

# **Sales & Celebrations: Retailing & Regional Identity In Western New York By Sarah Elvins**

**By Sarah Elvins**

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Elvins, S. (2004), Sales & Celebrations: Retailing and Regional Identity in Western New York State, Journal of Historical Research in Marketing,  
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[https://en.m.wikipedia.org/wiki/J.\\_N.\\_Adam\\_%26\\_Co.](https://en.m.wikipedia.org/wiki/J._N._Adam_%26_Co.)

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Elvins, Sarah (2004). Sales & Celebrations: Retailing and Regional Identity in Western New York State, 1876 establishments in New York; United States retail  
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2005 - 3 (September) Sales and Celebrations: Retailing and Regional Identity in Western New York State, 1920-1940. Pages: 540 - 541  
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<http://jah.oxfordjournals.org/content/92/2/660.extract>

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Sarah Elvins lives in Winnipeg, where she is an assistant professor in American history at the University of Manitoba.  
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