WE GUARANTEE

That each and every article in this catalog is exactly as described and illustrated.

We guarantee that any article purchased from us will satisfy you perfectly; that it will give the service you have a right to expect; that it represents full value for the price you pay.

If for any reason whatever you are dissatisfied with any article purchased from us, we expect you to return it to us at our expense. We will then exchange it for exactly what you want, or will return your money, including any transportation charges you have paid.

Sears, Roebuck and Co.

Chicago
How to Measure for Men’s, Women’s and Children’s Wearing Apparel

Measurements for Men’s or Women’s Tailored Suits, Cloaks, Skirts, Dresses, Waists and Capes.

Measurements for Men’s Suits or Overcoats and Boys’ or Youths’ Long Pants Suits or Overcoats.

COAT or OVERCOAT

Measure in natural way, receive naturally, and don’t incline coat. Wear as you wear a coat and measure from center of back, across chest and over shoulder and arm to tips of fingers, back to waist.

Neck—Evenly at center, from top of coat lapels to the ground.

Shoulder—Evenly at rounded shoulder, from one shoulder to other shoulder.

Arm—Evenly at fullest part of arm, from elbow to neck.

Waist—Evenly across the fullest part, from one hip to other hip.

Measurements for Women’s or Children’s Tailored Suits, Cloaks, Skirts, Dresses, Waists and Capes.

Measurements for Men’s and Youth’s Clothing.

Suits

Measure in natural way, receive naturally, and don’t incline coat. Wear as you wear a coat and measure from center of back, across chest and over shoulder and arm to tips of fingers, back to waist.

Neck—Evenly at center, from top of coat lapels to the ground.

Shoulder—Evenly at rounded shoulder, from one shoulder to other shoulder.

Arm—Evenly at fullest part of arm, from elbow to neck.

Waist—Evenly across the fullest part, from one hip to other hip.

Measurements for Men’s Underwear.

Underwear

Measure in natural way, receive naturally, and don’t incline coat. Wear as you wear a coat and measure from center of back, across chest and over shoulder and arm to tips of fingers, back to waist.

Neck—Evenly at center, from top of coat lapels to the ground.

Shoulder—Evenly at rounded shoulder, from one shoulder to other shoulder.

Arm—Evenly at fullest part of arm, from elbow to neck.

Waist—Evenly across the fullest part, from one hip to other hip.

Measurements for Men’s and Boys’ Hats.

Measure in natural way, receive naturally, and don’t incline coat. Wear as you wear a coat and measure from center of back, across chest and over shoulder and arm to tips of fingers, back to waist.

Neck—Evenly at center, from top of coat lapels to the ground.

Shoulder—Evenly at rounded shoulder, from one shoulder to other shoulder.

Arm—Evenly at fullest part of arm, from elbow to neck.

Waist—Evenly across the fullest part, from one hip to other hip.

Measurements for Men’s or Ladies’ Gloves.

Measure in natural way, receive naturally, and don’t incline coat. Wear as you wear a coat and measure from center of back, across chest and over shoulder and arm to tips of fingers, back to waist.

Neck—Evenly at center, from top of coat lapels to the ground.

Shoulder—Evenly at rounded shoulder, from one shoulder to other shoulder.

Arm—Evenly at fullest part of arm, from elbow to neck.

Waist—Evenly across the fullest part, from one hip to other hip.

Measurements for Men’s Knit Underwear.

Measure in natural way, receive naturally, and don’t incline coat. Wear as you wear a coat and measure from center of back, across chest and over shoulder and arm to tips of fingers, back to waist.

Neck—Evenly at center, from top of coat lapels to the ground.

Shoulder—Evenly at rounded shoulder, from one shoulder to other shoulder.

Arm—Evenly at fullest part of arm, from elbow to neck.

Waist—Evenly across the fullest part, from one hip to other hip.

Measurements for Men’s Socks.

Measure in natural way, receive naturally, and don’t incline coat. Wear as you wear a coat and measure from center of back, across chest and over shoulder and arm to tips of fingers, back to waist.

Neck—Evenly at center, from top of coat lapels to the ground.

Shoulder—Evenly at rounded shoulder, from one shoulder to other shoulder.

Arm—Evenly at fullest part of arm, from elbow to neck.

Waist—Evenly across the fullest part, from one hip to other hip.

Measurements for Women’s or Children’s Knit Underwear.

Measure in natural way, receive naturally, and don’t incline coat. Wear as you wear a coat and measure from center of back, across chest and over shoulder and arm to tips of fingers, back to waist.

Neck—Evenly at center, from top of coat lapels to the ground.

Shoulder—Evenly at rounded shoulder, from one shoulder to other shoulder.

Arm—Evenly at fullest part of arm, from elbow to neck.

Waist—Evenly across the fullest part, from one hip to other hip.

Measurements for Women’s Knit Underwear.

Measure in natural way, receive naturally, and don’t incline coat. Wear as you wear a coat and measure from center of back, across chest and over shoulder and arm to tips of fingers, back to waist.

Neck—Evenly at center, from top of coat lapels to the ground.

Shoulder—Evenly at rounded shoulder, from one shoulder to other shoulder.

Arm—Evenly at fullest part of arm, from elbow to neck.

Waist—Evenly across the fullest part, from one hip to other hip.

Measurements for Children’s Suits or Overcoats and Boys’ or Youths’ Long Pants Suits or Overcoats.

Measure in natural way, receive naturally, and don’t incline coat. Wear as you wear a coat and measure from center of back, across chest and over shoulder and arm to tips of fingers, back to waist.

Neck—Evenly at center, from top of coat lapels to the ground.

Shoulder—Evenly at rounded shoulder, from one shoulder to other shoulder.

Arm—Evenly at fullest part of arm, from elbow to neck.

Waist—Evenly across the fullest part, from one hip to other hip.

Measurements for Children’s Underwear.

Measure in natural way, receive naturally, and don’t incline coat. Wear as you wear a coat and measure from center of back, across chest and over shoulder and arm to tips of fingers, back to waist.

Neck—Evenly at center, from top of coat lapels to the ground.

Shoulder—Evenly at rounded shoulder, from one shoulder to other shoulder.

Arm—Evenly at fullest part of arm, from elbow to neck.

Waist—Evenly across the fullest part, from one hip to other hip.

Measurements for Infants’ Suits or Overcoats and Boys’ or Youths’ Long Pants Suits or Overcoats.

Measure in natural way, receive naturally, and don’t incline coat. Wear as you wear a coat and measure from center of back, across chest and over shoulder and arm to tips of fingers, back to waist.

Neck—Evenly at center, from top of coat lapels to the ground.

Shoulder—Evenly at rounded shoulder, from one shoulder to other shoulder.

Arm—Evenly at fullest part of arm, from elbow to neck.

Waist—Evenly across the fullest part, from one hip to other hip.

Measurements for Infants’ Underwear.

Measure in natural way, receive naturally, and don’t incline coat. Wear as you wear a coat and measure from center of back, across chest and over shoulder and arm to tips of fingers, back to waist.

Neck—Evenly at center, from top of coat lapels to the ground.

Shoulder—Evenly at rounded shoulder, from one shoulder to other shoulder.

Arm—Evenly at fullest part of arm, from elbow to neck.

Waist—Evenly across the fullest part, from one hip to other hip.

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Shoulder—Evenly at rounded shoulder, from one shoulder to other shoulder.

Arm—Evenly at fullest part of arm, from elbow to neck.

Waist—Evenly across the fullest part, from one hip to other hip.
# Sears, Roebuck and Co.

**State How You Want Goods Shipped by Placing an X in Proper Square Below.**

- **Open Mail**
- **Insured Mail**
- **Registered Mail**
- **Express Mail**
- **Prepaid Freight**

**Sign Full Name:**

**Date:**

**Postoffice:**

**R. D. No.:**

**State:**

**P. O. Box No.:**

**Street and No.:**

**Give Shipping Point if Different from Postoffice.**

**Name:**

**Counties:**

**State:**

**Railroad Co.:**

**EXPRESS CO.:**

<table>
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<th>State Total Amount of Money</th>
<th>Dollars</th>
<th>Cents</th>
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</table>

**Please give name of Head of Household to avoid sending more than one catalog to the same family.**

**Have You Stated Size and Color? If you do not use this order blank at once, please serve it for future use.**

---

**Number of Items in Catalog**

<table>
<thead>
<tr>
<th>Number of Item in Catalog</th>
<th>Quantity Desired</th>
<th>Name of Article Wanted</th>
<th>Price per Doz.</th>
<th>Serial Number</th>
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</tbody>
</table>

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**If you do not use this order blank at once, please serve it for future use.**
Brief Index of Lines of Merchandise

FOR ITEMIZED INDEX SEE FOLLOWING PAGES 2 TO 16

If you wish to refer to any particular line of merchandise use the alphabetical arranged index on this page. It is usually easy to find any article after locating the general

line, as the headings, illustrations and descriptions readily direct you to the various items you want. To find any particular item refer to complete itemized index on following pages 2 to 16.

2c to 12c ITEMS ARE ON PAGES 19 TO 23

Simple Rules for Ordering

To find what you want to buy, refer to Brief Index above or to Itemized Index on pages 3 to 10. If you haven't found anything of interest use our order blank, if you have one already.

Tell us in your own way what you want, always giving, if possible, the catalog number of each article, the price, and also the size and color, where the

enclose in the letter the proper amount of money in the form of a postal money order, which you can buy at the post office, or an express money order you can have by express agent, or a draft, which you can buy at any bank, or send the money itself in a letter and take it to the post office and tell the postmaster that you want him to register it to you. If you have a checking account, make it out to

Do not fail to give size, color, weight, etc., as required when writing your order.

If there is any other information you desire, such as methods of shipping, postage, etc., please write and we will be glad to give you the information you want.

Visit Us When You Come to Chicago. We'll Show You Through Our Buildings. SEARS, ROEBUCK AND CO. CHICAGO, ILL.
ITEMIZED HOW TO FIND ANY ARTICLE YOU WANT TO BUY

INDEX

This index is alphabetically arranged. We index the General Names of the kinds of goods in which we deal, the items in our line, and the names of our principal suppliers. Where there is a question as to the time of merchandise to which it refers, or if there are many entries for the same material, or if there are many entries for the same material, or if the order is not unique, we may be found under such general headings. The index is under the same heading in which you will find it, which is under the heading "Trade." Unless you use our handy exchanges and simple books, you will find an exceedingly large variety of material on all kinds of merchandise in this big General Catalog. There are a number of items, the catalog pages and the general

See Pages 17 and 18.
Fit Your Boat With a Motorgo

THIRTY DAYS’ TRIAL—GUARANTEED FOR LIFE

Motorgo Marine Engines have attained a widely-respected position for their simplicity, reliability and power. We guarantee the Motorgo Marine Engines to be equal in every way to any marine engine on the market, without any limitation of make or price. There are other great marine engines on the market, but none better, and those that are equal to the Motorgo will cost you more than twice the price.

The materials, mechanicals, rigidly and soundly constructed on the Motorgo Marine Engines, are of the finest quality, and the price is an advantage. We sell our engines, marine or any other, in any quantity, on trial for the asking price.

The Motorgo Marine Engines deliver more than their rated horse power and give you more than your money's worth. They perform exactly as advertised and give the greatest satisfaction. They command a wide field because of their durability and dependability. Your friends should prefer the Motorgo.

We guarantee that you will be entirely satisfied with your purchase, or if you are not, we will send you back your money and any freight charges you have paid.

What We Guarantee

We guarantee every Motorgo Marine Engine to be absolutely perfect in every respect and to be equal in every way to any marine engine you can buy. Material, construction, appearance, power and finish considered. We will replace at any time any part giving out due to defect in material or workmanship. We guarantee that you will be entirely satisfied with your purchase, or if you are not, we will send you back your money and any freight charges you have paid.

Try a Motorgo Marine Engine in Your Boat

Thirty Days At Our Expense

This is no idle offer, but is our guarantee that you will be completely satisfied with your purchase. You will find the Motorgo Marine Engine to be the greatest marine engine you can buy, and you will be entirely satisfied with its performance.

What We Furnish With Motorgo Marine Engines

The 5, 6, 8, 9 and 12-horse power engines are equipped with Lehmannaumixing water: the 5, 6, 8, 9 and 12-horse power engines with Schreiber carburetor: the engine is furnished with a spare propeller gear and new small parts including: the propeller gear, the propeller shaft and propeller. All parts are guaranteed to be new and perfect.

TAND-BY MULTIPLE BATTERY.

Motorcar, Craft, Canoe, Short Cables, Special Ignition

We are at all times ready to furnish you with any accessory that may be necessary. We have a complete line of accessories, and will be glad to supply you with any accessory that may be necessary. We have a complete line of accessories, and will be glad to supply you with any accessory that may be necessary.

MOTORGO REVERSE GEAR.

A reverse gear is a great convenience, especially in rough weather, for it allows you to go either forward or reverse with ease. The Motorgo Marine Engine is equipped with a reverse gear, and it can be easily changed from forward to reverse at any time. The reverse gear is turned by a hand lever, and it can be easily changed from forward to reverse at any time. The reverse gear is turned by a hand lever, and it can be easily changed from forward to reverse at any time.

New Line of Imported Film Cameras at Remarkably Low Prices Demands Attention.
FISH NETS
SEINES, TRAMMEL NETS, GILL NETS
HOOP NETS AND NETTING

WE SELL MORE RIGGED FISH NETS DIRECT TO THE FISHERMEN THAN ANY OTHER HOUSE ANYWHERE. We tailor for the most particular men, and so many is the demand for our nets, that we are in a position to offer the best and most varied assortments. We have the largest stock of fish nets in the United States. Our nets are made by the best hands, and are guaranteed in every respect, and are made to order. The stocks are well protected and are kept in good repair. The nets are made in all sizes, from the smallest to the largest, and are supplied in any desired lengths. We have the largest stock of fish nets in the United States.

OUR NETS ARE MADE OF THE BEST MATERIALS and are guaranteed to last a lifetime. The frames used in our nets are made of the best materials and are guaranteed to last a lifetime. We also make the best nets in the world, and are supplied in any desired lengths. We have the largest stock of fish nets in the United States.

QUALITY CONSIDERED. The quality of our nets is considered the best in the world. The frames used in our nets are made of the best materials and are guaranteed to last a lifetime. We also make the best nets in the world, and are supplied in any desired lengths. We have the largest stock of fish nets in the United States.

OWING TO THE LARGE NUMBER OF SIZES and styles of nets in our stock, we are able to supply any requirements. We have the largest stock of fish nets in the United States.

WE ADVISE our customers to order early, as the nets are made to order. We have the largest stock of fish nets in the United States.

ILLUSTRATION SHOWS A 1-INCH SQUARE MESH.

The following species are long, with leads, and are needed for the purpose of catching fish. The frames used in our nets are made of the best materials and are guaranteed to last a lifetime. We also make the best nets in the world, and are supplied in any desired lengths. We have the largest stock of fish nets in the United States.

SUPERIOR TAPERED DRAG SEINE

14-THREAD COTTON SEINE TWINE—SQUARE MESH. We have in stock all 1-inch mesh sizes up to 10 feet long, and can supply promptly.

<table>
<thead>
<tr>
<th>Length</th>
<th>Mesh</th>
<th>Price</th>
<th>Price</th>
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<tbody>
<tr>
<td>1 foot</td>
<td>1/16</td>
<td>$1.00</td>
<td>$0.89</td>
</tr>
<tr>
<td>2 feet</td>
<td>1/16</td>
<td>$1.60</td>
<td>$1.35</td>
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<tr>
<td>3 feet</td>
<td>1/16</td>
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</tr>
<tr>
<td>4 feet</td>
<td>1/16</td>
<td>$2.80</td>
<td>$2.40</td>
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<td>5 feet</td>
<td>1/16</td>
<td>$3.40</td>
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<tr>
<td>6 feet</td>
<td>1/16</td>
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<td>8 feet</td>
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<td>9 feet</td>
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<td>$5.80</td>
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<tr>
<td>10 feet</td>
<td>1/16</td>
<td>$6.40</td>
<td>$6.00</td>
</tr>
</tbody>
</table>

Straight Selvage "Superior Quality." 3/16 TWINE.

Lake or River Straight Drag Selvage. These nets are made to order, and are supplied in any desired lengths. We have the largest stock of fish nets in the United States.

COTTON SEINE NETTING

For catching fish, we recommend our nets. The frames used in our nets are made of the best materials and are guaranteed to last a lifetime. We also make the best nets in the world, and are supplied in any desired lengths. We have the largest stock of fish nets in the United States.

Superior Minnow and Crook Selvages.

Three Minnow Selvages are being supplied with these nets. The Selvages are made of the best materials and are guaranteed to last a lifetime. We also make the best nets in the world, and are supplied in any desired lengths. We have the largest stock of fish nets in the United States.

Minnow Netting.

Superior Crook and Crook Selvages. Nets.

Hole Size: 1/16 inch. Selvage: 3/16 inch. These nets are made of the best materials and are guaranteed to last a lifetime. We also make the best nets in the world, and are supplied in any desired lengths. We have the largest stock of fish nets in the United States.
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Prices Below Dealers' Costs

Paper for a Whole Room for Less Than a Dollar!

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