



Smithsonian Institution

National Museum of African American History and Culture

Delegate Magazine 1976

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[[advertisement]]

[[image - black and white photograph of an American flag]]

America's 200th birthday: a time for re-dedication.

The 400,000 employees of Sears, Roebuck and Co. join with all Americans in the observance of the bicentennial of our nation. It is a time to reflect...a time to recall the courageous action of those men and women throughout our history who dedicated their lives to the cause of freedom.

This is also a time to look forward...to plan and set our goals at a level that will result in a greater America.

All of us can be proud of our country's accomplishments over the last 200 years. But no matter how great our achievements, we can do even better. Together, we must work to give every person an equal chance to share in our nation's growth.

At Sears, we have a strong commitment to affirmative action. Our black employment has doubled in five years. And last year, more than half of our new managers were minorities or women.

As the nation's largest retailer, we rely heavily on small businesses—many minority-owned—to supply much of our merchandise. We're actively helping minority business people develop new resources we can use.

Through the company and our employees, we donate our ideas, money—and people—to neighborhood improvement, vocational training, higher education, and other vital projects.

This commitment to community service has been part of Sears' philosophy for almost 90 years. Now, as over the years, we pledge ourselves as an active partner in social progress.

Sears, Roebuck and Co.
An Equal Opportunity Employer, M/F
[[/advertisement]]



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