper Directory

1875

New York

Sayward, Dorothy Steward

Comfort Magazine, 1888-1942: A History and Critical Study

1960

University of Maine

Bulletin 62(13)

Scheele, Carl H.

A Short History of the Mail Service

1970

Smithsonian Institution Press

Washington, DC

Solomon, Robert C.

"Literacy and the Education of the Emotions" in

De Castell, S; Luke, A; and Egan, K, (eds.)

Literacy, Society, and School: a Reader

Cambridge University Press

1986

Cambridge, UK

Smith, David C.

History of Papermaking in the United States

Lockwood Publishing Co.

1970

New York

Soltow, Lee and Stevens, Edward

The Rise of Literacy and the Common School

The University of Chicago Press

1981

Chicago

Steinberg, S.H.

Five Hundred Years of Printing

1959

Criterion

New York

Stevens, Edward

“The Anatomy of Mass Literacy in Nineteenth-century United States” in
R. F. Arnove and H. J. Graff, eds.

National Literacy Campaigns: Historical and Comparative Perspectives

1987

Plenum

New York

Tassin, Algernon

The Magazine in America

1916

Dodd, Mead and Co.

New York

Thomas, Isaiah

The History of Printing in America, Second Edition

Marcus A. McCorison, ed.

1970 (1810)

Weathervane Books

New York

Tryon, Warren S. and Charvat, William

The Cost Books of Ticknor and Fields and Their Predecessors, 1832-1858

1949

Bibliographical Society of America

New York

United States Postal Service

“Significant Dates in Postal History”

2003

Retrieved December 12, 2003 from <http://www.usps.com/history/>

Weeks, Horace Lyman

A History of Paper Manufacturing in the United States, 1690-1916

Lockwood Trade Journal

1916

New York

Weil, Gordon L.

Sears, Roebuck, U.S.A: The Great American Catalog Store and How It Grew

1977

New York

Stein and Day

Wilson, James Grant and Fiske, John. (Eds.)

Appleton's Cyclopaedia of American Biography

“Tousey, Sinclair”

Appleton

1887

New York

Retrieved May 13, 2004 from <http://www.famousamericans.net/sinclairtousey>

Zinn, Howard

A People's History of the United States, 1492-Present, 20th Anniversary Edition

2005

Harper Perennial

New York