The 1897 Sears, Roebuck and Co. Catalog

Recently my local historical society had its annual yard sale. One of the items I bought was a reprint of this famous catalog. It was recreated by Fred L. Israel of the City College of New York. It is 786 pages long (including the index). I have copies some of the pages to give you an indication of American life in these times. I had fun putting this together and I hope you do too!

(Only the cover is in color, all the other pages are black and white)
Historical Context

Before you start, here are a couple of trivial items for 1897.....

• Henry Ford had just built his first car in his shed at home
• Gold had just been discovered in the Klondike
• William McKinley became the 25th president
• The nation’s most popular song was
  “There’ll Be a Hot Time in the Old Town Tonight”
• America’s first subway opened in Boston
Through the agency of Uncle Sam’s Mail we again greet you with the latest edition of our Catalogue, THE CONSUMERS’ GUIDE No. 104, and we wish to thank our many friends and patrons for the very liberal patronage accorded us during the past season. YOUR PATRONAGE HAS BEEN SO VERY LIBERAL that our business has grown beyond our most sanguine expectations; in fact, we honestly believe the remarkable growth of our business is without a parallel in the history of mercantile concerns.

WE CAN ASSURE YOU THAT YOUR TRADE HAS BEEN GREATLY APPRECIATED, and at no time have we been blind to the great responsibility taken in the endeavor to fill promptly the thousands of orders and answer the thousands of inquiries that reach us daily.

WE HAVE SPARED NEITHER TIME NOR MONEY to care for our customers’ every want. It has been our constant aim to see that every customer that he would become our friend, and as a friend would use his kind influence among his friends and neighbors in our behalf.

THE VERY REMARKABLE GROWTH OF OUR BUSINESS IS THE MOST SATISFACTORY PROOF to us that we have succeeded; and yet at times the volume of business offered us by our country friends has been almost beyond our maximum capacity. But experience has taught us that it is safe to anticipate the wants of our customers. Experience has taught us that the people throughout the length and breadth of the land are anxious to give their material support to a house WHERE THEY CAN BUY THEIR GOODS AT WHOLESALE PRICES, where they can send their orders and their money with the positive assurance that they will be treated in exactly the same way as we would like to be treated were we in their place.

THE THOUSANDS OF UNSOLICITED TESTIMONIALS which reach us from prominent people in every state and territory, THE FLATTERING NOTICES WHICH APPEAR IN THE PRESS, the very apparent increase in the number of orders we receive each succeeding month, demonstrate to us beyond any question of doubt that WE HAVE THE CONFIDENCE OF OUR CUSTOMERS, that they are in favor of this method of merchandising, that they are using their influence everywhere in our behalf, and in consequence of this assurance we are making very extensive preparations for the future, and, though pointing to the past with no little pride, for the future we can safely assure you even better values, prompter shipments, and we believe such treatment in general as can be secured from no other concern.

OUR FACILITIES FOR HANDLING MERCHANDISE on a very large scale, and yet on a most economical basis, are unexcelled. WE OCCUPY ONE OF THE LARGEST BUSINESS BLOCKS FOR BLOCKS AROUND. The above illustration engraved from a photograph will give you a very good idea of the appearance of the building. It was built expressly for us, and to facilitate the accurate, rapid and economical handling of merchandise. The building extends one whole block long on Desplaines St., reaching from Fulton to Wayman, and about half a block on Fulton St. It has six full stories and basement, and we occupy it entire. We also utilize other space in other buildings for storage.

IN THIS BUILDING WE EMPLOY BETWEEN 600 AND 700 PEOPLE, whose entire time is devoted to the wants and needs of our country customers who send their orders to us by mail, and receive in return the merchandise by freight, express or mail; in other words, OUR BUSINESS IS DEVOTED EXCLUSIVELY TO THE OUT-OF-TOWN MAIL ORDER TRADE.
It is the Policy of Our House to Supply the Consumer Everything on which we can save him money, goods that can be delivered at your door anywhere in the United States for less than they can be purchased from your local dealer, and although our line covers almost everything the consumer needs, there is scarcely an article but what will admit of a saving of at least 15%, and from that to 25%, to say nothing of the fact that our goods are as a rule of a higher grade than those carried by the average retailer or catalogue house, and we genuinely believe a careful comparison will convince you that we can furnish you more and better goods for your dollar than you can obtain from any other establishment in the United States.

We Aim to Illustrate Honestly and Correctly Every Article. So far as possible, illustrations are engraved from photographs taken directly from the article. Our illustrations and descriptions are such as will enable you to order intelligently; in fact, so that you can tell what you are getting as well as if you were in our store selecting the goods from stock.

We Employ No Agents. By the aid of our numerous catalogues our customers can deal with us direct.

Thus the Farmer, Mechanic, Business Man, in fact anyone, can send in his or her own order and save money.

Our Terms are Alike to All.

Our Employees are Instructed to Treat Every Customer as They Would Like to be Treated were they in the customer's place; in fact, if you favor us with your patronage we will feel under obligation to do everything in our power to merit your trade, and no matter how small your order may be it will receive the same prompt and careful attention as if it were one of our largest.

We Aim to Treat Our Customers in a manner calculated to secure their permanent patronage. The unprecedented growth of our business proves that we have succeeded in supplying the wants of the people in a satisfactory manner and at lower prices than they could possibly secure elsewhere.

We Deem that the Best Advertisement Any Firm Can Have is a well satisfied customer. We aim to bring the manufacturer and consumer closer together. The closer the relation between the manufacturer and consumer, the more economy to all concerned, and in a great measure it goes away with the loss chain of profits in the handling of the merchandise.

We are Able by Reason of Our Enormous Output of Goods to make contracts with representative manufacturers and importers for such large quantities of merchandise that we can secure the lowest possible prices. To this we add the smallest percentage of profit possible, and through the medium of catalogues offer the goods to our customers, and on our economic one-small-profit plan, direct from manufacturer to consumer, a large percentage of the manufacturer's profit is owned by the purchaser, as no local dealers can buy in quantities.

A Trial Order Will Convince You of the Saving worked by our economic one-small-profit plan. If you contemplate purchasing any article of merchandise, we would consider it a privilege to quote you our lowest price, irrespective of whether you buy from us or not. It will be a safeguard against your paying someone else too much money. It will also open up a correspondence between us, and may eventually lead to our selling you some article of merchandise by which we may be able to demonstrate the saving of our method.

Our Catalogues and Other Printed Matter may Fall into the Hands of those Living at Remote Distances who will not think of buying, owing to the great distance. Don't think you live too far away. THERE IS NOT A TOWN IN THE UNITED STATES WHERE WE HAVE NOT SOLD GOODS. Our goods go into every city, town and hamlet in every state, as well as to almost every country on the globe. DISTANCE CUTS NO FIGURE! We can serve you at any time and in any place. Our largest trade is in Pennsylvania, next in New York, third Illinois, fourth Ohio, and so on according to the population of the different states.

Freight and Express Rates are Usually Low and we have special facilities for shipping, carefully consulting the various classifications so as to pack your goods in such a manner as will entitle them to the lowest possible transportation charges.

Get Other Information Concerning Express and Freight Rates on the following pages, and you will see that the transportation amounts to next to nothing as compared with what you save in price.

Consider You Pay Freight or Express no matter Where You Live or Where You Buy. You may as well pay it to the railroad company and be dealing direct with first hands, as to pay it in the way of an exorbitant price to local dealers.

ABOUT UNPROFITABLE SHIPMENTS.

We Not Infrequently Receive Orders which we Term "Unprofitable" Shipments. For example: A party living for distant in the United States who may order a dollar's worth of sugar to go by express. The express charges would equal the cost of the sugar. We occasionally get an order for heavy hardware, the order amounting to perhaps less than $5.00. The goods weigh 100 pounds. We are asked to ship them by express. This is usually an unprofitable shipment. A single pair of heavy boots goes a great distance by express, or of very bulky woodwork, or furniture, or other merchandise, might be what we term an unprofitable shipment.

We Would Advise Our Customers to Study the Freight and Express Rates as given on the following pages, for we do not wish to send you a dollar for anything unless we can save you money on the purchase.

Orders that Would Be Unprofitable to Ship by Mail or Express May Be Very Profitable When Sent by Freight, but as 100 pounds is usually carried by freight for the same charge as 10 pounds, by adding other merchandise to your order, either for yourself or by getting your neighbors to join you in making up a large order, it will make the shipment very profitable.
BUY YOUR GROCERIES AT WHOLESALE. In no other Line of Merchandise can you save so much money in a year. GROCERIES ARE USED THREE TIMES EVERY DAY in every family. We can't save you very much on one meal, BUT ON 1,095 MEALS, the number you and your family eat every year, WE CAN SURPRISE YOU on the amount of money we can save you. YOUR LOCAL DEALER buys at wholesale and makes money on the groceries he sells you. YOU CAN BUY AT WHOLESALE PRICES and save this profit; and isn't it your duty to buy as cheap as possible? To make your dollar go as far as possible? OUR GROCERY DEPARTMENT IS VERY COMPLETE. We carry a very large and complete stock of all the goods quoted in this Catalogue. OUR GROCERIES ARE IMPORTED DIRECT or bought from the GROWERS or MANUFACTURERS, hence we are able to offer you the same or lower prices than the largest jobbers can give to the largest wholesale dealers. IN THE INSPECTION OF GOODS he is assisted by a VERY ABLE CHEMIST, and nothing is allowed to remain in stock or go to our customers which is not up to the highest standard of quality. FROM US YOU CAN BE SURE of getting all strictly fresh, carefully inspected, high standard goods, and BETTER IN QUALITY than the goods carried by the average retail dealer.

OUR TERMS. We will ship groceries by freight at O. D. subject to examination, on receipt of a sufficient amount of cash to cover freight charges both ways. You can examine the goods at your railroad station and if you find them perfectly satisfactory, pay the freight agent your price and charges less the amount sent us with order. WE ALLOW A CASH DISCOUNT of 2% on all groceries, except sugar, which is always net. If you send cash in full with your order, you can deduct 5% from our prices on all groceries but sugar. WE RECOMMEND you send the cash discount, avoid the expense of collection through Bank, Express or Railroad Co., return money to us, etc., besides cash orders are not liable to delays.

Tea Department

ON TEA

You can save so much money by buying direct that you can't possibly afford to pay retail prices. Order 5 or 20 pounds—order enough for six months. It will pay you, and it will pay your neighbors to join in with you. Try to make the order 100 pounds and let us ship by freight. You need not send all the money at once—send part and pay the freight agent the balance when received.

Our Own Importations.

We are direct importers of tea and can at all times meet every requirement as to quality, style of leaf or variety of growth. For convenience of those ordering by mail we simply grade by number, and guarantees exceptional quality and values at prices quoted.

Fancy Garden Teas.

About 30 pounds to the half chest.

| ½ lb. | Per | 5-lb. | Per | Cheas. | Pigs. | lb.
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>G 511: Choice</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>G 512: Bag</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
</tr>
</tbody>
</table>

Japan-Basket-Fired, Black.

G 514 Extra choice. | 45 | 45 | 50 | 50 | 55 | 60 |
As a good basket-fired Japan, in every way, as was brought to Chicago.

G 515 Extra choice. | 38 | 38 | 40 | 40 | 45 | 50 |
A wire leaf tea resembling No. G340, but better in the cup.

G 516 Choice | 33 | 33 | 35 | 35 | 40 | 45 |

Japan-Sittings.

G 517 Choice | 19 | 21 | 23 | 25 | 27 | 30 |
An excellent tea, best in style and draw.

G 520 Best grade. | 10 | 11 | 12 | 13 | 14 | 15 |
G 521 Best grade Japan Dust. | 9 | 10 | 11 | 12 | 13 | 14 |

New Tea Sittings.

G 525 Extra choice sittings. | 12 | 13 | 14 | 15 | 16 | 17 |

Oolong-Formosa

This tea is the choicest of first growth picking. The Oolongs are sold at ordinary retail stores. Our No. 57 was on exhibition at the U.S. Government and the No. 70 was on display at $5 per pound.

G 544 Extra choice. | 45 | 45 | 50 | 50 | 55 | 60 |
A fine, rich, toastey tea; excellent in style. (In quantity.)

G 545 Choice. | 38 | 38 | 40 | 40 | 45 | 50 |
Good style and excellent cup qualities.

G 540 Good. | 33 | 33 | 35 | 35 | 40 | 45 |
Good flavor; will give satisfaction anywhere; retail at $2.00 per pound.

G 551 Very fair quality; makes a nice liquor. | 20 | 20 | 20 | 20 | 20 | 20 |
TEAS. Continued.

English Breakfast—Moring Con-
gou.

5-lb. Per box.

G 633 Extra choice... $ 55

Fu's tea at its best

G 634 Choice of the house will

G 635 A slightly desirable tea, in

G 636 A good drawing tea.

G 637 Plain drinking—best we can

India—1 lb. Packages.

The World's Fair created a widespread
demand for these very fine tea of a

G 561 Light of Asia... $ 50

G 562 U. P. Label... 40

G 563 Monsoon Yellow Label 40

G 564 Nobby or Nabob... 35

Coffee—Special Blends.—Cound.

G 605 Royal Blend... 15

G 606 Holland Blend... 15

G 607 After Dinner Java... 15

G 608 French Breakfast... 15

G 609 Chicago Blend... 15

Crushed Java Coffee.

G 610 Java Cracked... 10

Roasted Coffee—Packages.

G 611 McLaughlin's A. A. A., per lb. 10

G 612 Arizona. per lb. 10

Chicory and Coffee Essence.

It is admitted by patrons of our grocery

G 621 English Chicory, bulk... 10

G 622 Coffee Essence, Himmels, 1 lb. in cans... 10

Coffee.

G 633 Homeopathic, 25 cans in a box...

Van Houten's.

G 641 Cocoa in bulk... 20

Frey's Homeopathic.

G 642 Baker's 1-lb. pkg., boxes 15 lbs... 20

Cocoa Shells.

G 643 Wilbur's, 1-lb. pkg., boxes 15 lbs... 20

Chocolates.

A delicious cup of chocolate

G 644 Baker's, 1-lb. cans for 10 lbs... 20

Plymouth—Pure Ground Spices.

G 600 Black Pepper... 10

G 601 Cayenne Pepper... 10

G 603 White Pepper... 10

G 604 Black pepper... 10

G 605 Chili Powder... 10

G 606 Cinnamon-Cassia... 10

G 607 Ginger... 10

G 608 Cloves... 10

G 609 Nutmeg... 10

G 610 Mace... 10

G 611 Nutmeg... 10

G 612 Allspice... 10

G 613 Clove... 10

G 614 Cracked, 1-lb. pkg. 10

G 615 Pure, 1-lb. pkg. 10

Baker's.

G 616 Baker's, 1-lb. cans for 10 lbs... 20

When desired, above goods in 1, 2, and 3-lb. decorated,
A SWEET TOOTH is sure to be found amongst everyone’s “grinders.” To satisfy your taste for sweats, we carry an extensive line of specialty chocolate candies. These are made especially for us by one of the largest candy manufacturers in the country. NO ONE ELSE makes these candies in such small quantities. We never ship candy that has been made over a week in advance, as we have found that this attenuates the flavors. Fine grades are made after the order is received. This insures you fresh, clean, clean goods, and it is our policy to carry a large stock of candies to consider this special advantage. Most goods you can buy at retail are all the way from two months to a year old.

PRICES AND PROFITS are cut indiscriminately. We sell at the net received margin over the actual cost to make.

You can include a nickel 5-cent box or a half pound with your order and get the difference in the price of the 5-cent box at the difference in the price of the half pound.

G 3585. This candy comes in 5-lb. and 20-lb. sizes, with a special order in 50-lb. size. The price for the 5-lb. size is $1.80 per box, and the price for the 20-lb. size is $7.20 per box. The price for the 50-lb. size is $36 per box. The price per ounce is $0.06 per ounce.

Great Drive in Fancy Suck Candy.

GI77 This fancy grade stick candy retails at 25 cents per box. Our special offer price is 2 for $1.00. Not less than one box sold.

Special Bargains in Fancy Candy.

GI78 Candy that retails at 3 for $1.00. This candy comes in 5-lb. and 20-lb. sizes. Our special offer price is 2 for $1.00. Not less than one box sold.

Candy Department

GI79 Candy that retails at 3 for $1.00. This candy comes in 5-lb. and 20-lb. sizes. Our special offer price is 2 for $1.00. Not less than one box sold.

Five Pounds Fancy Mixed Candy for 35 Cents

GI80 Five Pounds Fancy Mixed Candy, 35 cents is good quality and 35 cents is good quality.

Buy a pound of fine candy and 35 cents is good quality. We buy a pound of fine candy and 35 cents is good quality. We will all want candy. Three or four times a day and get a pound of candy for 35 cents. Our offer price is 3 for $1.00. It is special and shows how low it is possible to sell goods direct to consumers on a small-quantity basis.

Special Bargain in Gum Drops.

GI80. Five pounds Fancy Gum Drops for 35c or 35 cents is good quality. We buy a pound of fine candy and 35 cents is good quality. We will all want candy. Three or four times a day and get a pound of candy for 35 cents. Our offer price is 3 for $1.00. It is special and shows how low it is possible to sell goods direct to consumers on a small-quantity basis.

Your Choice for 55 Cents.

GI81. Five Pounds Fancy Candy in box for 55c. $1.80 a pound is the retail price.

Get your friends to join you and make up an order for all and save the enormous profit of the seller.

Ireland Moss Square, 5 lbs in a box......Penny

Island Moss Square, 5 lbs in a box......Penny

EG 57.5 lb. Hazelnut and 5 lb. in a box......Penny

Fancy Lemon Drops, 5 lbs in a box......Penny

Fancy Strawberry Drops, 5 lbs in a box......Penny

Fancy Cream Balls, 5 lbs in a box......Penny

Fancy Lady Kisses, 5 lbs in a box......Penny

Fancy Chocolate drops, 14 at 4 Cents Per Pound

GI82. In 5-pound boxes. $1.80 a pound is the retail price. These are very fancy goods and at our great wholesale prices you will not find a better offer. Not less than a 5-pound box sold to any buyer. Make up a $1.80 order by getting your friends and neighbors to do for you, and we will ship the goods by freight, which will add very little to the cost.

Special Drive in Fancy Caramels.

GI83. Fancy Wrapped Caramels, 35c.

EG 320. Licorice Drops and new box of 5 lbs, 35c.

EG 120. Licorice Jaw Breakers in 5-lb. box for 35c.

Retail everywhere at 2 for one cent—$1.80 for the box.

SUGAR

GI84. Order your SUGAR from us. We guarantee for you the lowest importation price on day your order is received. We ask no profit on SUGAR—we are willing to supply all our customers with sugar at actual cost to import. We don't want one order for SUGAR on our lists. We are importing SUGAR in the best manner—on our own list—and your order for SUGAR will be filled within a week. We will accept our list for SUGAR at a 3% discount for all orders over 500 lbs.

ORDER YOUR SUGAR FROM US. We guarantee for you the lowest importation price on day your order is received. We ask no profit on SUGAR—we are willing to supply all our customers with sugar at actual cost to import. We don't want one order for SUGAR on our lists. We are importing SUGAR in the best manner—on our own list—and your order for SUGAR will be filled within a week. We will accept our list for SUGAR at a 3% discount for all orders over 500 lbs.

SUGAR AT IMPORTATION PRICE

ORDER YOUR SUGAR FROM US. We guarantee for you the lowest importation price on day your order is received. We ask no profit on SUGAR—we are willing to supply all our customers with sugar at actual cost to import. We don't want one order for SUGAR on our lists. We are importing SUGAR in the best manner—on our own list—and your order for SUGAR will be filled within a week. We will accept our list for SUGAR at a 3% discount for all orders over 500 lbs.

Your neighbors will surely take from you the SUGAR you do not want to keep. We ask no profit on SUGAR—we are willing to supply all our customers with sugar at actual cost to import. We don't want one order for SUGAR on our lists. We are importing SUGAR in the best manner—on our own list—and your order for SUGAR will be filled within a week. We will accept our list for SUGAR at a 3% discount for all orders over 500 lbs.

We can gratify your tastes just as well as though you selected from a retail store. It is our business to please you, for our future trade depends on it.
**DRUG DEPARTMENT**

**THIS SPECIAL BRANCH** of our business is in charge of competent chemists and registered pharmacists who have had large experience both in this country and Europe in handling and controlling all medicines, narcotics, poisons, and other articles prescribed by physicians. We have come up to the full standard required by the Drug Inspectors of the United States government.

**WE ARE IN A POSITION** and will be pleased to answer any inquiries concerning Drugs, Medicines, Ointments, Plasters, etc., and to give you the names and quantities that are satisfactory to you, together with the medical properties, or special purposes they are used for. **THIS INFORMATION will be given to our customers** and is based on the long and varied experience of our staff of Chemists and Pharmacists.

**THE PRICES** will be the same as those quoted in other branches—THE LOWEST that it is possible to obtain without sacrificing the quality of the goods and make a large saving in cost which we shall be pleased to make. We shall be glad to sell to the public at the wholesale prices of distributors, and we shall be pleased to supply in bulk to any quantity.

**IN ORDERING GOODS FROM THIS DEPARTMENT** we must request you to send us cash for the full amount. We will not send C. D. S. on any account. Four ounce bottles, according to size, for these mailing bottles. Poisons, inflammable or explosive materials cannot be mailed.

---

**Special Medicines.**

The following special medicines patented by Sears, Roebuck & Co., are compounded by our chemists from the prescriptions of celebrated physicians, and are manufactured entirely from the best and purest materials. They have been exhibited and are said to be a great improvement on the ordinary medicines of the same description. They are guaranteed to be pure and effective. We guarantee each to accomplish all that is claimed for them.

D 100 Aque Pills. For the care of children and fever. We have never known anyone to fail to obtain the result desired by these pills. They have been in use for many years and are guaranteed to be pure and effective.

Price, per dozen: $0.50

D 101 Artesa Complexion Water. These water are from the prescription of a famous French physician, and are guaranteed to be pure and effective. They are made according to the directions of the physician, and are of an excellent remedy for young children. They are guaranteed to be pure and effective. They are guaranteed to be pure and effective.

Price, per dozen: $0.50

D 102 Bitter Bitter Bitters. Put up in large bottles, holding 16 fluid ounces. They are a very good medicine for dyspepsia when used as is intended. A general cleanser of the whole system, and give you an appetite and a satisfied feeling and enable you to digest and digest it and make it easier to use.

Large bottle, 75c per dozen: $0.50

D 103 Blackberry Balsam. This is a very good medicine for the common run of colds. It is a family remedy in readiness for sudden attacks of cold, and is especially valuable in cases of colds of any duration, and when used for a long time, it will cure one of long standing when persevered in. Full directions on the bottle. 30c bottle: $0.30

D 104 Black Cherry Water. These water are a true specific for sour stomach, distress after eating, and indigestion immediately after eating never fail to give relief.

Small box, 40c; large box, 75c: $0.50

D 105 Black Cherry Water. These water are a true specific for sour stomach, distress after eating, and indigestion immediately after eating never fail to give relief.

Price, per bottle: 75c; per dozen: $0.60

D 106 Black Cherry Water is an old time tonic, universally known for its great strength and power in producing effects. The great drawback of this medicine is the price, which is much higher than the ordinary medicines. It is therefore not suitable for universal use on that account. We take special pains to make it as pure and effective as possible, and not less than 99 per cent of iron is used in the making of it. We sell it in the form of a powder, in 50c bottles, and 75c boxes.

Price, per bottle: $0.50

D 107 Bitter Bitter Bitters. Put up in large bottles, holding 16 fluid ounces. They are a very good medicine for dyspepsia when used as is intended. A general cleanser of the whole system, and give you an appetite and a satisfied feeling and enable you to digest it and make it easier to use.

Large bottle, 75c per dozen: $0.50

---

**IT IS ALWAYS SAFE TO SAY THAT THE MAN WHO SELLS ON CREDIT ASKS YOU ABOUT 20% MORE THAN HIS REGULAR RETAIL PRICE, YOU NEVER CAN EXPECT TO GET AHEAD IF YOU KEEP TO THE OLD HEARTEN TRACK OF EXTRAVAGANT BUYING.**
SOUTHERN SUNSHINE COOK.
For wood, with Reservoir.

No. 15954. The Southern Sunshine with reservoir embodies every improvement that experience and ingenuity can suggest. In style and economy it surpasses its best competitors. Though low in price it is a strong and durable stove. Length of fire box given below is the size when stove is ordered to be used for wood.

<table>
<thead>
<tr>
<th>Size</th>
<th>Length of Covers</th>
<th>Size of Fire Box</th>
<th>Size of Oven</th>
<th>Weight</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>8 in.</td>
<td>29 in.</td>
<td>26 1/2 x 14 1/4</td>
<td>56 lbs.</td>
<td>11.95</td>
</tr>
<tr>
<td>16</td>
<td>8 in.</td>
<td>30 in.</td>
<td>27 1/2 x 13 1/2</td>
<td>56 lbs.</td>
<td>13.15</td>
</tr>
<tr>
<td>15</td>
<td>8 in.</td>
<td>29 in.</td>
<td>26 1/2 x 14 1/4</td>
<td>56 lbs.</td>
<td>13.62</td>
</tr>
<tr>
<td>19</td>
<td>9 in.</td>
<td>34 in.</td>
<td>27 1/2 x 13 1/2</td>
<td>205 lbs.</td>
<td>13.56</td>
</tr>
</tbody>
</table>

CLAD SUNSHINE RANGE.
For hard or soft coal, with Reservoir.

No. 1596W. Though low in price, quality has not been sacrificed to price in the construction of this range. It has all the latest improvements—ventilated oven, solid end, breast, duplex grate, patent pendulum attachment, quick draft damper, etc. We are inclined to think that nothing so good and serviceable has ever before been offered for the money required to buy this range. This range has six holes.

<table>
<thead>
<tr>
<th>Size</th>
<th>Covers</th>
<th>Oven</th>
<th>Weight</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>9 in.</td>
<td>26 1/2 x 14 1/4</td>
<td>50 lbs.</td>
<td>$19.00</td>
</tr>
<tr>
<td>15</td>
<td>9 in.</td>
<td>26 1/2 x 14 1/4</td>
<td>50 lbs.</td>
<td>21.95</td>
</tr>
</tbody>
</table>

No. 15980%. The Clad Sunshine Range, for hard or soft coal, without reservoir.

<table>
<thead>
<tr>
<th>Size</th>
<th>Covers</th>
<th>Oven</th>
<th>Weight</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>9 in.</td>
<td>26 1/2 x 14 1/4</td>
<td>270 lbs.</td>
<td>$14.00</td>
</tr>
<tr>
<td>15</td>
<td>9 in.</td>
<td>26 1/2 x 14 1/4</td>
<td>270 lbs.</td>
<td>16.15</td>
</tr>
</tbody>
</table>

Water-back and couplings, extra $4.00.

TRUE SUNSHINE RANGE.

No. 15957. Hard or soft coal. The True Sunshine is the best type of this class of ranges that has ever been offered for sale. It is better constructed. The range is more attractive in appearance than any of its competitors. Has five holes: duplex grate.

<table>
<thead>
<tr>
<th>Size</th>
<th>Covers</th>
<th>Oven</th>
<th>Weight</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>71</td>
<td>7 in.</td>
<td>12 x 1 x 10</td>
<td>190 lbs.</td>
<td>$6.95</td>
</tr>
<tr>
<td>80</td>
<td>8 in.</td>
<td>12 x 1 x 10</td>
<td>223 lbs.</td>
<td>10.90</td>
</tr>
</tbody>
</table>

Water-back and couplings, extra $4.00.
MEN'S BLACK PRINCE ALBERT SUITS

We make and sell more Prince Albert Suits direct to the consumer than all other mail order houses combined and we are prepared to quote prices below retail and mean a saving to you of 25% to 50%. We can guarantee satisfaction in every case, and either return the suit for full refund or exchange it for another at the customer's option. We are anxious to get your order for one of these suits to show you that it is possible for us to furnish the highest grade suits at prices within easy reach of all. Our six dollars is the current price and we are anxious to sell and will make every effort to please you in your selection. The suit will be in the latest style of the salt and pepper pattern, cut by expert cutters and sewn by expert tailors. We guarantee complete satisfaction.

We guarantee every suit to give the best satisfaction. Suits run from 42 to 48 inches chest measure, but larger sizes can be furnished at 50¢ extra. Any suit will be sent to any address in the United States for $5 extra. A discount of $1 is allowed on cash in full accompanies your order. EF samples of cloth will be sent free on application.

Our tailor made Clay and Clay and Zelda's Tailored Suits at $5.00 will be sent to any address in the United States for $1 extra. We are prepared to quote prices below retail and mean a saving to you of 25% to 50%. We can guarantee satisfaction in every case, and either return the suit for full refund or exchange it for another at the customer's option. We are anxious to get your order for one of these suits to show you that it is possible for us to furnish the highest grade suits at prices within easy reach of all. Our six dollars is the current price and we are anxious to sell and will make every effort to please you in your selection. The suit will be in the latest style of the salt and pepper pattern, cut by expert cutters and sewn by expert tailors. We guarantee complete satisfaction.

The demand the past season from professional men such as lawyers, doctors, and, and the other professions, for something we could guarantee, and sell at a price! In our line of superior quality, and the sale has been good. We are prepared to quote prices below retail and mean a saving to you of 25% to 50%. We can guarantee satisfaction in every case, and either return the suit for full refund or exchange it for another at the customer's option. Our tailor made suits are made to order and will be sent to any address in the United States for $1 extra. We are prepared to quote prices below retail and mean a saving to you of 25% to 50%. We can guarantee satisfaction in every case, and either return the suit for full refund or exchange it for another at the customer's option. We are anxious to get your order for one of these suits to show you that it is possible for us to furnish the highest grade suits at prices within easy reach of all. Our six dollars is the current price and we are anxious to sell and will make every effort to please you in your selection. The suit will be in the latest style of the salt and pepper pattern, cut by expert cutters and sewn by expert tailors. We guarantee complete satisfaction.

Our Guarantee.

On receipt of $10.00 we will send you samples of these suits to any address in the United States by express. The suit is made in the latest style of the salt and pepper pattern, cut by expert cutters and sewn by expert tailors. The suit will be in the latest style of the salt and pepper pattern, cut by expert cutters and sewn by expert tailors. We guarantee complete satisfaction.
WE CALL YOUR ATTENTION TO OUR REGULAR LINE OF CHILDREN'S TWO-PIECE AND FOUR-PART COMBINATION SUITS. Have you to look at the prices we name to yourself that we are offering prices against which no dealers can compete? We are selling clothing with no discounts, and our prices are not subject to the usual reductions of 15 to 25 per cent. In other words, you will find that our prices are the lowest in the market. We are selling clothing directly to the customer for cash, thereby reducing the cost to the consumer. We have the same quantities of the suits that will admit of no argument, no dispute in comparison and we would have you by all means to take advantage of this opportunity. By entering into the settlement, you are thereby reducing the cost to the purchaser, which is a condition that we think ought to be expected by every customer. We will give you the best price possible on any of our suits, and you can be sure that we will give you a fair deal.

Our first suit, a two-piece boys' suit 46 inches 10 years of age can be purchased for $12.95. These suits are made from a very good quality of material, and are made with all the necessary buttons, straps, and pockets. These suits are made in exactly the same style as our No. 2256. It will be of interest to note that the suits are made with a good quality cloth material, lined with cotton, and the waistband and lining made of cotton. The suits are made to fit the boys perfectly, with a good deal of room left for growth. They are made to last a long time and having them shipped by express and thus reduce the excess charges. This suit is made of a good quality gray wool cloth, medium weight, double breasted, front, wide lapel, lined with a good quality of fine quality and tailor made make a good suit. The buttons are made of bone and are of the best quality. The waistband and lining are made of cotton. These suits are made to fit the boys perfectly, with a good deal of room left for growth. They are made to last a long time and having them shipped by express and thus reduce the excess charges. This suit is made of a good quality gray wool cloth, medium weight, double breasted, front, wide lapel, lined with a good quality of fine quality and tailor made make a good suit. The buttons are made of bone and are of the best quality. The waistband and lining are made of cotton.

Our first suit, a two-piece boys' suit 46 inches 10 years of age can be purchased for $12.95. These suits are made from a very good quality of material, and are made with all the necessary buttons, straps, and pockets. These suits are made in exactly the same style as our No. 2256. It will be of interest to note that the suits are made with a good quality cloth material, lined with cotton, and the waistband and lining made of cotton.

No. 5256. Our $4.50 two-piece reaper suit, is made of

prest G. O. D., subject to examination, send us $1.60, the balance and express in cash. This suit is made of the finest material, two-piece suit, with excellent belt. The waistband and lining are made of cotton. The suit is made to fit the boys perfectly, with a good deal of room left for growth. They are made to last a long time and having them shipped by express and thus reduce the excess charges. This suit is made of a good quality gray wool cloth, medium weight, double breasted, front, wide lapel, lined with a good quality of fine quality and tailor made make a good suit. The buttons are made of bone and are of the best quality. The waistband and lining are made of cotton.

Our first suit, a two-piece boys' suit 46 inches 10 years of age can be purchased for $12.95. These suits are made from a very good quality of material, and are made with all the necessary buttons, straps, and pockets. These suits are made in exactly the same style as our No. 2256. It will be of interest to note that the suits are made with a good quality cloth material, lined with cotton, and the waistband and lining made of cotton.

Our first suit, a two-piece boys' suit 46 inches 10 years of age can be purchased for $12.95. These suits are made from a very good quality of material, and are made with all the necessary buttons, straps, and pockets. These suits are made in exactly the same style as our No. 2256. It will be of interest to note that the suits are made with a good quality cloth material, lined with cotton, and the waistband and lining made of cotton.

Our first suit, a two-piece boys' suit 46 inches 10 years of age can be purchased for $12.95. These suits are made from a very good quality of material, and are made with all the necessary buttons, straps, and pockets. These suits are made in exactly the same style as our No. 2256. It will be of interest to note that the suits are made with a good quality cloth material, lined with cotton, and the waistband and lining made of cotton.

Our first suit, a two-piece boys' suit 46 inches 10 years of age can be purchased for $12.95. These suits are made from a very good quality of material, and are made with all the necessary buttons, straps, and pockets. These suits are made in exactly the same style as our No. 2256. It will be of interest to note that the suits are made with a good quality cloth material, lined with cotton, and the waistband and lining made of cotton.

Our first suit, a two-piece boys' suit 46 inches 10 years of age can be purchased for $12.95. These suits are made from a very good quality of material, and are made with all the necessary buttons, straps, and pockets. These suits are made in exactly the same style as our No. 2256. It will be of interest to note that the suits are made with a good quality cloth material, lined with cotton, and the waistband and lining made of cotton.
SPECIAL NOTICE.—We wish to call special attention to numbers 3594, 3596 and 3599. These Shoes are made to our order by one of the largest manufacturers in the west, and for style, fit and wearing qualities are equal to most $3.00 shoes.

OUR $1.98 LINE.

The Footlight.
Ladies' Vicu Kid Lace.

No. 3594. Long, drawn out needle toe, patent leather tip and shoe, McKay sewed flexible sole, fancy heel, and without a doubt, the most handsome shoe ever sold for this money. Sizes 5½ to 8. Widths C, D, E and EE. Weight, 15 oz. Price, per pair, $1.98.

LADIES INTERESTED IN FANCY WORK will find a tasteful assortment in our notion Department. See Index.

Our Leaders in Lace or Button.

These shoes are made from good plum India Kid, have good bottom stock, open toe with patent leather tip, and are as neat in appearance as any $1.98 shoe. We do not warrant these shoes but claim them to be extra value for the price. Sizes 5½ to 8, widths D, E and EE. Weight, 15 oz. Price, per pair, $1.00.

LADIES' HEAVY SHOES.

Ladies' Oil Grain Button.
No. 3631. This shoe is made from Genuine Oil Grain Leather, with solid bottom and counter. It is designed for use in rough, wet and slippery places. The leather is always soft and pliable, and when wet, always dry soft. Sizes 5½ to 8; widths C, D, E and EE. Weight, 15 oz. Price, per pair, $1.25.

Our Special Oil Grain Button.
No. 3634. This shoe is made from the very best Milwaukee oil grain leather, combined with the best of the best. Sizes 5½ to 8; widths D, E and EE. Weight, 15 oz. Price, per pair, $1.50.

Ladies' Clove Grain Button.
No. 3636. Ladies' Clove Grain Button, made from brown leather, oil-tanned for wet weather, half double sole, worked up, pegged or screwed, warranted. Sizes 5½ to 8; widths D, E and EE. Weight, 15 oz. Price, per pair, $1.45.

LADIES' VICI KID BUTTON.

No. 3596. This shoe is made from the same fine Vicu kid stock that the one preceding, over the new coil toe last, with wide patent leather tip and lace up, new style heel box, McKay sewed, very flexible, much closer, much softer, much better fitting shoe at a medium price, we recommend it. Sizes, 5½ to 8; widths C, D, E and EE. Weight, 18 oz. Price, per pair, $1.98.

LADIES' VICI KID BUTTON.

No. 3599. Ladies' Vicu Kid Button Shoe, cut from selected stock, new needle toe, with patent leather tip, McKay sewed flexible sole and medium heel. The shoe has the new fancy heel box and we recommend it as being one of the best shoes we have ever been able to offer at this price. Sizes, 5½ to 8; widths C, D, E and EE. Weight, 16 oz. Price, per pair, $1.98.

Ladies' Clove Grain Button.
No. 3646. This Ladies' Clove Grain Lace Shoe is made from the best stock procurable, half double sole, machine sewed and being strictly custom made, will give the best of service. Warranted. Sizes, 5½ to 8; widths D, E and EE. Weight, 15 oz. Price, per pair, $1.45.

Ladies' Bright Grain Button.
No. 3641. Ladies' Bright Grain Button Shoe, worked bough holes, half double sole, solid leather counter and insole, and the best shoe on the market for the price. Sizes, 5½ to 8; widths D, E and EE. Weight, 15 oz. Price, per pair, $1.45.

Ladies' Lace Shoes.
No. 3641. Ladies' Calf Polish, half double sole and hand pegged. This is a strictly western style made shoe, and there is nothing better for heavy wear at any price. Warranted. Sizes 5½ to 8; widths D, E and EE. Weight, 15 oz. Price, per pair, $1.25.

Ladies' Best Clove Grain Polish.
No. 3644. This Ladies' Clove Grain Lace made from the finest stock procurable, half double sole, machine sewed and being strictly custom made, will give the best of service. Warranted. Sizes, 5½ to 8; widths D, E and EE. Weight, 15 oz. Price, per pair, $1.25.

WE HAVE BROKEN THE ICE IN THE SALE OF PUNCHBORES. You will now find them within your reach. See the line we quote and note the prices. Refer to Index.

OUR 3 PER CENT. DISCOUNT FOR CASH IN FULL WITH ORDER MUST NOT BE FORGOTTEN. OUR C. O. D. TERMS ARE ALSO VERY LIBERAL. SEE FIRST FOUR PAGES OF CATALOGUE.
LADIES' TAILOR-MADE SUITS

STYLES 1897

Very fine ladies' suit made of imported repellant cloth in black, navy or tan. We make the suit. 24959 Balero, 24960 Blazer. 24961 Raincoat style. The skirt is very full; lined throughout with russet taffeta and bound with velvet. $4.50

24962 Same style as 24961 made of fine serge in black, blue or green. Jacket all lined with fancy sergé. Price.....................$6.50

24963 Same style as 24961 made in 24962. Price........$7.75

24964 Smart Blazer suit made of imported ladie's cloth, either black or navy, trimmed with broad and small buttons, full skirt, lined throughout with russet taffeta, bound with velvet, $6.75

24965 A magnificent Eaton style ladies suit of fancy Scotch mixture, trimmed with fine Hercules braid around bottom of waist and on sleeves, fancy horn buttons in front, waist lined with Changeable silk serge, full length skirt interlined with crinoline and lined with russet taffeta, bound with velvet. A fine $10.00 suit for...

24966 Very Stylish Ladies' Suit, Balero style, made of blue or black sergé chevalier, newest sleeves, outer jacket trimmed all around with black mohair and silk, mixed grosgrain and lined withchangeable silk. Very full skirt trimmed as illustrated. Skirt lined with russet taffeta and interlined with crinoline, bound with velvete. Very Nic. Price.............$8.50

SPECIAL OFFER.

WE WILL SEND ANY of these fine tailor-made suits C.O.D., SUBJECT TO EXAMINATION, on receipt of $1.00, balance with express charges to be paid upon examination and approval.

SPECIAL OFFER

for cash with order.

SOLD ONLY

BY

SEARS, ROEBUCK & CO.

incorporated

CHICAGO.
Watches Almost Given Away.

Don't go without a watch and continue to ask your neighbor the time of day when you can have one of your own for a little money. The Boys, the Girls, the Rich and the Poor can all carry watches at the prices we ask. By our over-profit plan, from manufacturer to consumer, you can own a watch at a very low cost advance on cost to manufacturer, and by the use of improved and automatic machinery, watches can now be made and sold for $2.00 or $3.00 which are a credit to those sold forty years ago for $25.00 to $40.00.

These watches are all complete in every detail, and are warranted to be as represented. Our terms are most liberal. We want you to see for yourself. Any of these watches will be sent to any address C. O. D., by express, subject to examination, on receipt of 50 cents, in stamps or cash, as a guarantee of good faith. The watch can be examined thoroughly at the express office, and if not found to be as represented, or even more, you can refuse to accept it and we will refund the amount you have deposited.

We advise you to send cash in full with your order and save the 3 per cent cash discount. It is perfectly safe, and if you are not in every way satisfied with the watch when it arrives you can return it and your money will be refunded. Most of our customers send cash in full. It saves return charges on the collection, and the goods go by registered mail if 15 cents extra is sent to pay postage.

WE LEAD ON LOW PRICES. OUR TERMS ARE MOST LIBERAL.

SEND US A TRIAL ORDER IF YOU HAVE NOT ALREADY DEALT WITH US AND BE CONVINCED.

No. 65001.

No. 6001. Nickel-plated metal case, of regular 18-size heavy glass, stem wind and stem set, patent lever movement, and run so to 30 hours with one winding, is American made, and is a very good timekeeper. It is only by contracting for several thousand of these watches on a spot cash basis that we are enabled to sell them at such an extremely low figure. The movement of this watch is of very strong construction, and will stand much more rough usage than the average watch. There is nothing that you could buy as a present to a boy which would give him so much real pleasure for the money as a watch.

Price to cash customers...

No. 6002.

Another wonderful bargain nickel-plated metal case, very strong, with heavy glass, stem wind and stem set with good cylinder escapement, jeweled movement, nanometer dial, and is a good watch that retails at $6.00 to $8.00. These watches are made by the poor peasants in the mountains of Switzerland, where entire foundling work is done. They are made of high-grade swiss steel, and are well made and beautifully engraved, for which they average about 15 cents each per day.

Our Price...

No. 6003.

Genuine Dubois Silver Case, 814 poises case, with heavy, flat bezel edge glass. The Dubois silver cases are made of the same solid silver metal through and through, and will wear and retain their beautiful silver color a lifetime. They will be furnished with good jeweled imported movements, hard white enamel dial, key stem wind and are good timekeepers.

Price for key wind movement and case complete...

For 50 CENTS you can see and examine any of these watches at your express office. If not satisfied in writing us we will refund the deposit.

No. 65004.

No. 6004. Our Boys' Watch, warranted solid nickel case, with heavy beveled edge crystal. The case is solid nickel through and through and warranted not to tarnish. It is fitted with a jeweled imported well-made stem wind and stem set movement and is a good timekeeper. The watch is a little larger than the regular cents size and at the price we offer them to no boy need be without one.

Price...

No. 6005.

A genuine all-American solid nickel watch. This case is made of solid nickel through and through, beautifully polished, and is fitted with heavy beveled edge glass. The movement is made by the New York Standard Watch Co., is nickel damascened, stem wind and stem set, patent lever, seven jewels, train bearings in metal settings, safety pinion, compensation balance, and is fully warranted by the makers and ourselves.

Price...

No. 6006.

A genuine coin silver, engraved, open face watch. Never before has a genuine coin-silver watch been offered at so little money. The case is coin silver, well made and beautifully engraved, and is fitted with heavy beveled edge glass. The movement is made by the New York Standard Watch Co., is nickel damascened, stem wind and stem set, patent lever, seven jewels, train bearings in metal settings, safety pinion, compensation balance, and is fully warranted by the makers and ourselves.

Price...

A DISCOUNT of 3 per cent will be given for cash if full with your order. 4 per cent will be allowed on orders over $50.00 and 5 per cent on orders over $100.00.

No. 65006.

No. 6006. A genuine coin silver, engraved, open face watch. Never before has a genuine coin-silver watch been offered at so little money. The case is coin silver, well made and beautifully engraved, and is fitted with heavy beveled edge glass. The movement is made by the New York Standard Watch Co., is nickel damascened, stem wind and stem set, patent lever, seven jewels, train bearings in metal settings, safety pinion, compensation balance, and is fully warranted by the makers and ourselves.

Price...

No. 65007.

No. 6007. A genuine gold filled, open face watch. Something new. This is the first time that we have been able to offer a genuine gold filled watch at anywhere near the price we ask for this. The case is made of two plates of gold over an inner plate of composition metal, is beautifully engraved and guaranteed by the manufacturers to wear for five years; a certificate of guarantee accompanies each watch.

The movement is made by the New York Standard Watch Co., is nickel damascened, stem wind and stem set, patent lever, seven jewels, train bearings in metal settings, safety pinion, compensation balance, and is fully guaranteed by both the manufacturers and ourselves.

Our special price for the complete watch is...
SEARS, ROEBUCK & CO., (Incorporated), Cheapest Supply House on Earth, Chicago.

THE DAVIS HAMMERLESS CUN.

No. 6779. Best quality Twist Barrels. Choice Bored, extended matted rib, double bolt, one lug. Barrel and square Cross Bolt through extended rib, patent fore-end. Full pistol grip stock, stock and tip checked. All parts stately carved. Cocked by slipping on of the barrels, and by the action of closing them the Sears and Trucks are both blocked by a positive motion, thus avoiding all danger from taking off or premature pulling off, by trigger or otherwise, and is absolutely safe. Safety can be used as automatic safety. A very desirable feature for rapid firing. The gun can be put together or taken apart with hammers in any position, and without any extra weight or feel, let alone without scraping, which is always preferable.

Price, with Sears American walnut stock, 12 to 22 inches long, 7 to 94 lbs. $23.95

THE HOLLENBECK OR SYRACUSE HAMMERLESS CUN.

No. 6864. The hollebeck Hammerless Gun made by the Syracuse Arms Co. is cross bolted, top lever, matted extended ribs, pistol grip, patent fore-end and automatic safety. It is bored for nitro or black powder, choice barrels, very well made and durable, good shooter.

Price, with Syracuse A.W. walnut stock, 12 to 19 lbs. Each. $37.00

No. 6864. Three Bladed Damascus Barrels. $5.90

THE NEW 8. R. & CO. HAMMERLESS DOUBLE BARREL SHOT GUN.

We offer at $25.00 a gun that sells regularly at $35.00. We offer at $29.00 a gun that sells regularly at $40.00. We guarantee it equal to any gun in the market, and there is no better gun made at any price.

The above illustration engraved from a photograph shows the general appearance of the new, Seabuck & Co. high grade hammerless shotgun with all the latest and best features of the high-priced guns, and the latest model for the season of 1896. Made of the best materials, handsome in design and finish, well balanced, easy handling—the weight of the barrel doing the work, for beauty of outline it has no superior at any price. Top lever, cross bitted, pistol grip, English walnut, patent compensating snap fore-end, case hardened lock plate and action, partly coated iron, wide breech, narrow, and at muzzle, neatly engraved, bored for nitro or black powder, price as indicated, barrel made and durable, good shooter.

Price, with Sears American walnut stock, 12 to 22 inches long, 7 to 94 lbs. $25.00

LEFAUCHEAUX ACTION BREECH LOADER.

No. 6864. The Lefaucheux Action Double Breech Loading Shot Gun, decarbonated black steel barrel, back action locks, checkered grip, bottom lever and fore-end. 12 gauge, 30 and 32 inch barrels, 7½ to 8 lbs. $35.00

The Celebrated Belgian Action Breech Loader, with top lever, snap action, back action locks, half circle hammer, patented snap fore-end, case hardened lock plate, checkered pistol stock and fore-end with 12, 16, 20 and 28 inch barrels, 7½ to 8 lbs. Our special price $79.95

THE CELEBRATED BELGIAN BACK ACTION GUN.

No. 6815. The Celebrated "Belgian Back Action" Gun with top lever, snap action, back action locks, half circle hammer, patented snap fore-end, case hardened lock plate, checkered pistol stock and fore-end with 12, 16, 20 and 28 inch barrels, 7½ to 8 lbs. Our special price $79.95

THE ENCYCLOPAEDIA BRITANNICA.

$9.95.

IN ORDERING GUNS, YOU MUST ALWAYS GIVE EXPLICIT INSTRUCTIONS. STATE GAUGE, LENGTH OF BARRELS AND WEIGHT WANTED, ALWAYS NOTING WHETHER OR NOT OUR DESCRIPTION STATES THAT THE GUN IS MADE AS YOU WANT IT.
Our 20 Inch Wheel For $29.00.

For Boys from the Age of 5 to 8 Years.

No. 93425 FRAME Is.
Made of best steel tubing, 1½ inch in main frame, and ¾ inch in rear stays, making a very strong and handsome frame. Height of frame 41 inches.

FORM—Is made of the strongest material obtainable, hand-acidly nickel plated.

WHEELS—28-inch, made from the finest material; good ride.

HUBS—Are tubular same as in our regular wheels only smaller. Ball bearings throughout.

SPOKES—Are the standard nickel plated.

CUPS AND CONES—Turned from tool steel.

GEAR—About 8½ to 10.

PEDALS—A very neat and light rubber pedal will be used.

HANDLE BAR—Up-turned, or drop, handsomely nickeled.

SADDLE—A high grade, comfortable, child's saddle. The entire weight of this wheel is about 20 lbs. Will be finished in black enamel with 4 coats, varnish over all to protect it. A tool bag will be sent with each wheel, together with complete set of tools. We shall fit them regularly with a high grade single tube tire, guaranteed as it is found troublesome to repair the small double tube tires. Each wheel weighs 10 lbs.

Our Special price, each... $29.00

Girls' Wheel, 20-Inch. For $29.00

No. 93413.

SPECIFICATIONS.

FRAME—Is made of the best steel tubing 1½ inch in main frame, and ¾ inch in rear stays, making a very strong and handsome frame. Height of frame 41 inches.

FORM—Is made of the strongest material obtainable, hand-acidly nickel plated.

WHEELS—28-inch, made from the finest material; good ride.

HUBS—Are tubular same as in our regular wheels only smaller. Ball bearings throughout.

SPOKES—Are the standard, nickel plated.

CUPS AND CONES—Turned from tool steel.

GEAR—About 9 to 10.

PEDALS—A very neat and light rubber pedal will be used.

HANDLE BAR—Up-turned, or drop, handsomely nickeled.

SADDLE—A high grade, comfortable child's saddle. The entire weight of this wheel is about 20 lbs. Will be finished in black enamel with 4 coats, varnish over all to protect it. A tool bag will be sent with each wheel, together with complete set of tools. We shall fit them regularly with a high grade single tube tire, guaranteed as it is found troublesome to repair the small double tube tires. Each wheel weighs 10 lbs.

Our Special price, each... $29.00

WHAT THE PEOPLE SAY...

Could not fit me better if you took the measure yourself.

Sears, Roebuck & Co.

San Francisco, Cal.

Jan. 4th, 1897.

Dear Sirs,

I am much pleased with the suit you sent me, and am very much pleased with them; could not fit me better if you had taken the measure yourself. I hope you will meet the order all right. I will send for your catalogue in a short time. Please send me some samples of plaid and other dress goods, and, please.

Yours Respectfully,

W. W. COLLING.

Enquiries for Beauty and Fit.

Sears, Roebuck & Co.

Torrington, Conn.

Feb. 2nd, 1897.

Dear Sirs,

I am much much pleased with the suit you sent me, and I think you could not have done better anywhere. Everyone remarks on the beauty of the suit, and the fit could not be better if you had measured me. I will gladly recommend to any desiring to purchase you.

Yours respectfully,

E. W. JENKINS.

Our Goods Sell Themselves on Sight.

Sears, Roebuck & Co., Chicago, III.

Jan. 9th, 1897.

Dear Sir,

Many thanks for the prompt manner in which you filled my order for a mackintosh, the coat received all O. K., it is much better than I had expected; I think it is the means of selling others; I shall do all I can to sell more. It would not be any trouble to sell if it were not for the scarcity of money.

With best wishes from,

E. W. WHITE.

Our Goods Sell Themselves on Sight.

Sears, Roebuck & Co., Chicago, III.

Jan. 9th, 1897.

Dear Sir,

Many thanks for the prompt manner in which you filled my order for a mackintosh, the coat received all O. K., it is much better than I had expected; I think it is the means of selling others; I shall do all I can to sell more. It would not be any trouble to sell if it were not for the scarcity of money.

With best wishes from,

E. W. WHITE.

These Are Not Bicycle Shoes.

But we show a complete line in our shoe department.

See Fargo's Famous Ball Bearing Bicycle Shoe.

Don't forget the liberal C. G. O. D. subject to examination terms on which we ship our goods. We show our confidence in the goods we sell.
OUR $19.50 AND $22.50 NEW QUEEN SEWING MACHINES

+ GUARANTEED +

THE GREATEST VALUES EVER OFFERED.

JUST THINK

A High Grade Modern Drop Desk Cabinet Machine for $19.50 and $22.50.

A BINDING TEN YEAR'S GUARANTEE accompanies each machine by the terms and conditions of which if any piece or part or piece of defective material, we will replace it FREE OF CHARGE.

THE NEW QUEEN will last a lifetime.

OUR LIBERAL TERMS.

Send us $3.00 as a guarantee of good faith and we will send the machine to you by freight C.O.D., subject to examination. You pay freight to your freight depot and if found perfectly satisfactory and exactly as represented, pay the freight agent our price and freight charges less the $3.00 sent with order.

THREE PER CENT. DISCOUNT allowed if cash in full accompanies your order. Nearly all our customers send cash in full when ordering. Near $2.00.

As will be seen from the illustrations, we furnish our "NEW QUEEN" high grade sewing machine only in drop desk stand cabinets. This being a strictly high grade machine we think it more appropriate to fit it complete with the latest, handsomest and best cabinet even at slight addition in cost. From the illustrations this machine is exactly alike, the only difference being in the number of drawers to the cabinet.

Our $22.50 New Queen

HAS A FOUR-DRAWER CABINET, WHILE OUR $19.50 HAS A TWO-DRAWER CABINET.

Our "New Queen" Sewing Machine possesses the good points of all first class machines with the defects of none. It is ideal to any machine you can buy at retail at $100. Everything that enters into the construction of this machine is of the very best. This "NEW QUEEN" SEWING MACHINE is made for us under contract.

ONE OF THE largest and most reliable sewing machine manufacturers in the United States, a concern located in Beulaville, Ill., where they have a reputation for making fine machines as can be made. The "New Queen" is our trade mark and the name by which this machine will always be known. Before getting the "New Queen" we looked over every machine of value. We can say in this case our guarantee is that it is not only made of the very best material, but it is the finest in every modern feature.

Among the Special Advantages of the "New Queen" is the fact that it is the only one of its kind which possesses the good points of all first class machines with the defects of none. It is ideal to any machine you can buy at retail at $100. Everything that enters into the construction of this machine is of the very best. This "NEW QUEEN" SEWING MACHINE is made for us under contract.

CABINET WORK.

As will be seen from the illustrations, this machine comes only in drop stand and stand alone. The finish is antique, highly polished, beautifully carved and ornamented. They are absolutely perfect and guaranteed in every respect.

THE "NEW QUEEN" HAVING EVERY ATTACHMENT OF THE VERY HIGHEST GRADE.

On our $22.50 machine we show an illustration of the extra set of attachments which accompanies every "New Queen" Machine, and the very highest attachments are made. These are made to be used immediately behind the needle, thus making the machine the very finest. The "New Queen" machine will be: One foot, one bobbin, one screw driver, one wrench, one set of his bobbins; one set of bobbins of different widths up to 3/4 of an inch; one pair of scissors; one pair of straight cutters and a bottle of black rubber fluid.

OUR INSTRUCTION BOOK MAKES EVERYTHING PLAIN. By carefully reading our instruction book you will find you can operate this machine and do any class of work that can be done on any machine even by an expert.

PLEASE COMPARE OUR PRICES, VIZ., $19.50 AND $22.50, with those of any other concern for a strictly high grade 10-year guaranteed sewing machine complete with drop desk stand cabinet, and if you do not say that we are saving you from 20% to 50% in price, if in fact after you have seen and examined this machine, you do not say that we are saving you from 20% to 50% in price, in fact, if after you have seen and examined this machine, you do not say that it is equal to any machine reduced to the $100.00 price, we will return it to us and we will cheerfully refund any money you have paid.

A FURTHER GUARANTEE.

If you send to us for a Sewing Machine we will allow you to use the machine in your own home for 10 years, with the privilege of returning it to us at any time during the 10 years, and we will cheerfully refund any money you have paid.
OUR $58.00 B GRADE COLUMBUS PHAETON.

This is a Genuine Columbus, O. Phaeton,

MADE BY

One of the Oldest and
Most Reliable Manufacturers
in Columbus, Ohio.

A BINDING TWO YEARS' GUARANTEE GOES
WITH EVERY PHAETON.

OUR REGULAR B GRADE
Guaranteed
Work

We Offer a Cheap Special B
Grade Phaeton at $39.90.

We have many other grades of Phaeton's in our Special Vehicle Catalogue which will be mailed free to any Address upon application.

$58.00 on our Regular Terms, or $56.25 Cash in Full with Order,

IS OUR PRICE FOR THIS
B Grade Columbus Phaeton.

The Illustrations Engraved from Photographs will give you some idea of the appearance of these Phaetons. They come in either CANOPY top or LEATHER QUARTER extension top, as illustrated.

DO NOT COMPARE THESE B GRADE COLUMBUS PHAETONS with cheap work that is being offered at from $45.00 to $60.00. There is no comparison.

These Phaetons will Compare Favorably with any Phaeton you can Buy at Retail at from $100.00 to $125.00.

These Phaetons have the very latest style body.
The Body is 25 1/4 inches wide; Seat is 23 1/4 inches wide at bottom and 37 inches at top; Depth of seat inside, 12 1/4 inches; Height of seat from bottom to top, 22 inches; Height of Panel, inside measurement, 34 inches.

UPHOLSTERY.—They are Upholstered in genuine machine-backed leather, or all wool imported English body cloth, full spring back, tufted seats and backs.

GEAR.—The Gear is from the very best selected second-growth Hickory, treated throughout with Norway iron. Reels are ironed full length. Springs are of the best Crucible steel, tempered in oil. Wheels are thoroughly first-class standard grade, guaranteed for two years, either Service's patent or shell band hub as desired.

PAINTING.—The painting on this Phaeton, like all our B grade goods, is done with the very best of materials, including the best paints, oils, and varnishes. Body black, gear dark Brown green with suitable gold stripe.

This Phaeton comes complete with whip socket, Brussels carpet, anti-rattlers and shafts.

You will observe this Phaeton is hung very low, the bottom of step being but 15 inches from the ground. It is one of the most stylish phaetons on the market, regardless of price.

TOP.—At our special price of $58.00 C. O. D., or $57.25 Cash in full with order, we furnish this phaeton either in LEATHER QUARTER top with full length side and back curtains or CANOPY top with full length side and back curtains, as desired. OUR price includes very fancy nickel plated lanterns and wide fenders.

Extra for Pole with Neckyoke and Whilmutes complete in place of shafts, $3.00. EXTRAS FOR BOTH POLE AND SHAFTS, $4.00.

Extra for Full Leather Top in place of Leather Quarter Top, $4.00. Extra for very Large Swell Wing Dash, in place of Dash above illustrated, $3.00.

No. 92816. Order by Number.

We Show a very Extensive Line of AA, A, B and Special B Phaetons in Our Special Vehicle Catalogue.

WHICH WE WILL MAIL FREE TO ANY ADDRESS ON APPLICATION.

NEVER WAS CLOTHING SEEN OR HEARD OF SO CHEAP AS YOU FIND IT ILLUSTRATED AND DESCRIBED ON THE CLOTHING PAGES OF THIS CATALOGUE. WE DO A LARGER BUSINESS IN CLOTHING THAN ANY THREE MAIL ORDER HOUSES IN CHICAGO.