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1934

LIERARY RANGERIANS FEBISISSA

INDEREL

SPECIAL CATALOG

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NURSERY

STOCK

Seeds . . . Bulbs Shrubs . . . Plants Fruit Trees . . . Fertilizers Insecticides and Sprayers

SPRING AND SUMMER 1934

SEARS, ROEBUCK AND CO. PHILADELPHIA - BOSTON

VEGETABLE SEED TRIALS HORTICULTURE



Buy Now! Before Prices Advance

Nursery stock is not as plentiful as it has been. Fruit trees par-ticularly are getting scarce. Prices are going up! Sears contracts with reliable nurserymen made early—before price advances,—enable us to save you more than usual. Grades or quality have not been sac-rificed in order to make these low prices. We firmly believe that you will never again see prices for quality trees, plants and bulbs as low as they are in this book. For that reason we urge you to plan to plant this season. this season.

A Profitable Investment

An Investment in Fruit Trees or Berries at these iow prices should yleid good dividend paying crops for years to come and Roses, Shrubs and Bulbs will pay for themselves many times over in the pieasure you'il get out of them. Besides, they'll increase the value of your property! Now is the time to buy! All Nursery Stock on this page shipped direct to you from the Nursery in Delaware. Not Prepald.

Because of the expense of packing orders at the nursery for individual nipment, we cannot accept nursery orders for less than \$1.00. NOTE: Sears Planting Guide sent free with all orders. shin



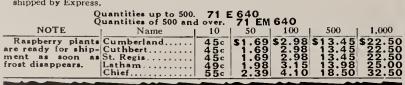
Without a doubt Raspberries are money makers. They are easy to grow and will do well in most any soil. Often waste iand can be planted to them. Many planters grow them in young orchards and in that way get a return from the land while the fruit trees are developing. Chief: A recent introduction of the Minnesota State Experimental Farm. Similar to Latham, but considered by some to be of better quality and more prolific. Most every-one knows what a sensation and what a money maker Latham has been. Crimon color. Latham: One of the finest reds ever originated. Like Chief, it originated in Minnesota. Hardy in extreme northern sections. It is a proven money maker. A heavy producer. Vields of as high as 5,000 quarts per acre are on record! Other Leading Varleties

Other Leading Varieties

Cuthbert: Large, rich crimson color berries of superior quality and flavor. Fine for can-ning. A favorite rcd raspberry. Moderately hardy and does well in a wide variety of

St. Regis:

soils. **t. Regis:** A superb variety and now considered absolutely the finest everbearing red raspberry. Gives more uniform and satisfactory results year after year than any other red raspberry. Produces fruit from early Summer to Fall. **umberland:** Large jet black berries, firm and of excellent quality, sweet and mild, ripening in midseason. Produces the largest Blackcap crop. Shipped from nursery in Delaware. Not Prepaid. Shpg. wts.; 10 plants, 2 lbs.; 50 plants, 8 lbs.; 100 plants, 16 lbs.; 500 plants, 90 lbs.; Orders for 500 plants or more shipped by Express. Cumberland:









Dorsett and Fairfax (The Wonder Berries)

Dorsett and Fairlax (The Wonder Berries) Two New Government Recommended June Bearing Varieties These two new varieties originated by the U.S. Dept. of Agriculture at the Govern-ment Field Station in Maryland are creating a sensation among strawberry growers. Our nursery is one of two selected by the Dept. of Agriculture to disseminate these two new outstanding varieties and for that reason Sears are able to offer them to their customers in advance of offerings by the General trade. It is predicted that the demand for these varie-ties will be enormous in the near future. You can cash in on this demand by ordering a supply this year. We suggest that you try some of each variety. Dorsett: 71 E 531—A cross of Royal Sovereign and Howard 17 (Premier). Vigorous, productive and of high dessert quality. Fruit large and bright red. Good shipper. Bears early, about the same time as Howard 17. Fairfax: 71 E 532—Parentage not definitely known. Believed to be a strain of Howard 17. Fine appearance, and high quality. Handsome red berries. Firmer than Howard 17 and will stand long distance shipping. Shipped from nursery in Delaware. Not Prepaid. 25 100 1 250 5 500 1 1000 1 Beats for shipped from here the state the state the state the same time the state the stat

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ther condi-	Progressive Mastodon	220	1.35	2.85				
tions.	Mastodon	59c	1.59	3.15	6.10	9.98	42.50	82.50
								1

Special Home Collection of 100 Strawberry Plants



Sears Guarantee to SATISFY You and SAVE You Money 786 PISIB P725E.1.1.5.34

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MONEY on NURSERY STOCK

PEACH TREES

This is the time to plant Peach Trees. Not only because we anticipate higher prices for young trees but be-cause we firmly believe that fruit prices will be much higher when these trees come into bearing. Set Peaches 15 to 18 ft. apart. Plant on northern or western exposures so that they will not bloom too early and suffer from early frosts.

Midsummer

Ripening

- Elberta (Freestone): The most widely grown commercial Peach. Large, golden yellow. Sladed with deep red. Flesh is firm and of rich yellow color. Ripens about August 15.
- about August 15. Belle of Georgia (White Freestone): Handsome, large, white blushed with red, excellent quality, hardy, best white peach. Good shipper. Ripens August 15.
- J. H. Hale (Freestone): One of the most popular peaches. Very large, golden yellow. Skin overlaid with carmine. More highly colored than Elberta. Ripens about August 10 to 15.
- South Haven (Freestone): Very popular in Michigan where it was recently intro-duced. Unusually hardy and very pro-ductive. Ripens about August 15.

Late Ripening

Late Crawford (Yellow Freestone): A high quality large yellow peach, scarcely equalled in flavor and adaptable to a wide range of soils and climate.

 State Variety
 Wanted.
 Size

 ot Prepaid.
 See Apples for
 3 to 4 ft.

 4 to 6 ft.
 4 to 6 ft.

2 to 3-Foot Trees—Orchard Size. We can furnish any one of the above varieties in bunches of five. No less than five of one variety sold. State variety wanted. Not Prepaid. Shpg. wt., 3 lbs. 89c 71 E 112-Bundle of 5 trees .



Early

Ripening

rly in



DELICIOUS The SUPREME VINTER APPLE

APPLE TREES

Young apple trees are scarce this year. Despite the scarcity, Sears prices are low and you can save by selecting your trees from the following assortment of vari-eties. What is true of other fruit trees is also true of Apples. Orchard plantings have decreased during the past few years and trees planted now should come into bearing at a time when you can get the most for fruit.

Late Fall and Winter Apples

- **Deliclous:** Large red apples, beautiful in form and color. Mild in flavor, crisp and julcy. An excellent commercial variety.
- Jonathan: Bright red color. Flesh whitish, sometimes tinged with red, tender, very crisp, firm and juicy.
- Baldwin: Large red, fine quality winter apple; flesh yellow, firm, tender crisp, juicy and of good quality.
- McIntosh: A most beautiful apple of extra high quality. Deep red in color; a splendid keeper. A favorite wherever known.
- Rome Beauty: Large handsomely colored apple; striped with bright red. Flesh is firm, crisp, juicy and of good quality.
- Staymans Winesap: Dark, rich red. Flesh tinged with yellow; firm and crisp.
- Northern Spy: A very popular variety of the highest quality. Large, pale yellow-mottled with red.

Crab Apples

Hyslop: Large, dark red color. Flesh yellow; sub-acid, astringent, and good for cooking.

Shipping Weights of Trees											
Size	Each	5	10								
2 to 3 ft. 3 to 4 ft. 4 to 6 ft.	1 lb. 8 oz. 2 lbs. 2 lbs. 8 oz.	3 lbs. 5 lbs. 6 lbs.	7 lbs. 9 lbs. 11 lbs.								

49

10 Trees

\$2.69 3.42

Catalog No.	Each	5 T r
Z1 E 103	32c	\$1.

71 E 104	42c	1.98
2 to 3-Foo	t Trees-Orchard	Size

Pears, Plums and Rhubarb

Nothing so luscious as the Pear. Every orchard or garden should contain some pear trees. They grow in almost any soil but do best in clay loam. Plant 20 ft. apart. Bartlett: Large beautiful golden yellow. Flesh white, juicy, sweet and delicious; ripens early. Angouleme (Duchess): Autumn, Extra large, green; buttery, rich, juicy: Best when picked early and put away for ripen-ing. Bears when very young. Seckel: A small high quality pear. Juicy sweet and fine eating. (Called the Little Sugar Pear). Kieffer: Rich golden yellow, tinted red. Firm, crisp, and juicy. Improves after picking. Clapp's Favorite: Ripens early. Lemon yellow, brown dots. State variety wanted. Not Prepaid. Shpg. wts., same as Apples. Size Catalog No. 1 Each 15 Trees 10 Trees

			5 I rees 10 I rees	
3 to 4 ft.	71 E 123	43c	\$1.95 \$3.49	
4 to 6 ft.	71 E 124	53c	\$1.95 2.39 4.49	
	2 to 2 Foot T	-	-Land Cine	

Piums

Plums Plums will thrive almost anywhere. Just the tree for the chicken run. Plant 20 ft. apart. Bradshaw: Early and very large. Purple, very fair quality; a strong growing variety, excellent for canning. Burbank (Midseason): Large dark red. Flesh amber yellow, firm, very juicy and fine sweet flavor. Green Gage: Yellowish-green. Fine quality. Shropshire (Damson) (Late): The most widely planted Damson. Purplish-black. Very productive. Abundance (Early): A pinkish-red, medium size Japanese plum. Flesh is yellow, tender and juicy. State variety wanted. Not Prepaid. Shpg. wts., same as Apples. Size . Catalog No. - Each . 5 Trees . 10 Trees

Size	Catalog No.			10 Trees
3 to 4 ft. 4 to 6 ft.		39c 49c	\$1.89	\$3.59
	2 to 3-Foot '			the second se

The LARGER the ORDER the LESS Your POSTAGE per Pound PISTE 787

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3 TO A FT. TREES 5 С



Applies
 Applies

Fall Apples Grimes Golden: Medium size yellow; de-licious flavor and rich golden color. Flesh is very firm, crisp, tender and juicy.

juicy. Wealthy: White fleshed, juicy, beautiful apples, medium size fruit deep red. Suitable for Northern planting.

3 TO 4 FT. TREES

3 TO 4 FT. TREES

9

EACH

2

State variety wanted. Not Prepaid. 3 to 4 ft. 4 to 6 ft.

Early



A-NO-1

CIAC

Ripening Carman (White Semi-Freestone); A great favorite. Good size; white with red blush. Bears abundantly; hardy and vigorous. Ripens July. Hiley (Freestone): Creamy white with deep red check. Flesh is white, very juicy and of fine quality. Rochester (Freestone): Valuable extra early peach. Large fruit. Deep golden yellow skin with red check. Very juicy. Ripens late July. Early Elberta (Freestone): Very large, high quality; lemon yellow. Sweet fine grained flesh. Ripens a few days earlier than Elberta. Catalog No. Each 5 10

 Catalog No.
 Each
 5
 10

 71
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 13
 25c
 \$1.19
 \$2.19

 71
 E
 114
 33c
 1.59
 \$2.89

OMG

TO 4 FT. TREES

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Golden	or Moorpark	and there	fore can be	grown
ocalitie	s where peache	s fail. Sta	te variety	wanted.
Not Pr	epaid. Shpg. w	ts., same	as Apples.	
	Catalog No.		5 Trees	10 Tree
o 3 ft.	71 E 132 71 E 133	35c	\$1.59	\$2.8
o 4 ft.	71 E 133	43c	1.98	3.5



Dorothy Perkins: Clusters of shell pink fragrant flowers. The favorite old-fashioned pink climber. Excelsa (Red Dorothy Perkins): One of the best red ramblers.

red ramblers.
Gardenia (Hardy Marechal Neil): Its pleasing bright yellow pointed buds open into double cream color roses.
Or. W. Van Fieet: Blossoms extra large, resembling the Tea rose in shape and size. Flesh pink sbad-ing the tea blog.

the Tea rose in shape and size. Flesh pink sbad-ing to white. All roses shipped Not Prepaid from nursery in Delaware.

THESE ROSES WILL BLOOM THIS COMING SU

FLOW

2 Year Old **Everblooming Rose Bushes**

These selected varieties will bloom all summer long from June to frost time. Shipped from nursery in Delaware. Not Prepaid. **Red Radiance:** Bright cerise (red). Form like

Iong From June to Frost Une. Supped from nursery in Delaware. Not Prepaid.
Red Radiance: Bright cerise (red). Form like Radiance.
La France: Large, silvery pink, lilac shading.
Lady Hilingdom: Yeilow flowers of pleasing apricot shade.
Kiliarney Double White: Buds of a typical Kilkarney form.
Souv. de Claudius Pernet: Sunflower yellow. Flower is large and full; buds long and pointed.
Betty Uprichard: Petals a blend of carmine with coppery orange.
Los Angeles: a flame pink toned with coral and shaded with yellow at the base of petals.
Mrs. Charles Beil: Lovely shell pink with salmon shading.
Sunburst: Double flowers of deep yellow.
Francis Scott Key: Beautiful double crimson.
Gruss An Teplitz: Bright rich scarlet color. One of the best rosses for continuous bloom.
Radiance: The favorite rose of all America. Its brilliant rose-pink buds open into wellformed flowers.
Kiliarney Brilliant: A delightful combination of rose and pink. Long slender buds make it exquisite for cutting.
Jonkheer J. L. Mock: Clear imperial pink, reverse of petals rosy-silvery white. Awarded five first prizes in Europe.
Pink Maman Cochet: Best pink tea rose for outdoor planting.
Kaiserin Augusta Victoria:- Delicate pure white. Excellent for cutting. Its buds are borne on long stiff stems.
Fres. Hoover: A combination of scarlet, yellow, pink and flame.
Talisman: A mixture of orange, yellow and rose-red so changeable as to make description difficult. Excellent for cutting.
Mrs. Caivin Coolidge: Clear, buff-yellow flowers: with orange center.
Hardy June Roses
(Hybrid Perpetual) Old fashioned varieties.

Howers: with orange center. Hardy Jume Roses (Hybrid Perpetual) Old fashioned varieties. Hardier than the everblooming types. Frau Karl Druschki: White American Beauty or Snow Queen. Large snow white flowers. General Jacqueminot: "General Jack." Long semi-double brilliant red flowers. Paui Neyron: Bright clear rose-pink: large size and of beautiful form and color. Soleii d'Or: The ancestor of all modern yellow tea roses. An old favorite. 71 F 975 71 F 975 71 F 975

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EUTZIA

IONEYSUCKLE

YDRANGEA

JAP. QUINCE

NBAL

WEIGELIA

Nothing in the way of home improve-ment can add to the value of the home as quickly and as cheaply as a shrub planting. Select an assortment from these choice hardy varieties. All strong well-rooted plants not to be confused with weak spindly plants at lower prices. Shipped from Nursery in Delaware. Not Prepaid. Shog. wts., each, 1 lb, 8 oz. All shrubs are 18 to 24 inches tall unless otherwise specified.

- Aimond (Pink Flowering) 71 E 1301-Small shrub with beautiful soft pink double flowers in early season. Strong plants. Althea (Rose of Sharon). 71 E 1300-Makes a compact upright growth from 8 to 12 ft. Pink flowers, 2 to 3 ft. plants.
 Barberry (Japanese) 71 E 1307-Fine shrub for all purposes. Good for planting next to founda-tion of house.
 Barberry (Red Leaved) 71 E 1308-Has attrac-tive red foliage throughout summer and fall. Must be planted in sun.

- tion of house.
 Barberry (Red Leaved) 71 E 1308—Has attractive red foliage throughout summer and fall. Must be planted in sun.
 Bridal Wreath (Spirea Van Houttei) 71 E 1466
 The most popular shrub. Very attractive with its mass of white flowers in April. 2 to 3 ft. plants.
 Butterfly Bush: 71 E 1311—Grows 3 to 6 ft. tall. Conspicuous lavender "Lilac" flowers.
 Coraiberry (Red Snowberry) 71 E 1323—
 Clusters of pink berries. Valuable for shady places.
 Deutzia (Pride of Rochester) 71 E 1335—Fast grower, 6 to 8 ft. Flowers in large panicles or clusters in late May. White, tinged with pink.
 Dogwood (Red Barked) 71 E 1339—The red bark of this shrub is attractive in winter. Heavy. 2 to 3 ft. plants.
 Goiden Beil (Forsythia) 71 E 1371—Hardy fast growing shrub with good foliage, which foliows the showy yellow bell shape flowers.
 Goiden Beil (Fragrantissima) 71 E 1377—Grows 6 to 8 ft. broad and spreading. White flowers followed by red berries that hang on into the winter, 2 to 3 ft. plants.
 Honeysuckie (Fragrantissima) 71 E 1380—Large shrub. Spreading habit, red flowers. Good shrub by reason. Adds a cloch of color to any shrub planting.
 Honeysuckie (Red Tartarian) 71 E 1380—Large shrub. Spreading habit, red flowers. Good shrub for mass planting.
 Hydrangea A. G. (Hills of Snow) 71 E 1375—Huge dense balls of small white flowers in June and July, 4 to 6 ft. tall.
 Hydrangea P. G. 71 E 1436—Larger than the flowers, turning pink and bronze later in season. Blooms in August.
 Japan Quince 71 E 1446—Grows 4 to 6 ft. Clossy green foliage. Attractive scarlet flowers in April.
 Lilac (Purple) 71 E 1440—The well-known variety with fragrant purple

- April. Lilac (Purple) 71 E 1410—The well-known variety with fragrant purple flowers, 2 to 3 ft.

- variety with fragment particle particle.
 Snowbail 71 E 1480—Noted for its cluster of handsome, globular, pure white flowers in May.
 Snowberry 71 E 1485—Small pink flowers in July, followed by waxy white berries. 2 to 3 ft. plants.
 Spirea (Anthony Waterer) 71 E 1467—Low growing shrub with dense, deep green foliage. Brigbt pink flowers in clusters. 12 to 18-inch plants.

- Bright pink flowers in clusters. 12 to 18-inch plants. Spirea Froebeil 71 E 1472—Similar to Spirea Anthony Waterer but not quite so dwarf. Spirea Thunbergi 71 E 1470—Dwarf growing with slender, graceful, drooping branches. White flowers. Plant in front of tall shrubs. Syringa (Mock Orange) 71 E 1460—Flowers are like Orange Blossoms. Attractive foliage. Weigelia (Pink) 71 E 1505—Showy flowers that vary from deep rose to pink. Blooms in May. Weigelia (Red) 71 E 1506—Red flowers and nice foliage. Any of the Above Varieties. Each.. 29c 3 for....83c 6 for....\$1.59



Choice

On account of size of above trees they are not mailable. Shipped by Express Freight from Nursery in Delaware. Not Prepaid. Shpg. wt., each,



Privet

lif. Privet dif. Privet R. Privet R. Privet irea V. H. panese Bar.

Nothing like a permanent living fence grown from Sears strong well branched plants. No painting or repairing necessary. First cost is the last. Plant a hedge while these low prices last. last. Plant a hedge while these low prices last. to any extent. Very hardy and if not trimmed grows 8 to 12 feet high, producing numerous white flowers, followed by steel blue berles. Valuable for hedges in the eastern and northern states. Plant 6 to 10 inches apart.
Spirea V. H. (Bridal Wreath): Hardy: makes beautiful hedge. Plant 18 to 24 inches apart. Grows 6 to 8 feet high. Shipped from Nursery in Delaware. Not Prepaid. Shpg. wts., 10 plants, 5 lbs.; 50 plants, 20 lbs.: 100 plants, 35 lbs.: 250 plants, 100 lbs.

painting ör repairing necessary. First cost is the California Privet: The popular hedge plant with glossy thick deep green leaves. Grows very rapidly. Easily trimmed. All good, strong, quick growing plants. Plant 6 to 10 inches apart. Will not stand severe freezing. Plant Amoor River in cold sections.
Japanese Barberry: Grows 3 to 4 feet. The best small hedge: also used for edging walks, drives and for garden borders. Has small red berries in fall and winter.
Amoor River Privet: Glossy green foliage. Forms a dense handsome hedge and stands shearing Privet | Size | Catalog No. 10 Plant Amoor River Privet | Size | Catalog No. 10 Plant Amoor River Privet | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor River | Size | Catalog No. 10 Plant Amoor | Size | Catalog No. 10 Plant Amoor | Size | Catalog No. 10 Plant Amoor | Size | Catalog No. 10 Plant Amo 250 Plants

with

HED

IMBING VINES

Bittersweet: 71 E 1088-usually attractive. Orange-berries. Rapid growing. 2 Bittersweet: 71 E 1088-Un-usually attractive. Orange-red berries. Rapid growing. 32C Boston ivy: 71 E 1091-Clings firmly to brick, stone or cement. Foliage turns to crimson 29C Good porch vinc. Flowers small, white, star shaped and 32C Gematis Paniculata: 71 E 1094 A large flowering type. Rich velvety 65C Hall's Honeysuckie: 71 E 1082-Good 29C for embankment, porch or fence. Each. 29C Scarlet Trumpet Honeysuckie: 71 E 1081-A porch or trellis vine. Large trumpet 29C Silver Lace Vine: 71 E 1079-Of the twining type: an exceptionally quick grower, averaging about 25 ft. a season. Bears silvery 59C Trumpet Vine: 71 E 1078-Used for covering arbors, summer cottages, etc. 29C Orange-carlet flowers, Each. 29C Wisteria: 71 E 1083-Splendid vine with beautiful foliage; long clusters of pea shaped 39C Shipped from Nursery in Delaware. Not Prepaid. Shog. wt, each, 1 lb. 7888 PISIE Secarg Sond Bac



788 PISTE Sears Send Back EVERY PENNY Due You if You Send Too Much

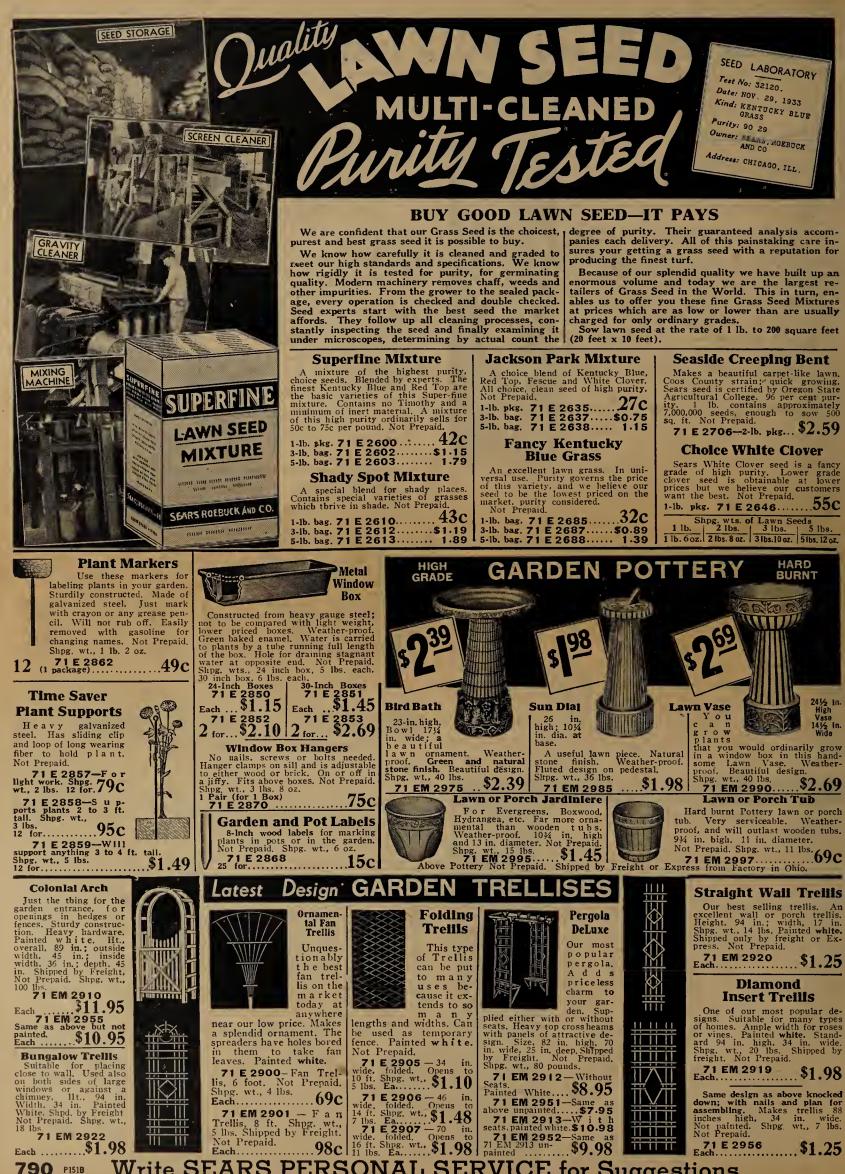
Trees for the LawnCataipa Bungeii (Umbreila Catai-
pa):71 EM 1154—Forms a natural
umbreila shaped head on a stem about
4 to 6 ft. tall. Shipped by Express.
Not Prepaid. Shog. wt., each.
10 lbs.Dogwood (White Flowering):
71 E 1266—Bears large white
fowers early in spring. 2 to 3 ft. 69CWith the state of the state of



CHOICE BULBS and **ROOTS** from **LEADING GROWERS**



Save Money! Buy ALLSTATE Automobile Insurance—See Page 3 PIST 789

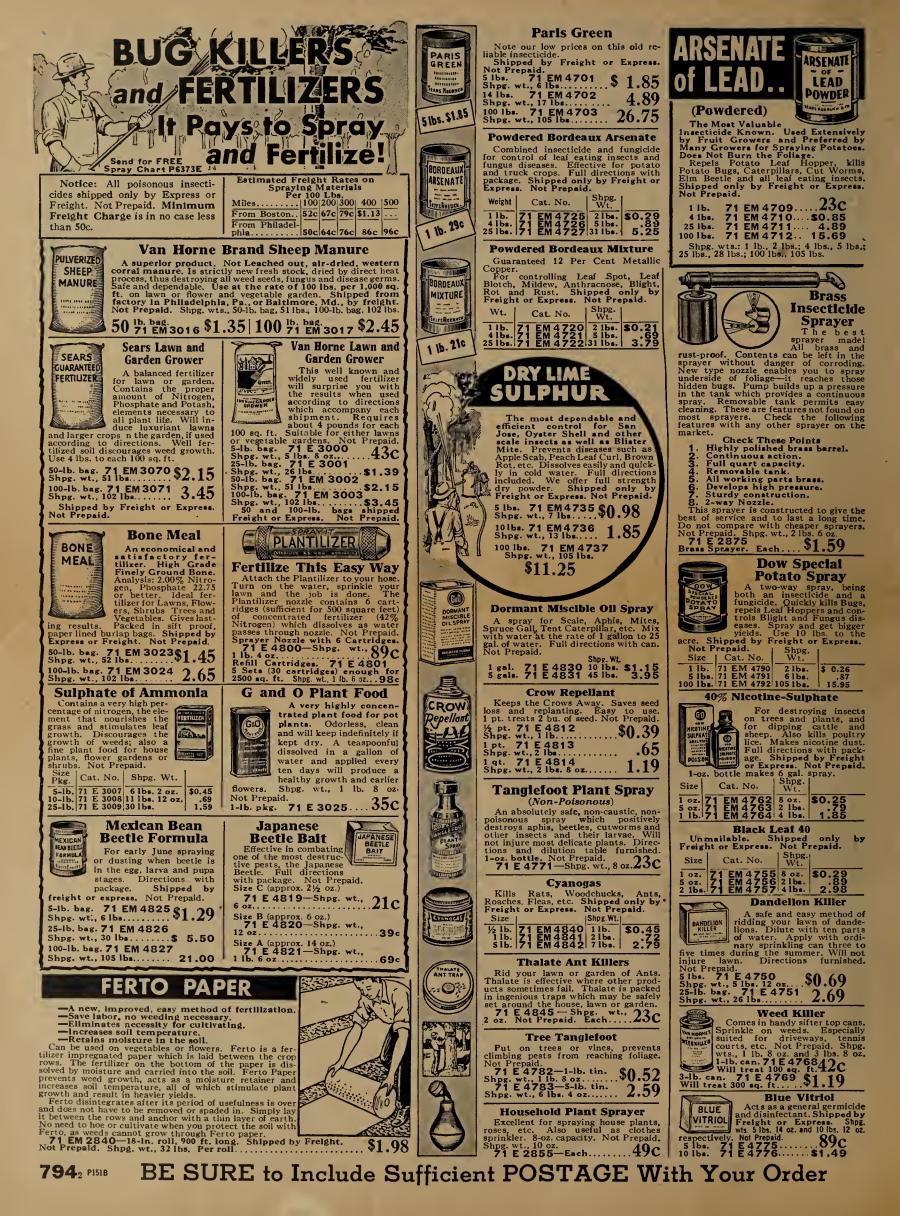


Write SEARS PERSONAL SERVICE for Suggestions 790 P151B









Our Personal Service Department Grows... Us We aid Thousands to Solve Buying Problems /

A Staff of Experts . . . to Answer Your Questions

It all started when a customer's inquiry about matching rugs and furniture was referred to Sue Roberts and was most satisfactorily answered; a style problem was solved by Anne Williams; an expert in the farm

implement department gave valuable advice on a choice of farm machinery...and before we realized it, our Personal Service Department was full grown! Now, answering the thousand and one questions our cus-

tomers fire at us, we have a complete staff, all experts in

their various lines, who are here to give you sound, helpful information at no cost to you.

SK US anything you want to know about our rugs, stoves, furniture, paints,

Awall paper, washing machines, I ghting fixtures, plumbing and heating supplies, farm equipment . . . in short, ask us when you want further facts about any of the 48,000 articles

To each member of our Personal Service

Department is available the combined know-

ledge and long experience of many manufac-

turers, buyers and merchandise men. Our

staff also has at its command a fully equipped

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An Experienced Staff of EXPERTS at YOUR Command COUP-B.K-MN 363

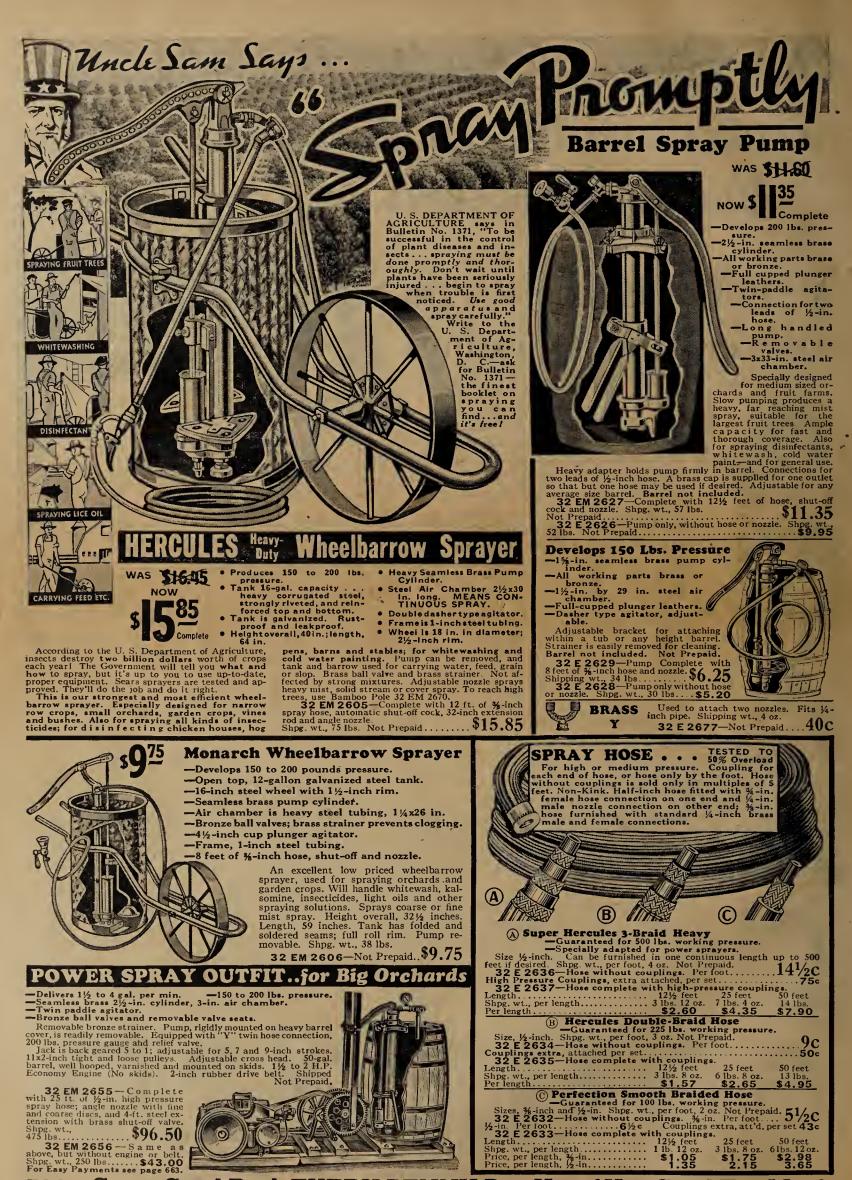
any question you might ask about our merchandise or installation problems.

mus customer. Mrs. Jula Jones

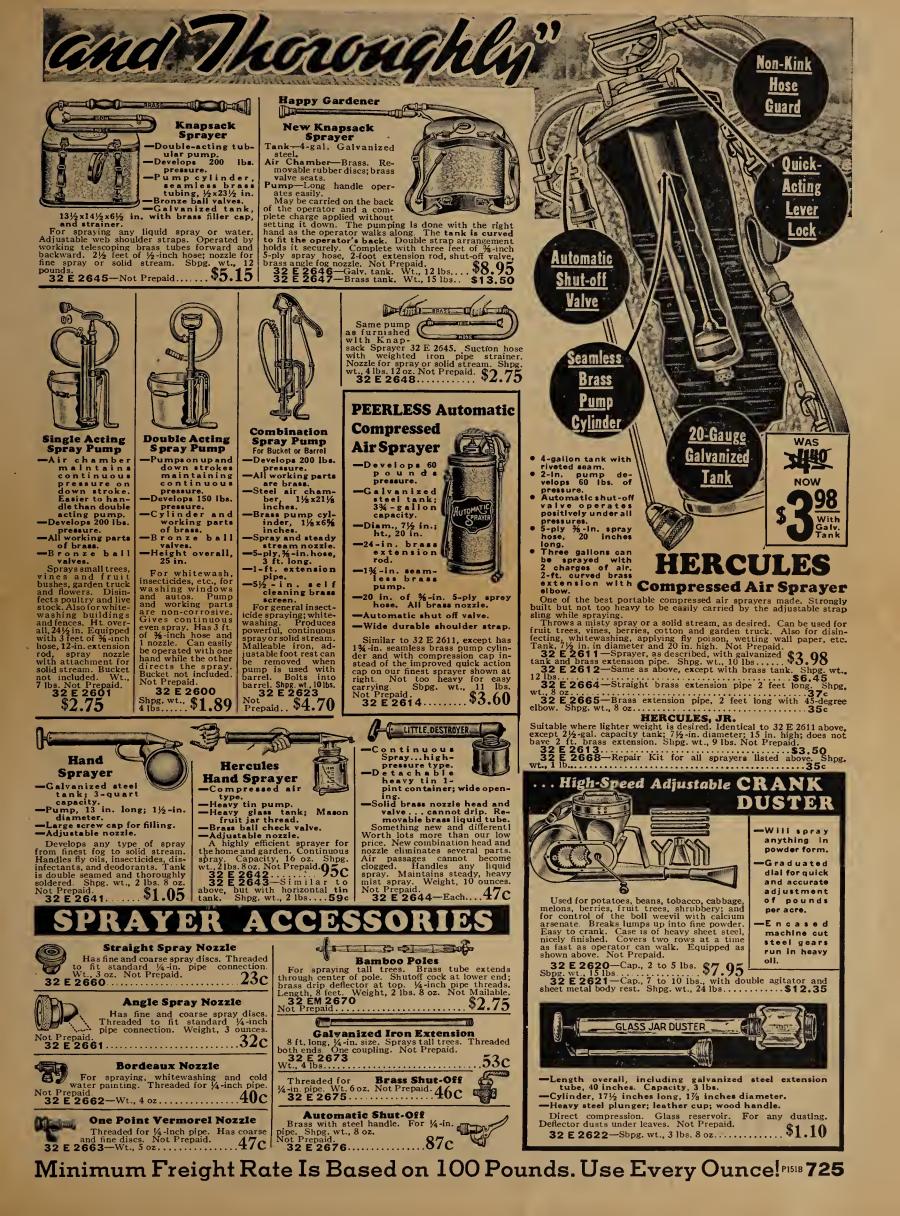
We answer ut this Thomson like course - C.

Write us today, if you are undecided as to just which cho ce of merchandise you should make . . . if you wish to know more about size, color, weight, or texture . . . if you cannot decide on quality or finish. Sit down, now, and write us a friendly letter. Tell us your problem and we will use every resource at our command to give you a clear, intelligent answer . . . such as you would receive from a friend right in your own home.

Just Address Personal Service Department SEARS, ROEBUCK and CO.



724 PISTE Sears Send Back EVERY PENNY Due You if You Send Too Much



Freight Orders Save You Most

The rates below which are for your convenience and general reference are es-timated rates and are not to be accepted as actual.

timated rates and are not to be accepted as actual. The freight rate you actually pay is exactly the same no matter who makes the shipment, as freight rates are not determined by the shipper, or by the railroad. They are controlled by the Interstate Commerce Commission. If you would like to know what the actual freight charge will be on any article or order, ask your Station Agent, telling him the exact weight as stated in our catalog and where the article will be shipped from, or write to Sears Personal Service and we will gladly figure it for you.

Freight Is Economical

When your merchandise is sent by freight, shipping charges are much less than other methods of transportation. Of course, 100 pounds or more is the most economical freight shipment, because all railroads charge as much for carrying less than 100 pounds as they do for a full 100 pound shipment. When the weight of your order is more than 100 pounds you pay freight charges based on the actual weight, but in no case less than the minimum charge which is 50c.

Build Your Order up to 100 Pounds-or More

Add up carefully the shipping weights of the articles on your freight order, and if the total weight is less than 100 pounds, it will pay you to build it up to 100 pounds or more. Why not have one or two of your neighbors or friends join with you to make up a shipment of 100 pounds or more, as it costs no more to ship 100 pounds by freight than it does less than 100 pounds. The additional saving will be worth while.

Warehouse and Factory Shipments We ship much of our heavier merchandise direct from warehouses and factories near you to save you transportation costs. The descriptions of this merchandise give you these various points of shipment. These articles must be shipped separately and cannot be included with goods shipped from our store.

How to Estimate Freight Charges

How to Estimate Freight Charges
If you want to estimate freight charges and you do not know how far you live from our mail order store, refer to map on the parcel post page for approximate distance. Figure up the total weight of your order from the shipping weights given in the descriptions in this catalog. Then, by referring to the chart below, you can easily estimate the freight charges. The actual charge may be slightly more or less, especially when the shipment weighs less than 100 pounds. In such cases the minimum freight charge applies.
Example: Suppose you live about 200 miles from PHILADELPHIA and order an incubator weighing 125 pounds. The list below shows the freight charges for 100 pounds on incubators to be 64c. Multiply the shipping weight, 125 pounds total freight charge.
If There Is a Freight Agent at your station you pay the freight charges when you receive your shipment.
If There Is No Freight Agent at your station, be sure to include with your order sufficient money in addition to the price of the merchandise to cover the freight charges. We always return every penny you send over actual amount required to ship your order.

We Guarantee Safe Delivery of Your Order

Estimated Freight Rates per 100 Pounds From Philadelphia

Merchandise	100 Miles	200 Miles	300 Miles	400 Miles	500 Miles	Merchandise	100 Miles	200 Miles	300 Miles	400 Miles	500 Miles	Merchandise	100 Miles	200 Miles	300 Miles	400 Miles	500 Miles
Agricultural Imple-						Furnaces, Heating	\$0.30	\$0.39	\$0.46	\$0.52	\$0.58	Pumps, Hand	\$0.41	\$0.53	\$0.63	\$0.71	\$0.80
ments, Hand, KD	\$0.41	\$0.53	\$0.63	\$0.71	\$0.80	Gates, Fence	.41	.53		.71	.80	Pumps, Power	.50			.86	.96
Aluminum Utensils	.72					Grain Bins, Portable	.41	.53	.63	.71	.80	Radiators, Heating		.39 .53	.46	.52	.58
Anvils	.30	.39	.46	.52	.58	Grindstones	.33	.42	.50	.56	.58	Range Boilers	.41	.53	.63	.71	.80
Bar Iron	.23		.36	.40	.58	Hardware	.50	.64		.86	.96	Rope	.41	.53		.71	.80
Barbed Wire					.58		.58	.75		1.01	1.13	Saws	.50			.86	.96
Bath Tubs		.75			1.13	Hay Carriers	.41	.53		.71	.80	Saw Mandrels	.50			.86	.96
Beehives, KD	.33				.58	Hay Carrier Track	.33	.42	.50	.56	.63	Scales.	.50	.64	.76	.86	.96
Bells, Iron	.41	.53			.80	Heaters, Water, Auto-						Shovels	.41		.63	.71	.80
Belting			.76		.96		.58				1.13	Sinks, Kitchen		.53		.71	.80
Blowers, Blacksmiths'	.50	.64	.76			Hog Troughs, Steel	.50	.64	.76	.86	.96	Sprayers, Hand	.58			1.01	1.13
Boilers, Heating, SU	.30	.39	.46	.52	.58	Hose Rubber	.50	.64	.76	.86	.96	Sprayers, Power	.58	.75	.89	1.01	1.13
Boilers, Heating, KD		.39	.46		.58	Hoists, Chain		.53	.63	.71	.80	Stanchions		.53	.63	.71	.80
Brooders, SU					1.13	Incubators	.50	.64	.76	.86	.96	Tank Heaters	.41	.53	.63	.71	.80
Brooders, KD					.80	Insecticides	.50	.64	.76	.86	.96	Tanks, Steel, SU	1.14	1.48	1.76	2.00	2.24
Cabinets, Medicine				1.01	1.13	Jack Screws	.41	.53	.63	.71	.80	Tanks, Wood, KD				.56	.58
Chains, Steel	.30	.39	.46	.52	.58	Kegs	.58	.75	.89	1.01	1.13	Tinware		.75	.89	1.01	1.13
Chinaware	.41		.63	.71	.80	Kettles, Iron	.41	.53	.63	.71	.80	Vises	.33	.42	.50	.56	.58
Churns	.58	.75		1.01	1.13	Lamps, Glass Shades	.58	.75	.89	1.01	1.13	Wagons, Farm	.41			.71	.80
Drag Saws, KD	.50	.64	.76	.86	.96	Laundry Tubs	.41	.53	.63	.71	.80	Wagon-Wheels, Steel	.41			.71	.80
Drills, Blacksmiths'	·					Lavatories	.41	.53	.63	.71	.80	Wagon-Wheels, Wood	.58	.75	.89	1.01	1.13
Post	.50	.64	.76	.86	.96	Lawn Mowers		.53	.63		.80	Washing Machines.					
Earthenware	.41				.80	Machinery,						Hand	.50	.64	.76	.86	.96
Enamelware	.58	.75		1.01	1.13		.50			.86	.96	Wash Tubs	.86		1.33	1.51	1.69
Feed Mills	.50	.64	.76		.96	Milk Bottles	.41	.53		.71	.80	Water Closet Bowls			.63	.71	.80
Feed, Animal or Poultry		.39	.46	.52	.58	Milk Cans	.58	.75		1.01	1.13	Water Closet Tanks	.41	.53	.63	.71	.80
Fence Posts, Steel	.23				.58	Nails	.23	.30	.36	.40	.58	Wheelbarrows, KD	.50	.64	.76	.86	.96
Fencing, Wire	.23			.40	.58	Pipe, Iron	.23		.36	.40	.58	Wire	.23	.30	.36	.40	.58
Forks, Hay or Manure						Pipe-Covering, Asbestos					.96	Windmills	.41			.71	.80
Forges						Plows and Parts		.53				Woodenware	.58	.75	.89	1.01	1.13
Fruit Presses	.50	.64	.76	.86	.96	Pumping Outfits	.50	.64	.76	.86	.96				1000		

Estimated Freight Rates per 100 Pounds From Boston

Merchandise	100 Miles	200 Miles	300 Miles	400 Miles	Merchandise	100 Miles	200 Miles	300 Miles	400 Miles	Merchandise	100 Miles	200 Miles	300 Miles	400 Miles
Agricultural Implements,					Gates, Steel Fence	\$0.43	\$0.56	\$0.66	\$0.94	Pumps, Hand	\$0.43	\$0.56	\$0.66	\$0.94
KD	\$0.43	\$0.56	\$0.66	\$0.94	Grain Bins, Portable	.43	.56	.66		Pumps, Power		.67	.79	1.13
Aluminum Utensils		.99	1.16	1.66	Grindstones	.34	.44	.52		Radiators, Heating	.32	.41	.48	.68
Anvils	.32	.41	.48	.68	Hardware	.43	.56	.66		Range Boilers	.43	.56	.66	.94
Bar Iron	.26	.33	.38	.54	Harness and Saddlery	.61	.79	.93	1.33	Rope	.43	.56	.66	.94
Barbed Wire	.26	.33	.38	.54	Hay Carriers	.43	.56	.66	.94	Saws	.52	.67	.79	1.13
Bath Tubs	.61	.79	.93	1.33	Hay Carrier Track	.34	.44	.52		Saws, Mandrel	.52	.67	.79	1.13
Beehives, KD	.34	.44	.52	.74	Heaters, Water,					Scales	.52	.67	.79	1.13
Bells, Iron	.43	.56	.66	.94	Automatic, Gas		.79	.93		Shovels	.43	.56	.66	.94
Belting	.52	.67	.79	1.13	Hog Troughs, Steel	.52	.67	.79	_	Sinks, Kitchen	.43	.56	.66	.94
Blowers, Blacksmiths'	.52	.67	.79	1.13	Hose, Rubber	.52	.67	.79	1.13	Sprayers, Hand	.61	.79	.93	1.33
Boilers, Heating	.32	.41	.48	.68	Hoists, Chain	.43	.56	.66	.94	Sprayers, Power	.61	.79	.93	1.33
Brooders, KD	.43	.56	.66	.94	Incubators	.52	.67	.79		Stanchions	.43	.56	.66	.94
Cabinets, Medicine		.79	.93	1.33	Insecticides	.52	.67	.79	1.13	Tank Heaters			.93	1.33
Chains, Steel		.41	.48	.68	Jack Screws	.34	.44	.52	.74	Tanks, Steel, SU		.79	.93	1.33
Chinaware		.56	.66	.94	Kegs	.61	.79	.93	1.33	Tanks, Wood, KD	.34	.44	.52	.74
Churns	.61	.79	.93	1.33	Kettles, Iron	.43	.56	.66	.94	Tinware	.61	.79	.93	1.33
Drag Saws, KD	.52	.67	.79	1.13	Lamps, Glass Shades	.61	.79	.93	1.33	Vises	.34	.44	.52	.74
Drills, Blacksmiths' Post	.52	.67	.79	1.13	Laundry Tubs	.43	.56	.66	.94	Wagons, Farm	.43	.56	.66	.94
Earthenware	.43	.56	.66	.94	Lavatories	.43	.56	.66	.94	Wagon Wheels, Steel	.43	.56	.66	.94
Enamelware	.61	.79	.93	1.33	Lawn Mowers	.43	.56	.66	.94	Wagon Wheels, Wood	.61	.79	.93	1.33
Feed Mills	.52	.67	.79	1.13	Machinery, Woodworking	.52	.67	.79	1.13	Wash Tubs	.61	.79	.93	1.33
Feed, Animal or Poultry	.32	.41	.48	.68	Milk Bottles	.43	.56	.66	.94	Water Closet Bowls	.43	.56	.66	.94
Fence Posts, Steel	.26	.33	.38	.54	Milk Cans	.61	.79	.93		Water Closet Tanks	.43	.56	.66	.94
Fencing, Wire	.26	.33	.38	.54	Nails	.26	.33	.38		Wheelbarrows, KD	.52	.67	.79	1.13
Forks, Hay or Manure	.43	.56	.66	.94	Pipe, Iron.	.26	.33	.38		Wire, Iron	.26	.33	.38	.54
Forges	.61	.79	.93	1.33	Pipe Covering, Asbestos	.52	.67	.79		Windmills	.43	.56	.66	.94
Fruit Presses	.52	.67	.79	1.13	Plows and Parts	.43	.56	.66		Woodenware	.61	.79	.93	1.33
Furnaces, Heating	.43	.56	.66	.94	Pumping Outfits	.52	.67	.79	1.13		1	1	9	

The Above Rates Were in Effect When This Catalog Was Printed and Are Subject to Change Without Notice

If at any time you require rapid service on unmailable merchandise and PRESS want your order shipped by express, figure the approximate weight of the shipment and ask an express agent to tell you how much it will cost.

We Do Not Pay Transportation Charges

It Is Easy to Figure Parcel Post Charges

Parcel Post Rates

2	ounces or	less	• •	•	• •		 •	 	 •	• •	•	•	•	•	 	$.1\frac{1}{2}c$
3	or 4 ounce	es	•			•		 						• •		.3c
	or 6 ounce															
7	or 8 ounce	es		•		•		 		• •	•			• •	 	.6c

The above rates apply to any zone. Over 8 ounces up to 1 pound (16 ounces) allow the 1-pound rate for your zone, according to the following table of rates.

Shipping Weight	Local Zone	Zones 1&2	Zone 3	Zone 4	Puerto Rico Virgin Islands Zone 7	Canal Zone Zone 8
1 lb.	7c	8c	9c	10c	14c	15c
2 lbs.	8c	10c	11c	14c	23c	26c
3 lbs.	8c	11c	13c	17c	32c	37c
4 lbs.	9c	12c	15c	21c	41c	48c
5 lbs.	9c	13c	17c	24c	50c	59c
6 lbs.	10c	14c	19c	28c	59c	70c
7 lbs.	10c	15c	21c	31c	68c	81c
8 lbs.	11c	16c	23c	35c	77c	92c
9 lbs.	11c	17c	25c	38c	86c	\$1.03
10 lbs.	12c	18c	27c	42c	95c	1.14
11 lbs.	12c	19c	29c	45c	\$1.04	1.25
12 lbs.	13c	21c	31c	49c	1.13	1.36
13 lbs.	13c	22c	33c	52c	1.22	1.47
14 lbs.	14c	23c	35c	56c	1.31	1.58
15 lbs.	14c	24c	37c	59c	1.40	1.69
16 lbs.	15c	25c	39c	63c	1.49	1.80
17 lbs.	15c	26c	41c	66c	1.58	1.91
18 lbs.	16c	27c	43c	70c	1.67	2.02
19 lbs.	16c	28c	45c	73c	1.76	2.13
20 lbs.	17c	29c	47c	77c	1.85	2.24
21 lbs.	17c	30c	49c	80c	1.94	2.35
22 lbs.	18c	32c	51c	84c	2.03	2.46
23 lbs.	18c	33c	53c	87c	2.12	2.57
24 lbs.	19c	34c	55c	91c	2.21	2.68
25 lbs.	19c	35c	57c	94c	2.30	2.79
26 lbs. 27 lbs. 28 lbs. 29 lbs. 30 lbs.	20c 20c 21c 21c 21c 22c	36c 37c 38c 39c 40c	59c 61c 63c 65c 67c	98c \$1.01 1.05 1.08 1.12	2.39 2.48 2.57 2.66 2.75	2.90 3.01 3.12 3.23 3.34
31 lbs. 32 lbs. 33 lbs. 34 lbs. 35 lbs.	22c 23c 23c 24c 24c 24c	41c 43c 44c 45c 46c	69c 71c 73c 75c 77c	1.15 1.19 1.22 1.26 1.29	2.84 2.93 3.02 3.11 3.20	3.45 3.56 3.67 3.78 3.89
36 lbs. 37 lbs. 38 lbs. 39 lbs. 40 lb s .	25c 25c 26c 26c 26c 27c	47c 48c 49c 50c 51c	79c 81c 83c 85c 87c	$ 1.33 \\ 1.36 \\ 1.40 \\ 1.43 \\ 1.47 $	3.29 3.38 3.47 3.56 3.65	4.00 4.11 4.22 4.33 4.44
41 lbs.	27c	52c	89c	1.50	3.74	4.55
42 lbs.	28c	54c	91c	1.54	3.83	4.66
43 lbs.	28c	55c	93c	1.57	3.92	4.77
44 lbs.	29c	56c	95c	1.61	4.01	4.88
45 lbs.	29c	57c	97c	1.64	4.10	4.99
46 lbs. 47 lbs. 48 lbs. 49 lbs. 50 lbs.	30c 30c 31c 31c 31c 32c	58c 59c 60c 61c 62c	99c \$1.01 1.03 1.05 1.07	1.68 1.71 1.75 1.78 1.82	4.19 4.28 4.37 4.46 4.55	5.10 5.21 5.32 5.43 5.54
55 lbs.	34c	68c	1.17	1.99	5.00	6.09
60 lbs.	37c	73c	1.27	2.17	5.45	6.64
65 lbs.	39c	79c	1.37	2.34	5.90	7.19
70 lbs.	42c	84c	1.47	2.52	6.35	7.74

We Guarantee Safe Delivery of All Our Shipments

Be Sure to Send Additional Money to Pay Postage

Charges for parcel post shipments must be paid in advance. Add the amount for postage to the cost of the merchandise and include it in your remittance. We always return every penny you send over actual postage required.

It Is Easy to Figure Parcel Post Charges

Zones.

The shipping weight is given in the description of each article. In the last two columns of the order blank show the shipping weight of each article ordered, in pounds and ounces. Add the pounds and ounces, and change the ounces into full pounds (see table below). Then show the total weight of your order in pounds.

In figuring postage on packages weighing more than one pound, the Postoffice figures a fraction of a pound as a full pound. For example: If the total weight of your order is 7 pounds 2 ounces, it will take the 8-pound rate.

Total Ounces	Takes Rate for
9 oz. to 16 oz.	1 lb.
17 oz. to 32 oz.	2 lbs.
33 oz. to 48 oz.	3 lbs.
49 oz. to 64 oz.	4 lbs.
65 oz. to 80 oz.	5 lbs.

and so on

In case you don't know in which zone you live, refer to the map below or ask your carrier or postmaster. When you have the total weight of your order and ticles and Poisons cannot be shipped by Parcel Post. All heavier and bulkier packages that cannot be shipped by parcel post can be shipped economically by freight or express (see freight page).

you know the zone in which you live,

refer to the chart at the left and you can

immediately tell the amount of postage

Packages weighing up to 70 pounds can be carried by Parcel Post in All

Explosives, Inflammable Ar-

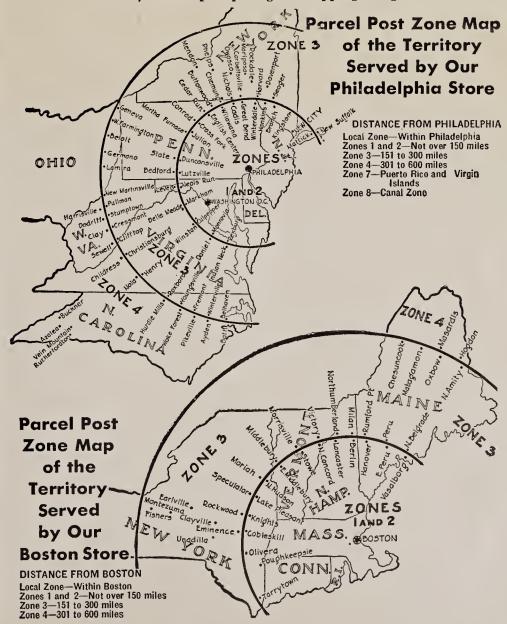
required to ship your order.

For special delivery or any other information regarding parcel post matters, ask your carrier or your postmaster.

Larger Orders Increase Saving

There is a decided advantage to you in sending larger orders, as the postage on several articles is often not much more than for one or two! For example, postage on a 1-pound package to the 3rd zone is 9c; while postage on a 10pound package to the 3rd zone is only 27c, less than 3c a pound. Larger orders reduce your transportation cost and increase your saving!

We Guarantee a saving on every purchase after you have paid postage or shipping charges.



IT'S EASY TO ORDER

. Buying by mail at Sears is convenient and economical. You can do all your shopping leisurely . anytime you wish . . from your easy chair in the comfort of your own home.

Simply pick out the things you want, write them down on one of our order blanks, figure up the total cost of the articles ordered and enclose amount of money required, including allowance for parcel post or other shipping charges. If you haven't one of our order blanks, any plain paper will do. Write in any language.

When making up your order be sure to give the correct catalog number, quantity desired, name of article and, wherever necessary, state size and color.

The best ways to send money are by postoffice money order, express money order, bank draft or personal check. We do not recommend sending currency remittances, but, if absolutely necessary, be sure to have the letter registered. If you live on a rural route, you can give the carrier your order and money, and he will buy a money order for you. When in a special hurry, you may telephone or telegraph your order to our Mail Order Store, and the merchandise will be sent you C.O.D. Telegraph or telephone to Special Order Desk.

Our monthly terms are fully explained in descriptions of articles offered on easy payments. When ordering on Easy Payment Terms, be sure to use one of our Easy Payment Order Blanks. On all merchandise except that which our catalog states can be bought on easy payments, our terms are cash in full with order.

Important Information Regarding Prices

Should the Federal Government or any State find it necessary to increase by taxes or otherwise the cost or selling price of any of the merchandise described in this Catalog, we reserve the right to add any such taxes or other increases of cost or selling price to the prices of the merchandise as shown in this Catalog.

A Sears Special Catalog which brings to you a wide selection of Tested Quality Merchandise . . . backed by Sears famous Guarantee of Satisfaction. This catalog is made up mostly of pages taken from our big General Catalog, the Big Store in Your Home, which explains why you may find references to pages not contained in this book

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These Prices for Mail Orders ONLY....

The Low Prices in this Catalog are available only to customers who order by mail. Because of over-the-counter delivery, our retail store prices on this same merchandise are usually higher than Catalog prices.

Guarantee To save you money

To deliver all merchandise safely To satisfy you perfectly

We Guarantee that every article in this catalog is honestly described and illustrated.

De Guarantee that any article purchased from ns will give you the service you have a right to expect.

If for any reason whatever yon are not satisfied with any article purchased from us, we want 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 yon have paid.

> Sears, Roebuck and Co. THE WORLD'S LARGEST STORE

> > 開いる用いた思いと思いく言語

