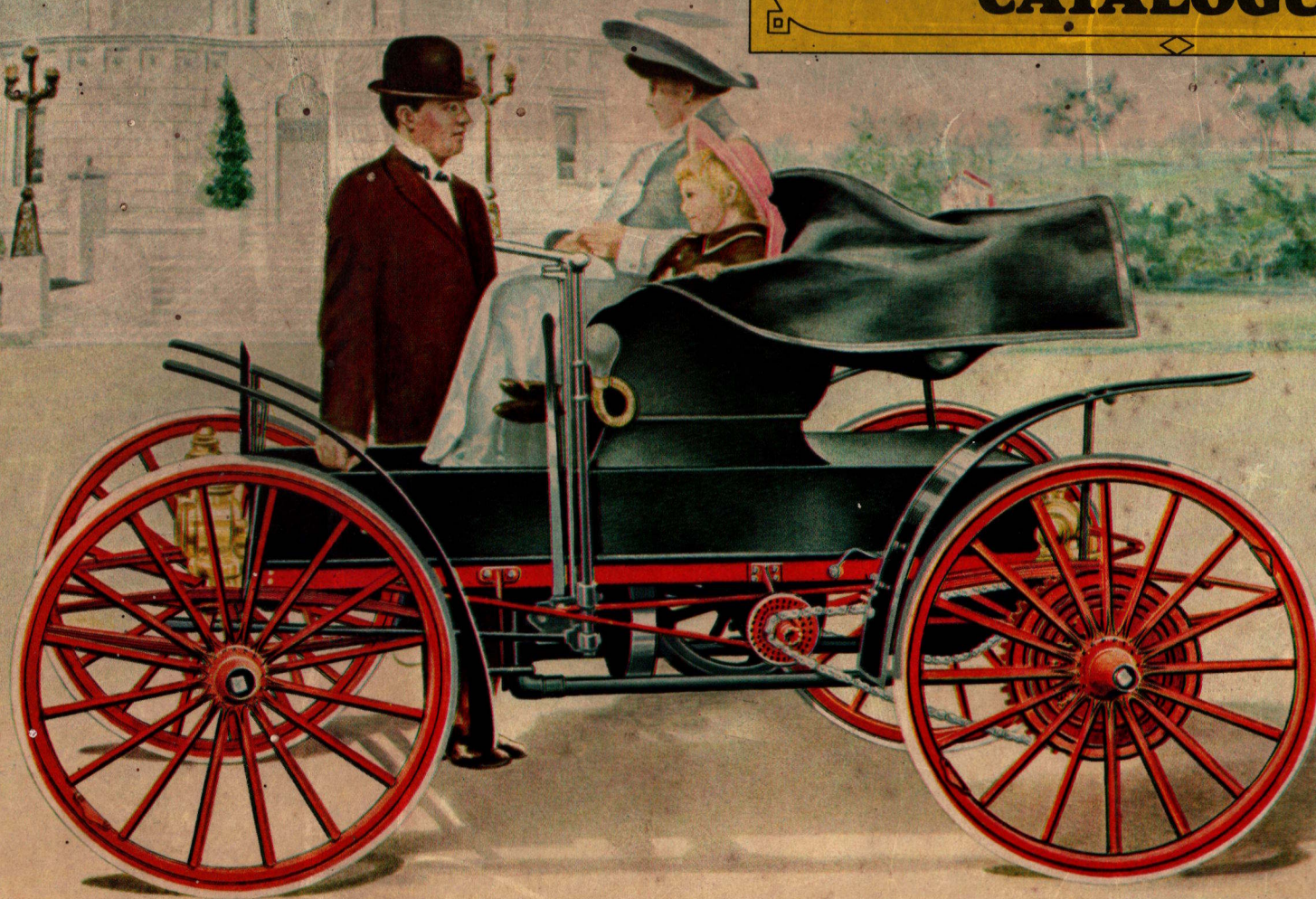


\$395

1909-1912
Sears, Roebuck & Co.
MOTOR BUGGY
CATALOGUE



SEARS 1910 - MODEL H.

A Treasured Relic From The Automobile History

OF ALL the many manufacturers who jumped into the burgeoning "horseless carriage" market during its dynamic first decade, Sears, Roebuck & Co. would have certainly seemed to have everything necessary to become a success. Other companies by the hundreds—many of them headquartered in stables or barns—had built a few more-or-less successful vehicles but then disappeared as their founders ran out of money.

But for Richard Warren Sears, aggressive salesman and entrepreneur, financing and a sales organization were no problem—his company was posting over 50 million dollars in annual sales, a respectable figure in today's marketplace but a truly astounding number of 1908 dollars for a company that had started business less than 20 years earlier selling mail order watches. "The motor car is truly here to stay," Sears must have mused, "It is time that we made some money from it."

Thus it was in late 1908 that Sears first announced the coming availability of a Sears automobile. The big Fall 1909 Sears Catalogue was the first to include the "Sears Motor Buggy," and that 1909 description, complete with testimonials, is reproduced on the next two pages. The 1910 Motor Buggy booklet followed, and Sears was committed to the motor car field.

The 1910 booklet provides fascinating insights into 1910 motoring as well as technical details of Sears' vehicle. Midwesterners who have made the 45-minute Chicago-Milwaukee run on Interstate 94 should consider the problems of grandfather's similar trip as pictured on page 4, while "Our Chief Inspector with a Bunch of Testers" on page 26 offers a marked contrast to today's high-speed Detroit testing grounds.

Technically Sears' Motor Buggy is equally interesting. Note the resemblance of its horizontally opposed air-cooled engine on page 7 to the Volkswagen power plant, and the details of the chassis and power train construction on page 9. Or look at the statistics on page 8—15 to 35 miles per gallon, 3000 to 5000 miles on a set of tires, 3000 to 4000 miles on a clutch! No wonder the "guarantee" on

page 2 is so vague, and the sales terms *cash*.

Despite Sears' solid financial base and unchallenged sales ability, the Sears Motor Buggy was doomed from the start. The light-weight, minimal vehicle was no longer attractive to most buyers. In its design the Sears showed little practical advance over the Orient Buckboard, which had been available since 1903. Buyers were looking for faster, heavier, more comfortable transportation, and the Sears with its tiller steering and 25-mph top speed was not what they wanted. Add to that the limitations of mail order selling, with no local dealer to provide demonstration rides or to later confront with service problems, and it is not hard to see why the Sears never really made a significant dent in the market. The company did try to sell its car—the four page section in the 1910 general catalogue had full color illustrations—but by 1912 the automobile division had lost \$80,000 and that year's catalogue listing (the Motor Buggy's last) was down to a single black and white page.

This is not to say that Sears deserted the automotive market entirely, however. The company, like many others, found that there was good money in supplying motorist's needs for repair parts and accessories. Some contemporary—1910-1912—Sears offerings along these lines appear on the last three pages of this book. And that—except for a brief try at marketing the little Henry J as the "Allstate" in 1952-1953—is where Sears remains today in the auto business—suppliers of "everything automotive" except cars themselves.

This book is a collection of Sears automobile catalog pages from the Motor Buggy period. Included (in order of appearance) are:

1909 General Catalogue—Pages 1150, 1151

1910 Motor Buggy Booklet—Pages 2-36, 1

1910 General Catalogue—Pages 1140-1143

1911 General Catalogue (Back Cover)

1912 General Catalogue—Page 1213

1910-1912 General Catalogues (Selected Items)

The cover illustration is from page 1141 of the 1910 General Catalogue, and was also originally in full color.

1909-1912 Sears, Roebuck & Co. MOTOR BUGGY CATALOGUE

Edited by Joseph J. Schroeder, Jr.
and Sheldon L. Factor

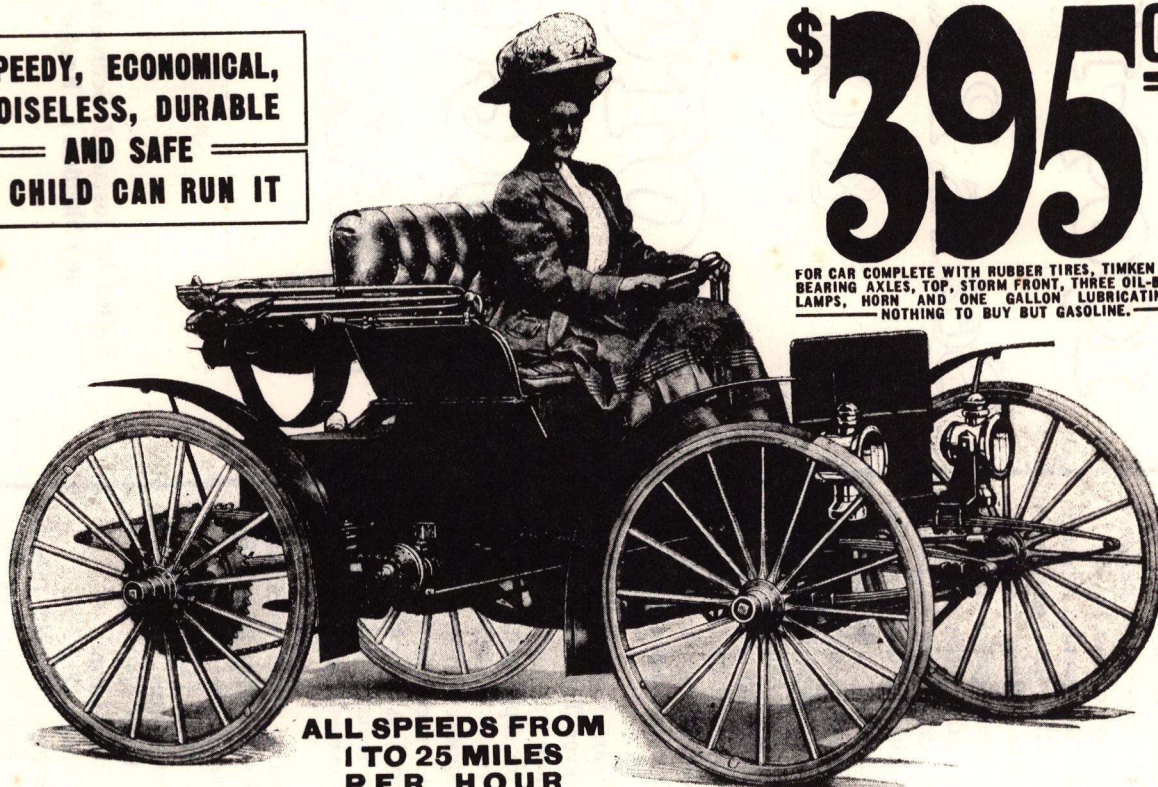
Copyright ©MCMLXXXIII, Digest Books, Inc., 540 Frontage Rd., Northfield, Ill. 60093. All rights reserved. Printed in the United State of America.

SEARS MOTOR BUGGY

**SPEEDY, ECONOMICAL,
NOISELESS, DURABLE
AND SAFE
A CHILD CAN RUN IT**

\$ 395⁰⁰

FOR CAR COMPLETE WITH RUBBER TIRES, TIMKEN ROLLER BEARING AXLES, TOP, STORM FRONT, THREE OIL-BURNING LAMPS, HORN AND ONE GALLON LUBRICATING OIL. NOTHING TO BUY BUT GASOLINE.



**ALL SPEEDS FROM
1 TO 25 MILES
PER HOUR**

No. 21R333 Sears Motor Buggy, complete as described below. Price..... **\$395.00**
No. 21R444 Sears Motor Runabout, without top and fenders, but otherwise as described below. Price..... **\$370.00**
Shipped from factory, crated so as to secure the lowest possible freight rate. Shipping weight, about 1,400 pounds. **12.95**
EXTRAS IF WANTED—Acetylene Lamps with Generator in place of the two front oil burning lamps.....

WHY WE BUILD IT AS WE DO

In designing the Sears Motor Buggy we had in mind a self propelled vehicle to take the place of the top buggy and runabout; we had in mind a substantial, well built, economical, safe durable and noiseless machine; we had in mind a maximum speed that was reasonable and fast as anybody should ride; namely, 25 miles per hour.

With these things in mind and knowing what was needed throughout the country, we set about several years ago experimenting with different automobiles. We examined all the different principles used in the construction of self propelled vehicles; we examined the most successful cars to find out what they were using in the way of tires, wheels, axles, springs, transmissions, etc. We found that all the successful high grade cars were fitted with TIMKEN ROLLER BEARING AXLES, we therefore use them on the Sears Motor Buggy; we found that for regular road work there was nothing better fitted or more durable than a Sarven's patent wheel; therefore, you will find Sarven's patent wheels on our Sears Motor Buggy. We found that a wheel about 36 inches in height was the proper height to give the road clearance necessary and to give the most satisfactory service and the least vibration. We found that there was more resiliency, more comfort and more service in a FULL ELLIPTIC SPRING than there was in any other type of spring; we, therefore, hung our Sears Motor Buggy on four full elliptic springs. We found that all the heavy, powerful automobiles and automobile trucks were fitted with DOUBLE CHAIN DRIVE FROM THE REAR WHEELS; therefore, you will find the double chain drive on the Sears Motor Buggy. We found that the fastest cars, those that were making records for speed were built with the double chain drive. At the Automobile Show in Chicago, held in February, 1909, we noticed that the car that won the New York Paris Race was built with a double chain drive, we also noticed that the car that won the last Vanderbilt Cup for making the fastest time was built with a double chain drive. We found that there was a maker of automobile frames that was making 75 per cent of all the frames used in automobile construction in the United States. We found on account of the volume of business that this concern could make frames cheaper for automobile manufacturers than the manufacturers could make them themselves. We went to this frame maker and asked him to make a frame for our Sears Motor Buggy and then to name us prices for these frames in large quantities, the result is that the angle steel frame of the Sears Motor Buggy is built by experts who build 75 per cent of all the automobile frames used in the United States today, and so on throughout the entire construction of this Sears Motor Buggy, you will find every piece and part has been given the most careful study, you will find that the Sears Motor Buggy is made of the best possible material; it is constructed to take the place of the top buggy, it is built in our own factory under the direct supervision of our own expert, a man who has had fifteen years of automobile experience, a man who has for the past three years been working with us to develop the right car for all kinds of service, and we honestly believe that in this Sears Motor Buggy we have exactly the right car for the people, at a price within the reach of all.

There are a great many buggies with engines attached that are being offered for sale that are nothing more than makeshifts. No ordinary buggy is built to stand the racket and strain given it when machinery is attached. Our Sears Motor Buggy is designed and built from the ground up to carry the engine and machinery necessary to make it run. It has special rubber tires, special wheels, special axles, special springs, special body; in fact, everything is special and is much stronger than other motor buggies, and it will outwear two of any other make. At the same time, while we have the strength and durability in this motor buggy, we have designed it so that it is pleasing to the eye, neat and light in construction and appearance. It is not heavy or cumbersome. Whether you buy a Sears Motor Buggy or not, we want to urge you, in your own behalf, not to purchase an ordinary end spring buggy with some machinery attached, as they are not practical.

Our Sears Motor Buggy will give you the greatest amount of service with the least amount of operating expense. It is comfortable, safe and durable. We have not made any attempt, in designing and building this Sears Motor Buggy, at copying the automobile. We have made no attempt to build a high speed or a high powered car. We do not believe that the average man desires to go whirling through the country at 40 to 50 miles an hour. We furnish in our Sears Motor Buggy a practical car for use every day in the year over rural or city roads; a car that will climb the hills and go over any of the roads that are ordinarily found in any part of the United States.

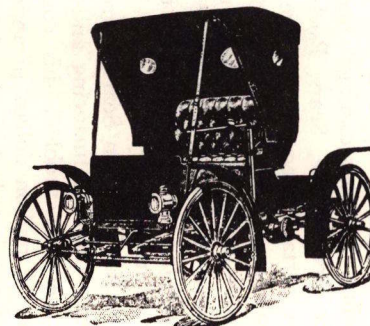
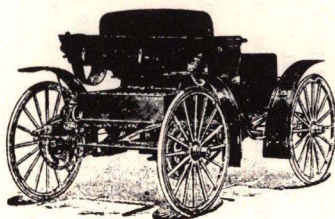
We have given this Sears Motor Buggy practical road tests in different sections of the country, through sand, through mud, up hill and over all kinds of roads. This car will run a great deal faster than you will ever want to send it over rural roads and can maintain a speed twice as fast as the usual speed regulations in the cities and towns permit.

Our price of \$395.00 is for the car complete, as illustrated and described above. We furnish everything, including 1 gallon of lubricating oil. You have nothing to buy when you receive the car but gasoline. For the convenience of some people who do not desire a complete car, we state in our list of prices the amount we will allow if top or fenders are not wanted; we advise, however, that you order the complete car, as sooner or later you will want the complete outfit.

TERMS

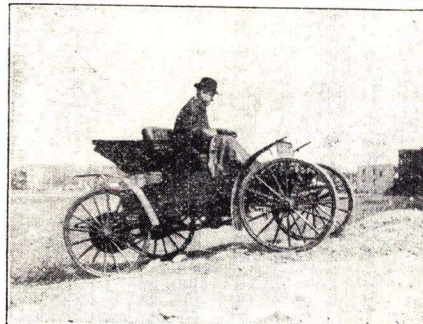
Our only terms are cash; we do not sell on installments or extend credit. Send us your order and enclose our price in the form of a post-office money order, express money order, bank draft or check. If you don't want the motor buggy now, send us \$25.00 as a deposit and we will enter your order in its turn and then later on you can send us the balance when you want us to make shipment.

We ship with the understanding that each and every car is to be exactly as represented and described, and is to be made of the best material and parts obtainable for the purpose. We guarantee every car to be thoroughly tested and tried out; in fact, given road service. We guarantee that it will run through mud, sand, over ordinary city and country roads and take all reasonable hills. Our Sears Motor Buggy under test has demonstrated conclusively that it is a great hill climber, and we have taken roads and hills where regular automobiles could not follow.



OUR GUARANTEE.

We guarantee each and every Sears Motor Buggy we ship to be perfect in construction in every detail, to be made of the best material and workmanship obtainable for the purpose, and we guarantee every part to be what we have found from experience the best suited for the work for which we use it. We agree to replace any piece or part that proves defective in either material or workmanship. Each and every car before being shipped is put through a thorough test; it is ready to run and will run. It is easier to run and under-manship. Each and every car before being shipped is put through a thorough test; it is ready to run and will run. It is easier to run and under-



THE SEARS MOTOR BUGGY CLIMBING A SHORT BUT STEEP AND ROUGH GRADE.

CLIMBS THE STEEPEST HILL IN THE NEIGHBORHOOD WITHOUT A BALK.

Elkton, Ohio.
Sears, Roebuck & Co., Chicago, Ill.
Dear Sirs:—I have had no trouble with my Sears Motor Buggy. I followed your instructions all the way through and I had practically no trouble. I filled it all up carefully, opened the two little relief cocks and cranked the engine three or four turns and to my surprise, the engine started right off. I got in the car, backed it out of the barn, rode out in a 12-acre field and there I had plenty of room. I run it around an hour or so. One of my neighbors was with me. We then went to the steepest hill around and started up, and to my surprise it went right up without a balk. The Sears Motor Buggy is quite a curiosity in this part of the country. Not many farmers have a motor buggy. There have been dozens of people here to see my motor buggy, though I have not had the chance to use it as much as I would like. In regard to your instructions, I think they are very simple and easy to understand. I think the Sears Motor Buggy is at least two or three years ahead of ordinary motor buggies. The Sears Motor Buggy is neat and light and pleasing to the eye.
Yours truly,
GEO. H. LONES.

GOES UP HILLS AT 12 MILES AN HOUR AND HAS HAD ALL KINDS OF COMPLIMENTS ON HIS CAR.

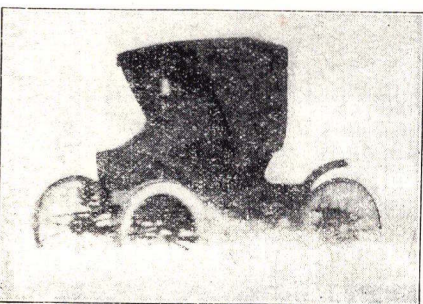
212 Burr Block, Lincoln, Neb.
Sears, Roebuck & Co., Chicago, Ill.
Dear Sirs:—I have now given my car a good test and find it a good hill climber. I was caught out in a rain in the country about 6 miles out of the city. I had a few hills to climb, but the machine went up the hills at the rate of 12 miles an hour. I had no mud hooks on either. The instructions sent me were very good. As I never run a motor buggy of any kind before, I was somewhat afraid to run it the first time myself. After reading the instructions two or three times I got up my nerve and went down to the station, uncranked the car all myself, with the help of freight handlers, put it together, cranked it up and drove off without being one bit afraid. Your book of instructions is very good, in fact, could not be better. I must say that the car is a wonder. Everybody looks at it and asks the price. I have had all kinds of nice compliments on the car. Last Sunday I ran 25 miles on country roads on high speed all the time and the engine did not get warm.
Yours truly,
E. A. SCHAFER.

HE IS WELL SATISFIED.

Guntersville, Ala.
Sears, Roebuck & Co., Chicago, Ill.
Dear Sirs:—I received the automobile bought of you and put it up by directions, got in it and rode all over town. It seems to work very well for a new machine. Can run 25 miles an hour on good roads. I am well pleased so far.
Yours truly,
A. G. HENRY.

THE MOTOR BUGGY IS ALL THAT WE REPRESENT IT TO BE.

Moss Point, Miss.
Sears, Roebuck & Co., Chicago, Ill.
Dear Sirs:—Your machine has been received, everything all O. K. This motor buggy is all that you represent it to be, which I think fully covers the ground. I am sending you a few snap shots to let you see how your machine looks way down in Mississippi.
Yours truly,
F. E. REHFELDT, M. D.



THE SEARS MOTOR BUGGY MAKING SPEED IN THE SNOW.

SPECIFICATIONS OF THE SEARS MOTOR BUGGY

MOTOR—Two-cylinder double opposed 14-horse power four-cycle air cooled engine of the most approved type. The material is the best that can be purchased. All bearings and connections are of the best; large end thrust ball bearings. The cylinders have 4½-inch bore by a 4-inch stroke; crank shaft is made of nickel steel forging 1½ inches in diameter.

TRANSMISSION—Positive transmission of the friction type, controlled by a foot lever, contact wheel coming in direct contact with the fly wheel of engine by a slight pressure on a foot pedal; contact wheel is moved across the face of fly wheel by a hand lever at the side of body. This lever controls all speeds from 1 to 25 miles an hour.

DRIVE—Double endless riveted roller chain, the best made.

LUBRICATION—Mechanical force feed oiler, shooting type, absolutely positive and will feed the same winter or summer; feeds only when engine is running.

IGNITION—Jump spark coil with six dry batteries.

BRAKES—One on each rear wheel, internal expanding; hardened wearing surfaces.

ADJUSTMENTS, ETC.—The front floor of body can be removed without disturbing any of the power plant parts. By removing the engine crank case cover, the connecting rods, crank and bearings are in plain view and easily removed. The cylinder heads can be removed by the use of a hammer or wrench without disturbing any other parts, and, if desired, the pistons can be removed. The valves can be removed by unscrewing a cap. The carburetor is latest improved floating ball type. The spark coil adjusting screws are also within easy reach of the operator while the car is in motion.

MUFFLERS—By our special device we are able to remove all back pressure on the engine, at the same time eliminate nearly all sound of the engine; in fact, you can hardly hear the engine run.

CONTROL—The spark lever which advances the spark to the engine and the throttle which controls the gas mixture to the engine are located in the most convenient position on the steering post, so that they can easily be handled with the left hand of the party driving the car without any apparent effort. By simply advancing the spark and opening up the throttle you can control the rate of speed.

STEERING DEVICE—The car is steered with a steering post and handle on the left side of the car, and we have found by practical tests and study that the left hand is the side from which to run a car; we have also found that the steering post and the handle bar is far better than the wheel type. That is the reason all fine electric cars built for ladies use the steering lever. The steering apparatus is easily controlled, a slight forward or backward pressure on the steering bar sends the car to the left or to the right. Any child can easily steer the car.

WHEELS—36 inches high over all, front and rear; special wheel, the best that can be made, made of selected hickory with heavy 1½-inch spokes; Sarven's patent flange, 1½-inch rim, fitted with an electric welded channel tire, and guaranteed 1½-inch solid rubber tires.

AXLES—The celebrated high grade Timken roller bearing axles, the best that can be made, drop forged steel; drop forged steel knuckles; axles, 1½ inches square.

SPRINGS—Four high grade tempered full elliptic four-leaf 36-inch springs, clipped with wrought iron clips to the axles and at each corner of the steel angle iron frame; makes very easy riding and absorbs all the road shocks.

FRAME—2x1½x3-16-inch pressed steel angle frame attached on top of the four springs (all frame attachments drop forged), carrying the engine and main drive shaft.

BODY—Plano box pattern, 30 inches wide by 67 inches long. The rear of the body back of seat is covered with a special boot. There is a space 29x21 inches in the rear of seat under boot. Gasoline tank, batteries and spark coil are fastened in body under the seat, so that they can be easily reached.

SEAT—Special design surrey size seat, 37 inches across the top of cushion; upholstered with leather. Seat cushion is removable, so that gasoline tank can easily be filled.

TOP—Three-bow skeleton automobile top, made of heavy grade of moroccoline leather; moroccoline leather side curtains and back curtain; large celluloid lights in the back curtain and side curtains; side curtains are removable; storm front furnished.

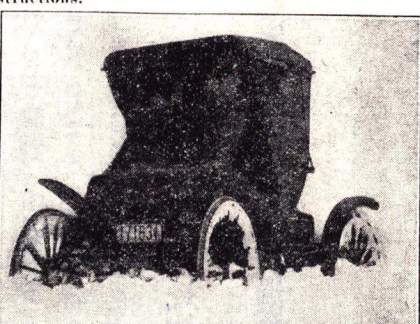
PAINTING—We paint the body and seat plain black, finished in the best possible manner; gear, a rich blood red corium, neatly striped with black; a very handsome finish.

TRIMMINGS—At our price of \$395.00 the car comes complete with two front and one rear lamp, complete set of fenders, rubber tires, Timken roller bearing axles, horn, top with side curtains and storm front, necessary tools and one gallon of lubricating oil.

WEIGHT—This car is very light, weighing about 1,000 pounds complete.

ROAD CLEARANCE—13 inches; wheel base, 72 inches; track, 4 feet 8 inches; gasoline tank capacity, 6 gallons, or enough for 150 miles road service.

Sig. 72—Ed. 1



THE SEARS MOTOR BUGGY PLOWING THROUGH SNOW DRIFTS UP TO THE HUBS.

DOES NOT HESITATE TO GO ANYWHERE WITH HIS CAR.

McHenry, Miss.
Sears, Roebuck & Co., Chicago, Ill.
Dear Sirs:—The Sears Motor Buggy arrived three weeks ago and I am more than pleased with it. This is a very rough country and rather hard on horse and buggy. I have been 10 miles on each side of town and would not hesitate to go any place with my car.
Yours truly,
R. A. SWITZER, M. D.

IS COMPLETELY SATISFIED AFTER HAVING GIVEN THE SEARS MOTOR BUGGY EVERY TEST.

437 Branch Ave., Providence, R. I.
Sears, Roebuck & Co., Chicago, Ill.
Dear Sirs:—I have given the Sears Motor Buggy which I received from you a thorough and complete test and I wish to express my complete satisfaction. I have run it in various kinds of weather, up steep hills, and the machine behaved splendidly. One hill in particular, which is used by the automobile manufacturing concerns in this vicinity as a test, I have climbed in the Sears Motor Buggy with great ease, as easily, in fact, as cars of greater horse power. I cannot commend too highly the sterling qualities of the Sears Motor Buggy in all its features. It is simplicity and service combined.
Yours truly,
ALBERT J. FLECKHAMER.

CALIFORNIAN FINDS THE SEARS MOTOR BUGGY SIMPLE AND SATISFACTORY IN EVERY WAY.

Clayton, Cal.
Sears, Roebuck & Co., Chicago, Ill.
Dear Sirs:—I received your Sears Motor Buggy about three weeks ago. I am much pleased with it. It is a very nice buggy. I have been out riding with it a few times and I had no trouble. It runs very nice and smooth. The instruction book that you sent with the Sears Motor Buggy is very plain. Anyone that has never operated an automobile before can easily operate a Sears Motor Buggy by looking over the instruction book. Thank you very many times for sending me such a fine buggy. I am pretty sure I saved 25 per cent by buying a motor buggy from you.
Yours very truly,
ANTONE M. ROSE.

MAKES A 170-MILE TRIP ON HEAVY, MUDDY ROADS AND HAS NEITHER BALK NOR BREAK.

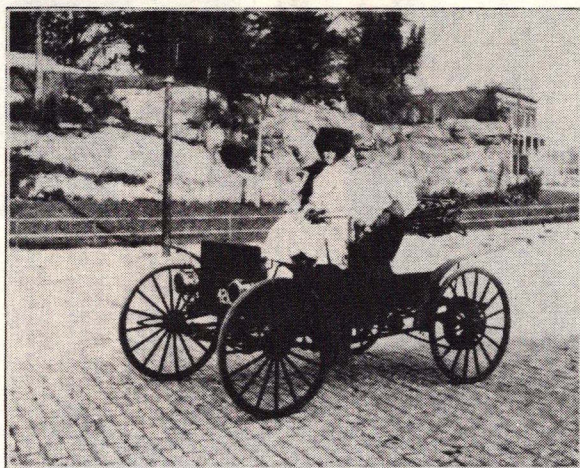
1408 West Madison St., Chicago, Ill.
Sears, Roebuck & Co., Chicago, Ill.
Dear Sirs:—It may interest you to know of a trip I made in my Sears Motor Buggy. I had gone with it to Ohio and was returning by way of Northern Indiana to Chicago. I left Kendallville, Indiana, one morning at 7 o'clock and going by way of Goshen, Elkhart, South Bend, Michigan City, Hobart and Hammond, I arrived at Jackson and La Salle streets, Chicago, at 11:05 p. m. that same day. The distance traveled that day (we missed our way two or three times) was 170 miles. Another gentleman was with me who weighed 145 pounds. I weigh 195 pounds and we carried 150 pounds of baggage. A hard rain the night before we started made the roads very heavy, in places covered with water, but the grand little machine went through the trip without a balk or break. The easy riding was an agreeable surprise to me.
Yours truly,
W. F. ALLEN.

HAS FOUND HIS CAR ALL RIGHT.

Starners, Penn.
Sears, Roebuck & Co., Chicago, Ill.
Dear Sirs:—I have been running the car and found it all right so far.
Yours very truly,
W. A. STARNER.



ROUGH GOING, BUT NOT TOO ROUGH FOR THE SEARS MOTOR BUGGY.



*Mr. Fleckhamer in New York after Driving
from Providence, R. I.*

GUARANTEE

We guarantee each SEARS Automobile to be perfect in material and workmanship, and will replace *at any time* any broken parts showing defective material or workmanship, on condition that the defective or broken parts be returned to us for our inspection.

We cannot guarantee the car to last any certain length of time, or run any definite number of miles, as that depends entirely upon the driver and the usage given it. Our first car has been in use over three years, going over 45,000 miles, and is still giving excellent daily service.

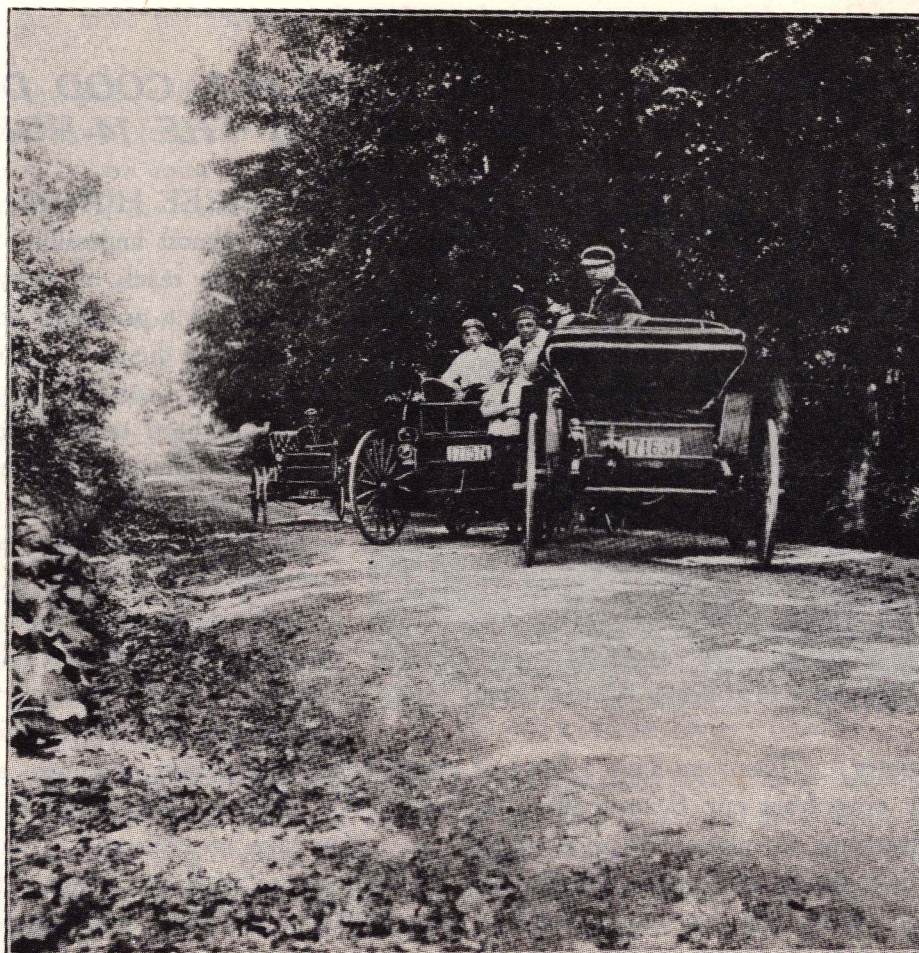
With proper care and careful attention the car should last a lifetime and never need repairs, and should go 1 to 150 miles a day and be in as good condition at the end of the day as at the start.

We will not allow repair bills unless authorized by us.

TERMS

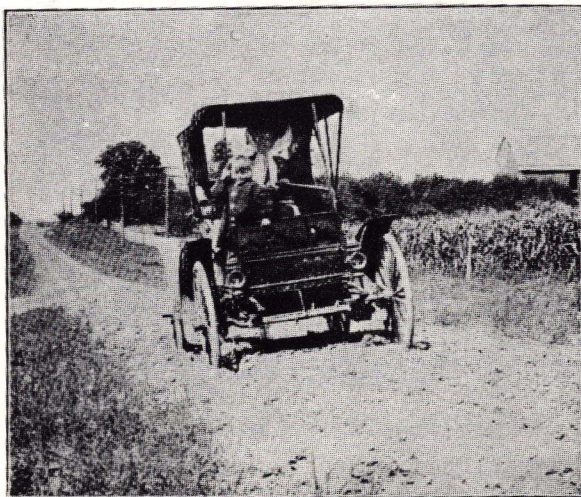
Our only terms are cash; we do not sell on installments or extend credit. Send us your order and enclose our price in the form of a post-office money order, express money order, bank draft or check. If you don't want the automobile immediately, send us \$25.00 as a deposit and we will enter your order in its turn and then later on you can send us the balance when you want us to make shipment.

**Cooling Perfectly
On a 65-Mile
Run on One of the
Hottest Summer
Days When the
Mercury Showed
97 in the Shade**



AND CO., CHICAGO

AT THE PRICE OF THE AVERAGE GOOD DRIVING TEAM AND TOP BUGGY WE ARE OFFERING THE 14-HORSE POWER SEARS



Milwaukee to Chicago After a Heavy Rain

THREE HUNDRED AND NINETY-FIVE DOLLARS! Seems almost impossible, yet we have accomplished it and our price is within the reach of everybody that rides. Our car is so good that it easily sells itself at a price just one-half of what others charge for equal value. Don't be misled by the price. Don't think that because other concerns are asking twice as much for a car like ours, we are not putting out a good car.

It is hard to hold down prices when the manufacturer aims to make his proposition attractive to the dealer or large distributor. The manufacturer needs an expensive selling force to interest live dealers; then the dealer or distributor employs costly sales methods and salesmen to attract the customer, and the customer pays for it all.

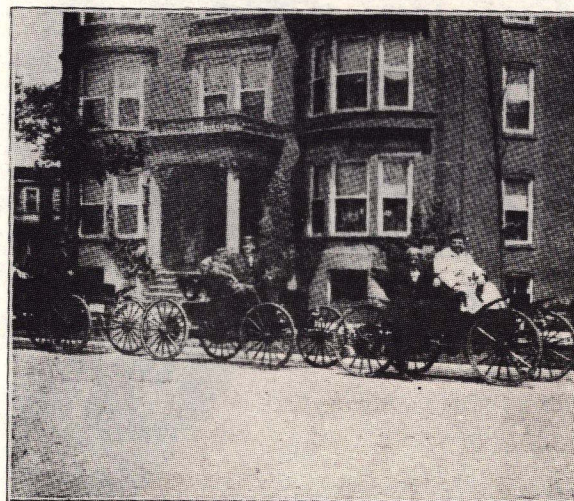
Now, we have our own factory in Chicago, where we manufacture in large quantities with the latest improved machinery and facilities for lowest cost of production. Then, we advertise in our own Big General Catalog, reaching over five million people (five times the circulation of the leading publications of the country). Then, we have a force of correspondents to answer inquiries, and your order goes direct to our factory, and your car goes from our factory direct to you. We have no high salaried local or traveling representatives, nor any expensive advertising to inflate the price of our car. You take no chances. You know that when Sears, Roebuck and Co. offer an article on the market it must be good. Especially so with our motor car. We are building it so good, giving customers so much more than they expect for their money, that it advertises and sells itself. Our customers consider it a favor to their friends

to recommend the SEARS. It's too good to keep; they must tell someone about it, and that party immediately sends in an order.

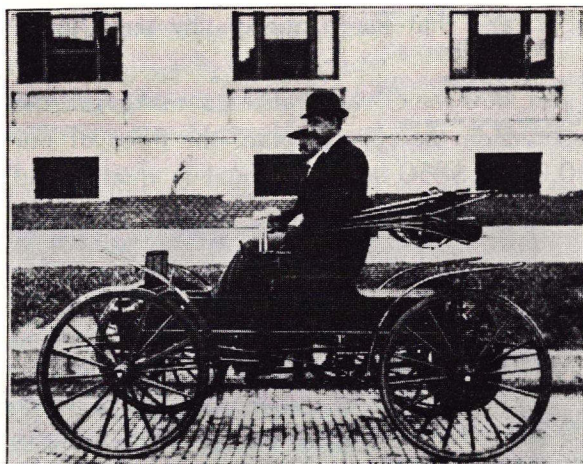
You can't judge the quality of the SEARS by the price unless you know just how much allowance to make for the dealers' profits, which we are saving you by selling you direct from our factory. Sold on the regular plan, the price of our car would be at least \$700.00. It is being compared with cars ranging from \$650.00 to \$850.00; it is equal in quality and construction, endurance and satisfaction. It differs only in the price that is making it one of the popular runabouts.

The Sears is built along lines conceded by experts to be correct and meets the requirements of all kinds and conditions of roads—will run up hill and down dale—through sand, mud, snow and slush—not a racing car, but reliable and powerful in severe road conditions. For the rural carrier to use every day, before, after or during a rain storm. For the countryman to drive to town over the average country roads, to see his friends far and near; make quick trips to the city for necessities and repairs to farm machinery; to use on Sunday so the horses may enjoy a day's rest; to summon medical assistance in case of sickness or accident; take the children to and from the district school. For the business man and physician, our space here is too small to picture the advantages of getting around quickly with a car that can be left standing without running away when the band plays, or when the flies are bad, or when a train goes by, or when a newspaper blows across the street. No sympathy necessary for leaving it out in the rain or cold, and it will be your umbrella, taking you home just as cheerfully in a pouring rain as in the sunshine. Keep it out late at night if you like, the Humane Society won't interfere; drive it up hill as fast as you like, it won't get tired or out of wind; coast down hill as fast as you dare, it won't stumble; keep it going twenty-four hours a day if you like, it never sleeps.

One gallon of gasoline runs it 15 to 33 miles, depending on the road conditions. One gallon of lubricating oil runs it 100 to 200 miles. No water. Can be used in the coldest winter weather; amply air cooled, and built to cool in the hottest days of summer.



Starting for the Summer Resort



*Mr. Lones on the Brick Pavement in
East Liverpool, Ohio*

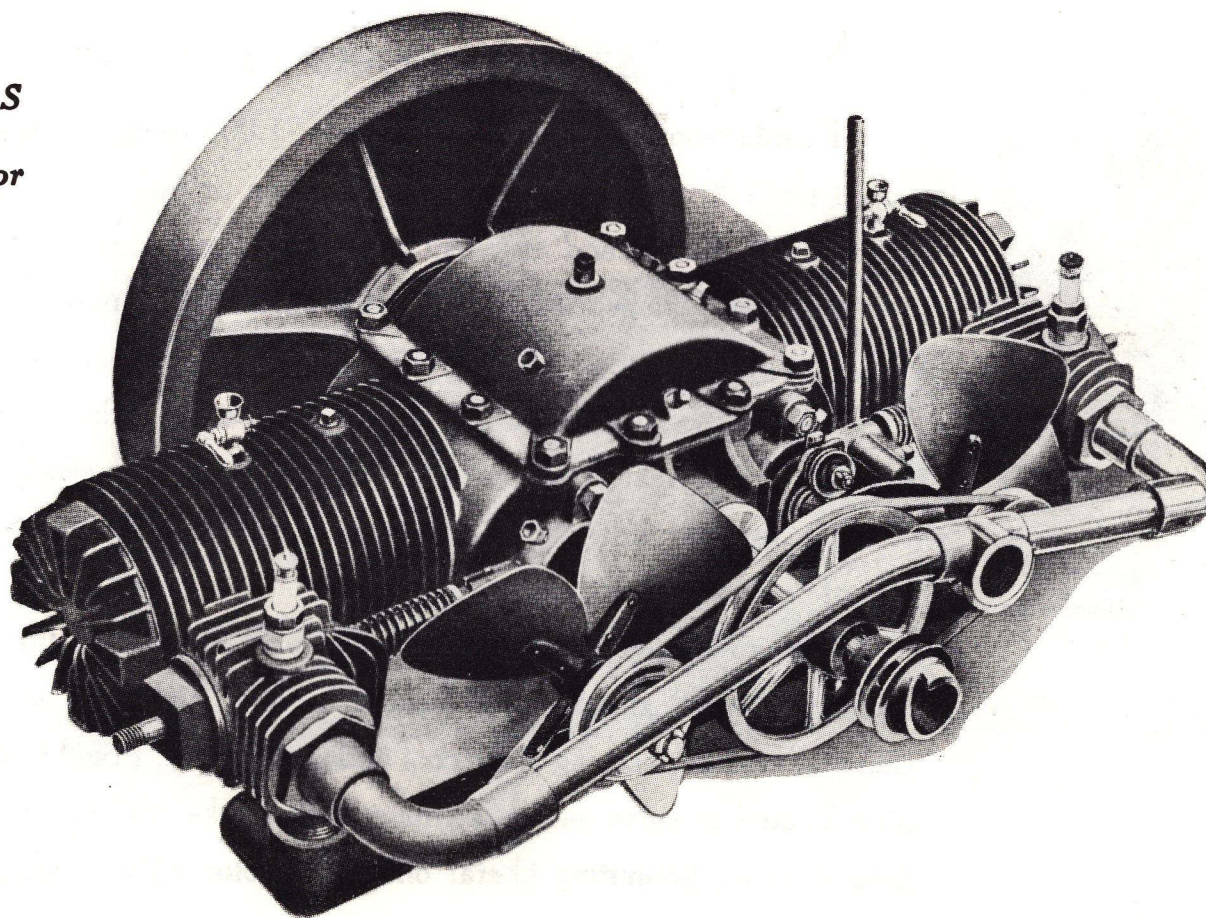
DESIGN

Large, roomy, two-passenger, piano box pattern—moroccoline leather deck-boot covering body back of seat. Three-bow moroccoline leather auto top, fitted with side curtains and storm front. As comfortable in rainy, stormy or wintry weather as when the sun shines. Body rests on a rigid pressed angle steel frame which carries motor and mechanism, and the four-point full elliptic spring suspension insures easy riding, absorbing road shocks without pneumatic tire equipment; 1¼-inch solid square steel axles; heavy drop forged steering knuckles; 36-inch wheels; “Cushion” solid new live rubber or pneumatic tires.

SEARS

1910

*The SEARS
Perfect Air
Cooled Motor*



AND CO., CHICAGO

Page Seven



*On Grand Avenue in Milwaukee
Starting for Chicago*

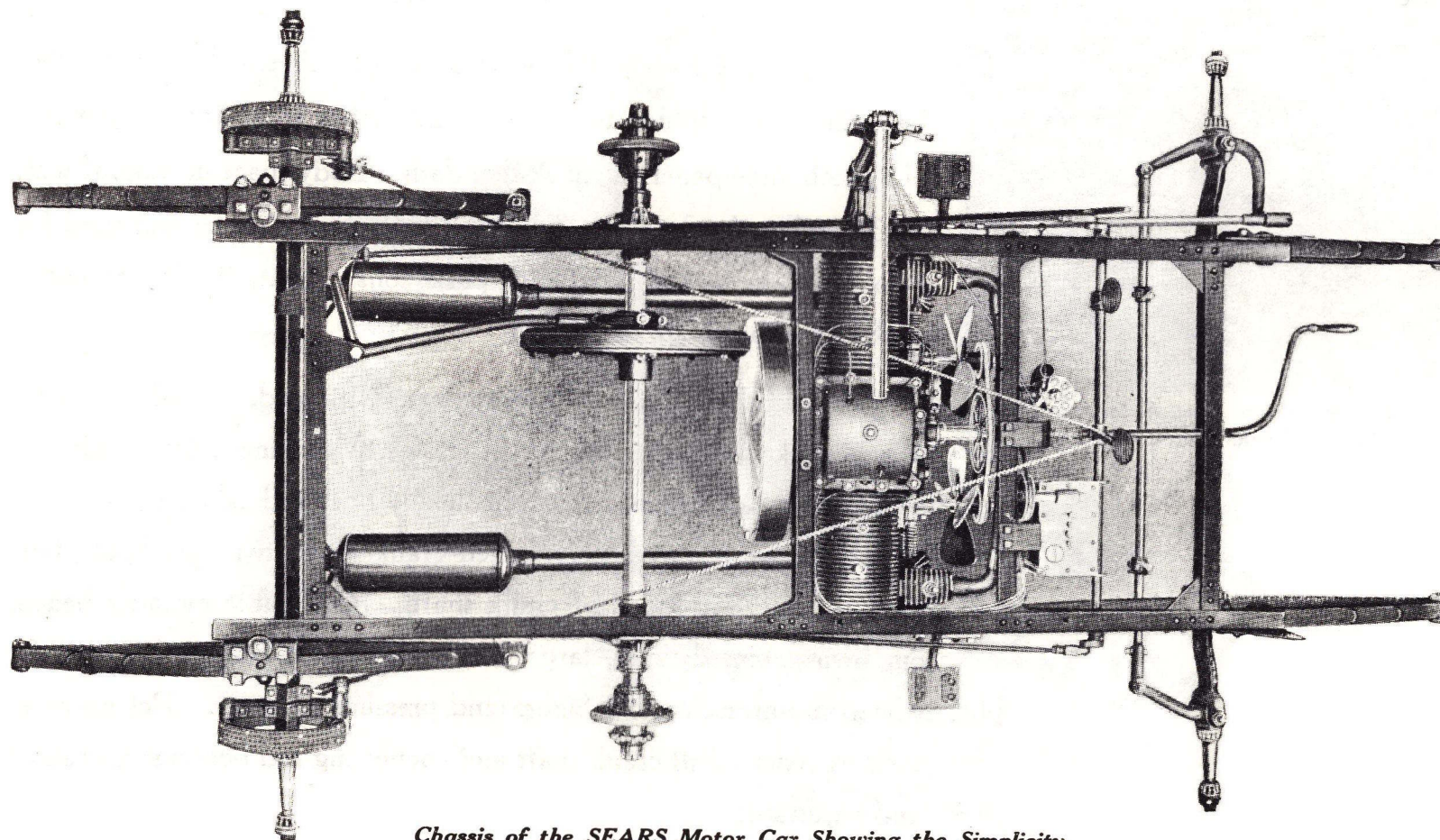
STRONG SEARS FEATURES

Fourteen-horse power; weighs only 1,000 pounds, nearly 1½-horse power per 100 pounds; the correct proportion of power and weight to make a good hill climber and excellent performer in sand or mud. Simplest car ever built; easy to operate; most pleasing and attractive pattern ever conceived. With proper care there should be no expense for repairs—no tire expense. Fuel consumption very small, 15 to 33 miles on 1 gallon of gasoline. The solid tires will wear 3,000 to 5,000 miles; cost of renewal, about \$30.00. Contact surfaces on friction transmission will wear 3,000 to 4,000 miles; cost of renewal, \$5.00.

Our air cooled motor is less liable to overheat than the average water cooled motor. Exhaust valve located in valve chambers where cool intake charge is inhaled, keeping valve cool and preventing it from burning out. Spark plug located in valve chamber where both intake and exhaust rush by and keep it clean, permitting liberal oiling of motor without danger of smutting plugs.

SEARS

1910



Chassis of the SEARS Motor Car Showing the Simplicity

AND CO., CHICAGO

Page Nine



*Mr. Lones of Elkton, Ohio, Satisfying Himself
that His SEARS Can Climb Hills*

DIMENSIONS

Large, roomy body, 67 inches long, 30 inches wide, 8-inch sides, 16 inches from cushion top to floor, 27 inches from floor to ground; 11½-inch three-panel patent leather dash. Body space in front of seat, 29x30 inches; back of seat, 21x30 inches. Space under seat used for gasoline tank, battery box and spark coils. Seat, 37 inches wide; back, 22 inches high.

MOTOR: Two-cylinder, direct opposed, 4⅛-inch bore, 4-inch stroke, 14-horse power (A. L. A. M. rating), four-cycle, air cooled with valve chambers, mechanically operated exhaust, automatic intake, 1⅝-inch nickel steel forged crank shaft, two four-blade fans running twice the speed of crank shaft. Removable cylinder heads, our own patented timer, large 3-inch ball thrust bearing between fly wheel and crank case, 1,800-pound pressure capacity. Pet cocks in each cylinder. All crank shaft and connecting rod bearings accessible and adjustable.

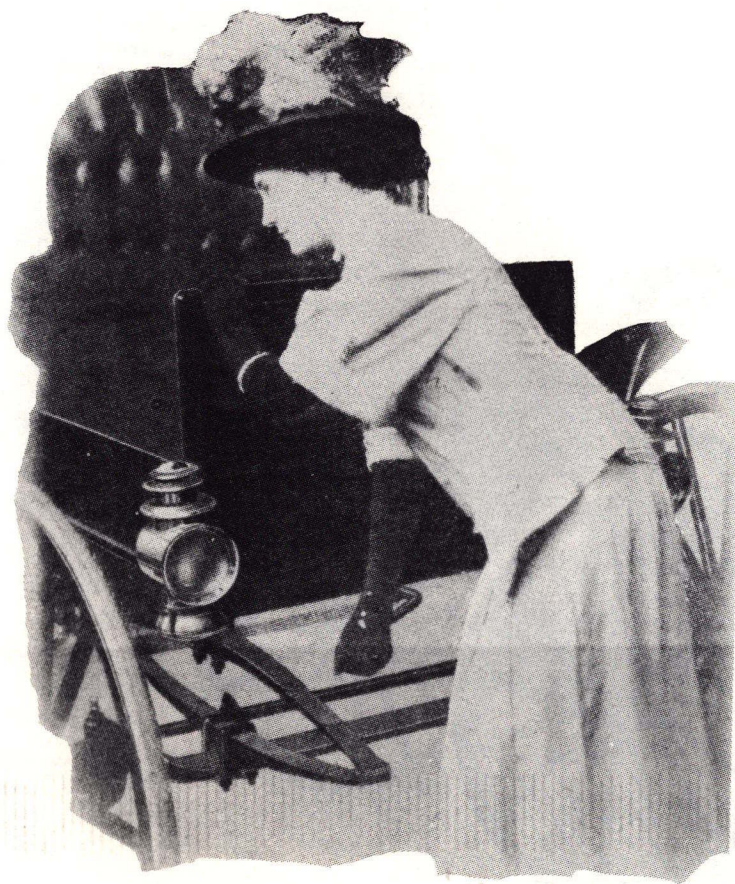
SEARS
1910

A Perfect Car for the Ladies



AND CO., CHICAGO

Page Eleven



Cranking the Motor, Easy to Start

TRANSMISSION: Selective friction type. Contact wheel shifted on countershaft across face of wheel by side lever. Contact effected by slight pressure on foot pedal. No ratchet; the weight of the foot is all that is necessary to connect power to drive wheels.

DIFFERENTIAL: Friction clutch type; coaster brake plan, one on each end of countershaft; pulls on both wheels going straight ahead or back; allows outside or faster wheel to coast freely when rounding a turn. Works backward or forward; simple, light and indestructible. Our own design, covered by U. S. patents.

DRIVE: Double chain for countershaft to each rear wheel. Endless riveted roller chains $\frac{1}{2}$ -inch wide, 1-inch pitch.

*All Happy after 75 Miles
Driving Over the Chicago
Park Boulevard System*



*Nothing to Think of but
the Pleasure of Driving*

AND CO., CHICAGO



Changing Speeds

LUBRICATION: Shooting type, mechanical force feed oiler, delivers oil to crank case cover, dripping it on crank shaft and connecting rod bearings, spattering the oil into the cylinders; also delivers oil to exhaust cam cases, effecting a constant bath for cams, shafts and plungers. Countershaft hanger bearings have oil reservoirs filled from oil can.

IGNITION: Jump spark, double coil, six dry cells, spark plugs mounted in valve chamber.

BRAKE: Internal expanding on each rear wheel. Adjustable. Operated by equalizing wire cable direct from brake pedal with ratchet.

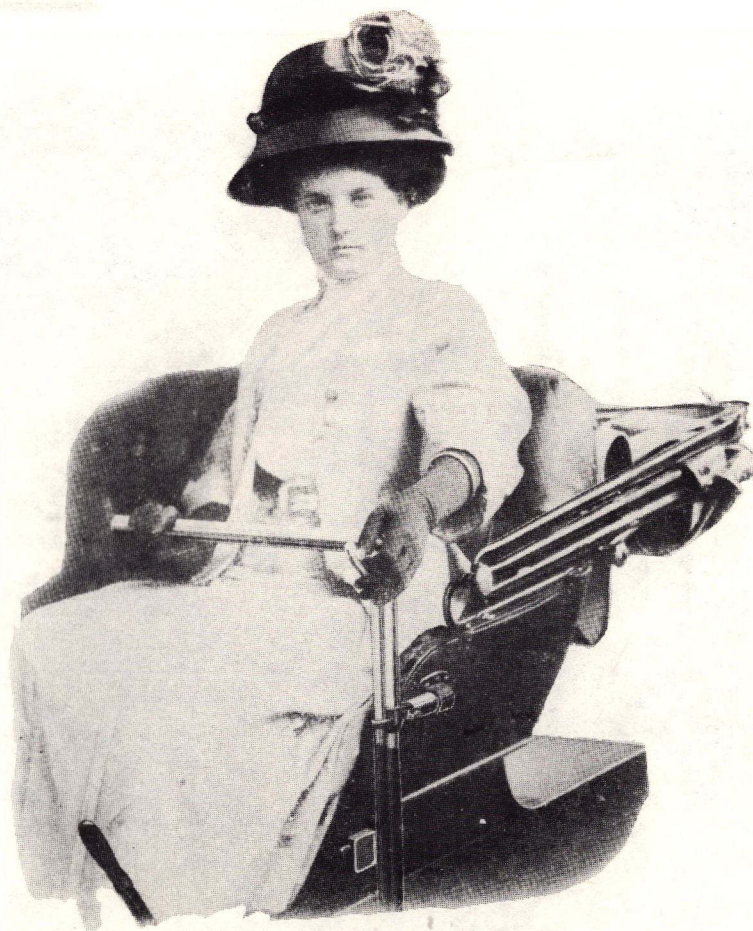
STEERING: Side lever; left side, the side that runs closest to every vehicle you pass on the road. You steer with your right hand. Quick and handy to get around. Used on the highest priced electric runabouts. Simple, light and direct. Reliable and nothing to get out of order.

*After 28 Miles
Rough Roads
97 in the Shade
Long Hills
Following Heavy
Rain*



"The Old Kentucky Home," Ashland, Ky.

AND CO., CHICAGO



Comfortable Driving Position

CONTROL: Flexible as a steam throttle, with a range of 3 to 25 miles per hour, without shifting contact wheel. Gas throttle to carburetor. Spark control to timer. Both levers convenient at top of side steering post, operated with the left hand.

MUFFLERS: Two mufflers of our own design absolutely deaden the exhaust.

ACCESSIBILITY: By lifting flooring in front, the engine, carburetor, oiler, timer, spark plugs, fans, oiler belts and coils are all within easy reach. Cylinder heads can be removed independent of any other part. Intake valves removed by loosening intake pipe. Exhaust valves removed through end of valve chamber. Connecting rod and crank bearings easily adjusted by removing crank case cover.

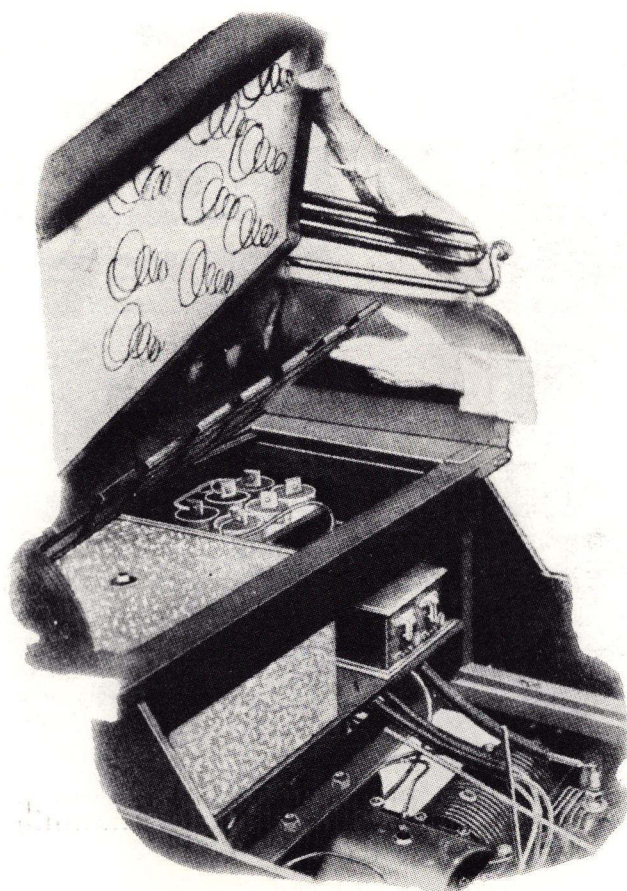
CARBURETOR: Latest improved type.

SEARS, ROEBUCK



Delivering the Mail near Louisville, Ky.

AND CO., CHICAGO



Showing Accessibility

TOP: Three-bow skeleton automobile top of heavy moroccoline; moroccoline leather detachable side curtains. Top held up and tightened by two straps from front bow to dash. A secure and noiseless fastening for driving over rough roads.

STORM FRONT: Complete storm protection, covering dash and reaching back to middle bow, inside of top. Two large mica windows in storm front and two in each side curtain.

PAINTING: Body and seat black. Wheels and chassis rich dark carmine and Brewster green striped.

FRAME: 2x1½x3-16-inch pressed angle steel. Heavy corner plates and cross frame all riveted.

BODY: Piano box style, detachable, substantially built. 30 inches wide, 67 inches long. Bolted to the angle steel frame, the strongest possible construction. Rear of body back of seat covered with rainproof rubber deck boot, 11½-inch patent leather dash.

SEAT: Special roomy surrey seat, 22-inch spring back, spring cushion 37 inches wide. Seat sides padded and lined; genuine machine buffed best quality leather.

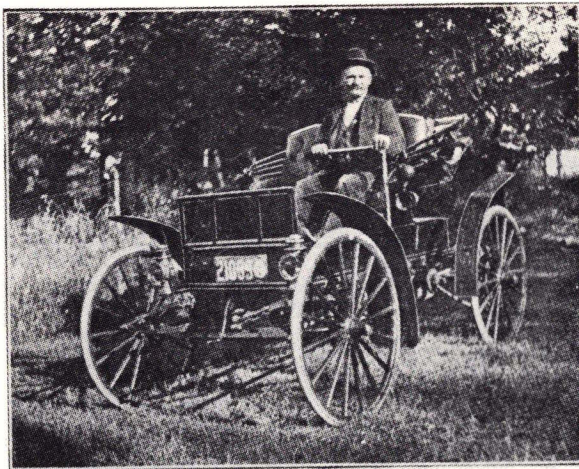
EQUIPMENT: Two good oil lamps in front; oil tail lamp in rear, showing white light to right side and red light to

*Three SEARS
Rough Roads
85-Mile Trip
Hottest Days
of Summer*

*Going 15 to 20
Miles per Hour
on an 80-Mile
Trip and Motors
Keeping Cool*



SEARS 1910



Pleased and Contented. Enjoying His Car

rear. Acetylene attachments and generator furnished with oil lamps for \$10.95 extra. Complete set of fenders; three-bow top with front straps, side curtains and storm front, completely enclosed for most severe weather; large deep tone horn; floor carpet; set of tools, consisting of an adjustable wrench, manifold wrench, screwdriver, pair of pliers and a copper spring bottom oil can.

We send with each car a booklet giving full instructions for the care and operation of the car; also furnish 1 gallon of lubricating oil.

ROAD CLEARANCE: 13 inches.

WHEEL BASE: 72 inches.

TRACK: 56 inches.

WIDE TRACK: 60 inches, \$4.65 extra.

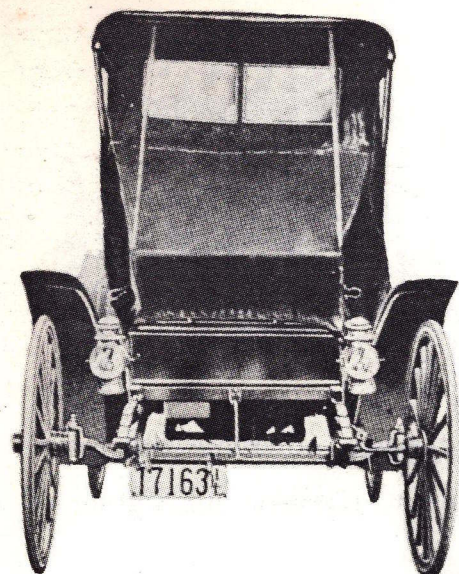
GASOLINE CAPACITY: About 6 gallons.

WEIGHT: 1,000 pounds.

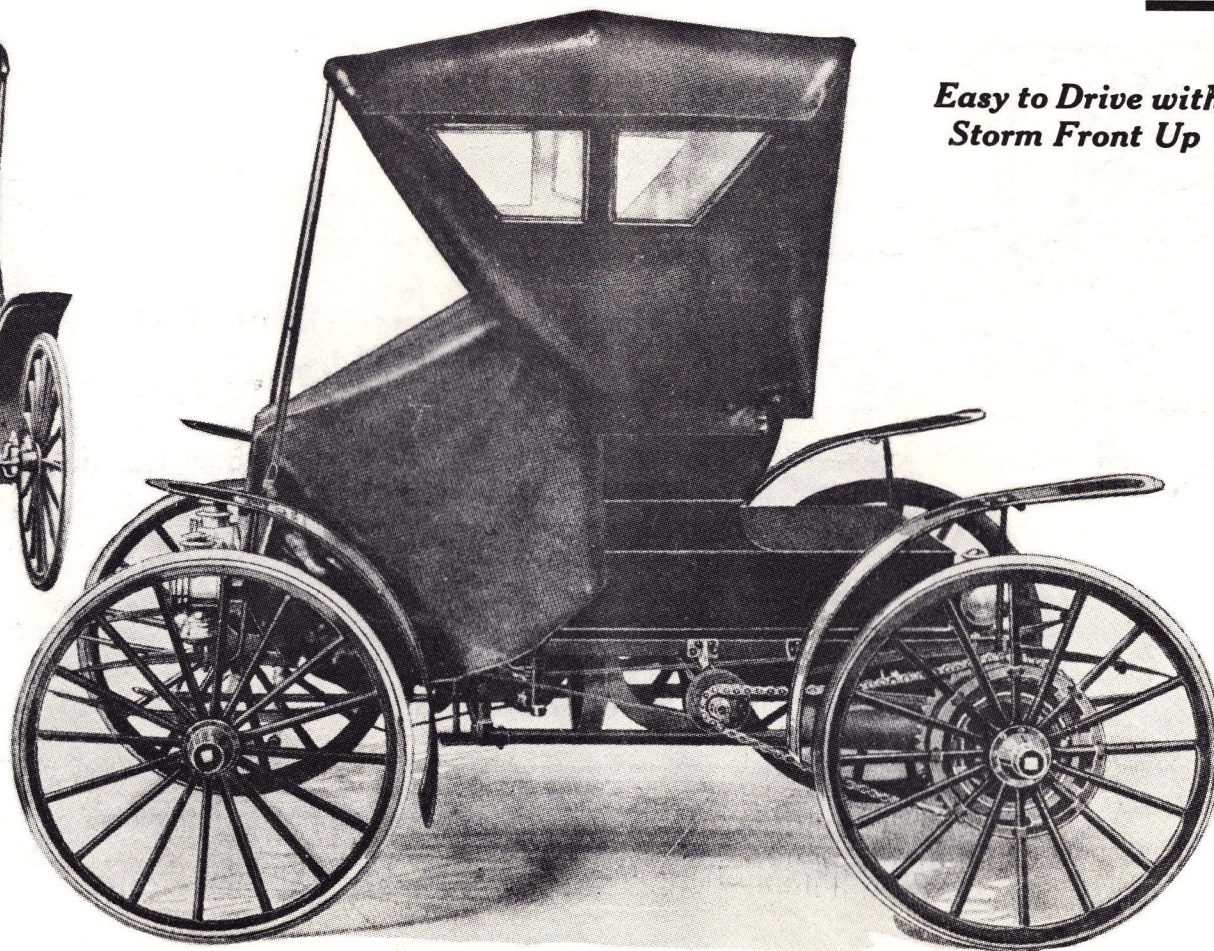
EXTRAS IF WANTED.

No. 21S200	Magneto.....	\$35.00
No. 21S201	Combination Acetylene and Kerosene Front Lamps, with Generator.....	10.95
No. 21S202	Acetylene Headlights and Generator in place of Oil Lamps.....	19.75
No. 21S203	Speedometer, showing speed and total mileage.....	15.00
No. 21S204	Speedometer, showing speed, total mileage and trip mileage.....	25.00
No. 21S205	Switch Key.....	.15
No. 21S206	Six Dry Cells.....	1.56
No. 21S207	Spark Plug.....	.69

SEARS 1910



Equipped for Storm



*Easy to Drive with
Storm Front Up*

AND CO., CHICAGO

Page Twenty-three



Our Chief Inspector with a Bunch of Testers

*Where We Thrash Out
Any Imperfections*

MODEL "H"

\$395.00

This model, complete with fenders, top, side curtains and a cozy storm front for use in rainy or cold weather.

Full equipment of three kerosene lamps, horn, carpet, 1 gallon lubricating oil and tool kit.

This model is complete and equipped for all kinds of weather. With this storm equipment you can ride comfortably in any bad weather.

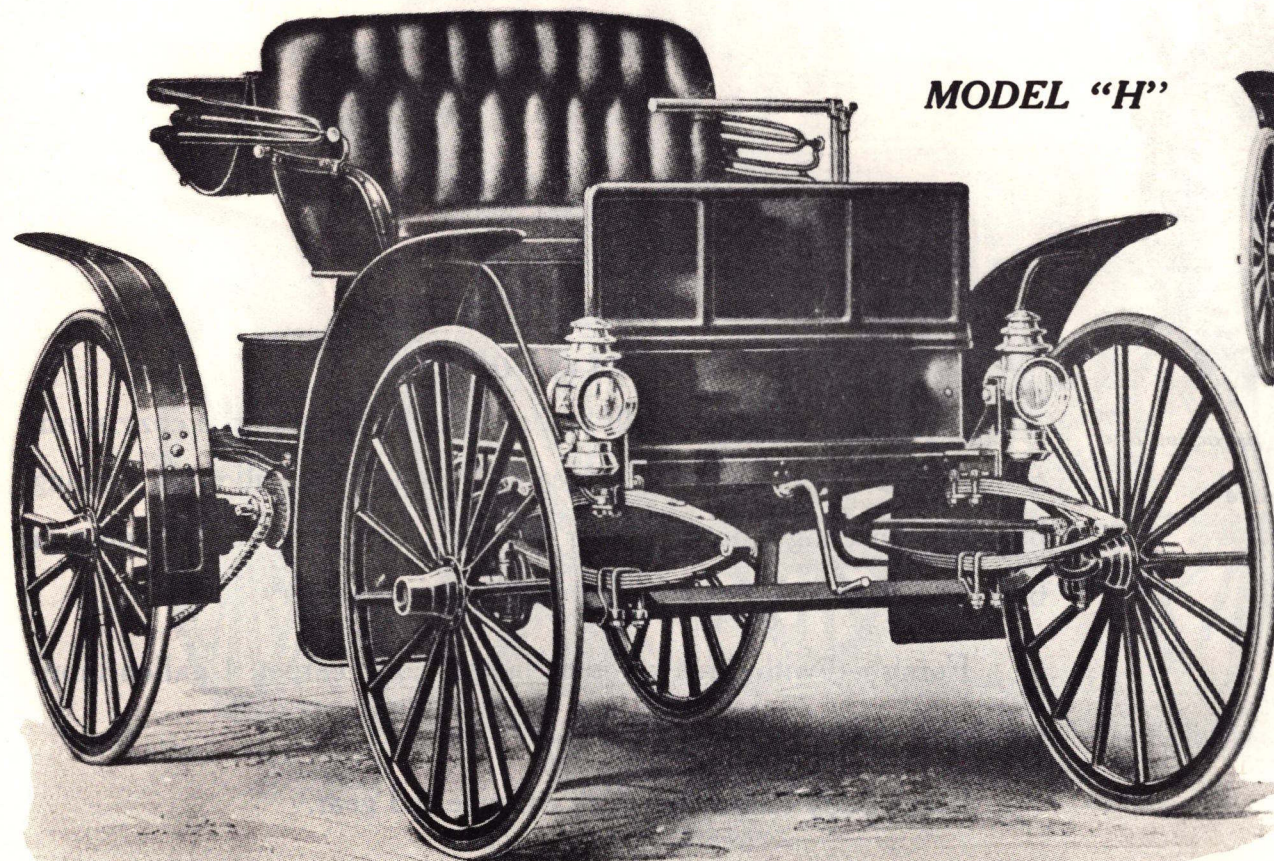
Black body and a rich dark carmine red gear.

No. 21S333.....\$395.00

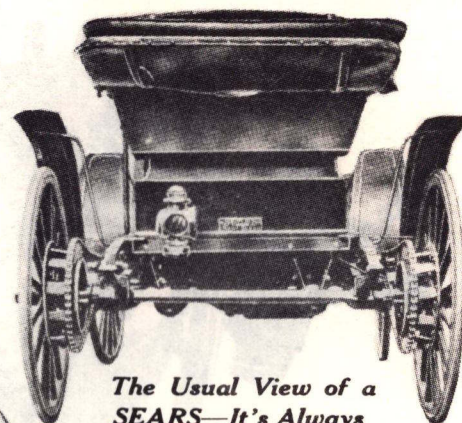
SEARS, ROEBUCK

SEARS

1910



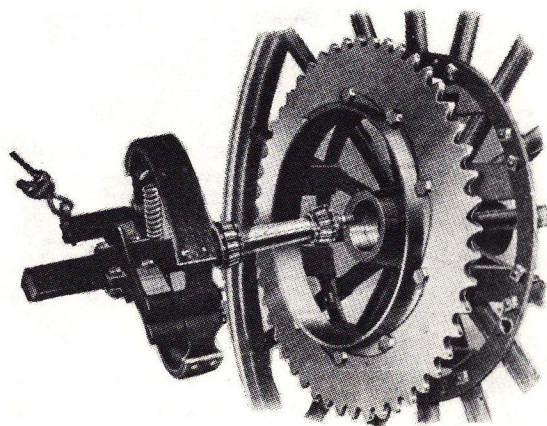
MODEL "H"



*The Usual View of a
SEARS—It's Always
Going*

AND CO., CHICAGO

Page Twenty-seven



*Showing Brake Surfaces, Rear Sprocket and
Roller Bearings
A Noiseless Positive Brake*

MODEL "J"

\$410.00

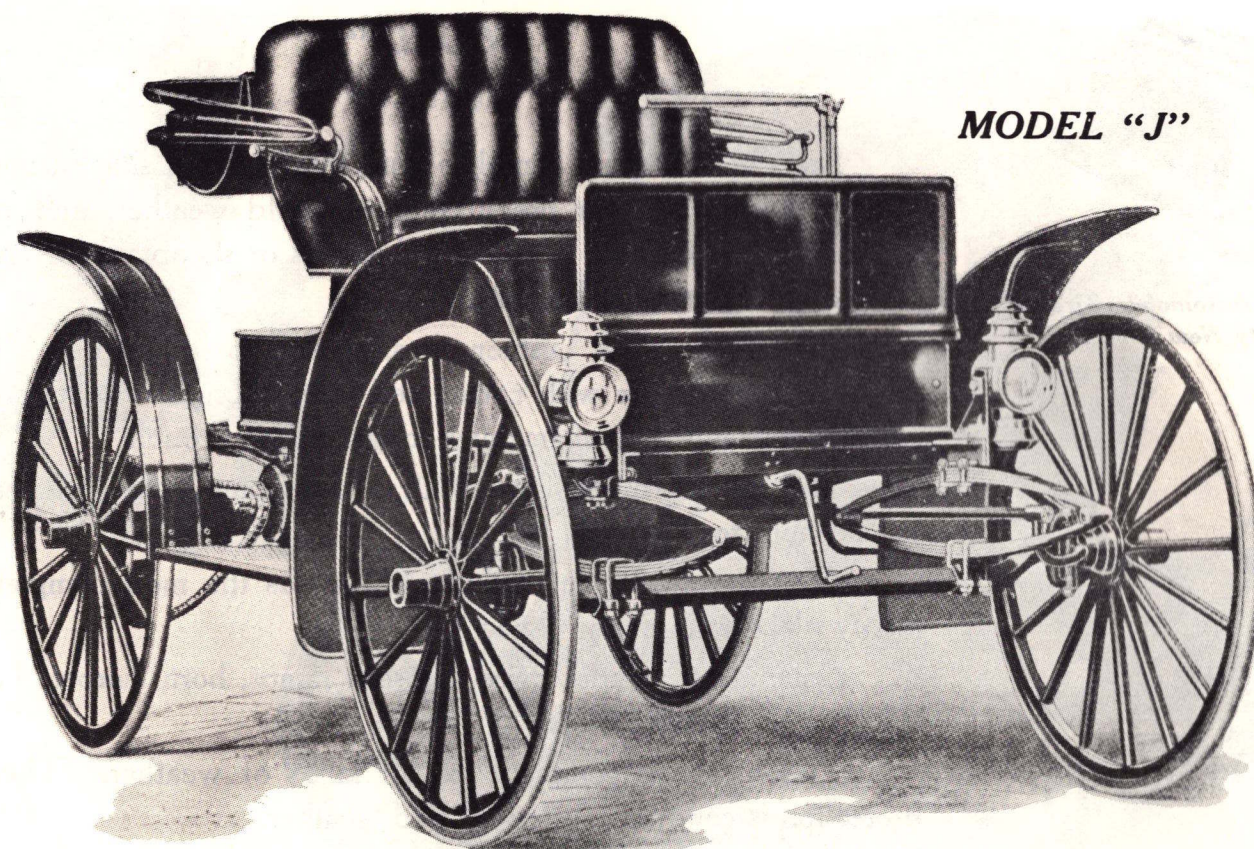
Equipment complete with fenders, top, side curtains, a cozy storm front for use in rainy or cold weather, with the addition of running boards connecting front and rear fenders, convenient for shopping or business where frequent getting in and out is necessary.

Furnished with three kerosene lamps, horn, carpet, 1 gallon lubricating oil and tool kit.

Black body and a rich dark carmine red gear.

No. 21S555.....\$410.00

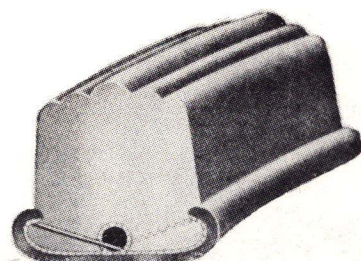
SEARS
1910



MODEL "J"

AND CO., CHICAGO

Page Twenty-nine



*Special "Cushion" Automobile Tire Made
of Highest Quality New Live Rubber*

MODEL "K"

\$475.00

Sears construction, complete with fenders, top, side curtains and a cozy storm front for use in rainy or cold weather, and running boards for convenience in city use, business or shopping. Convenient for ladies in getting in and out.

38x2-inch special cushion tires, similar to illustration. This is a special resilient tire with corrugated tread, absorbs vibration almost equal to a pneumatic, wears much longer and no trouble.

This model is also fitted with a flare back twin auto seat and special auto top.

We strongly recommend this model as the most complete and highly pleasing in every respect.

Equipment includes three kerosene lamps, horn, carpet, 1 gallon lubricating oil and tool kit.

This model is complete for all kinds of weather. The storm protection is comfortable for all bad weather.

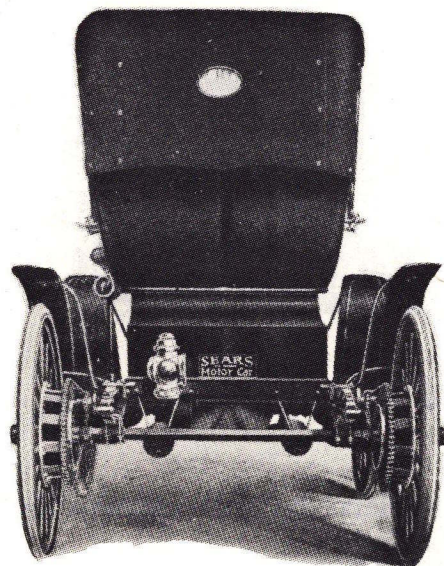
Black body, Brewster green running gear.

No. 21S666.....\$475.00

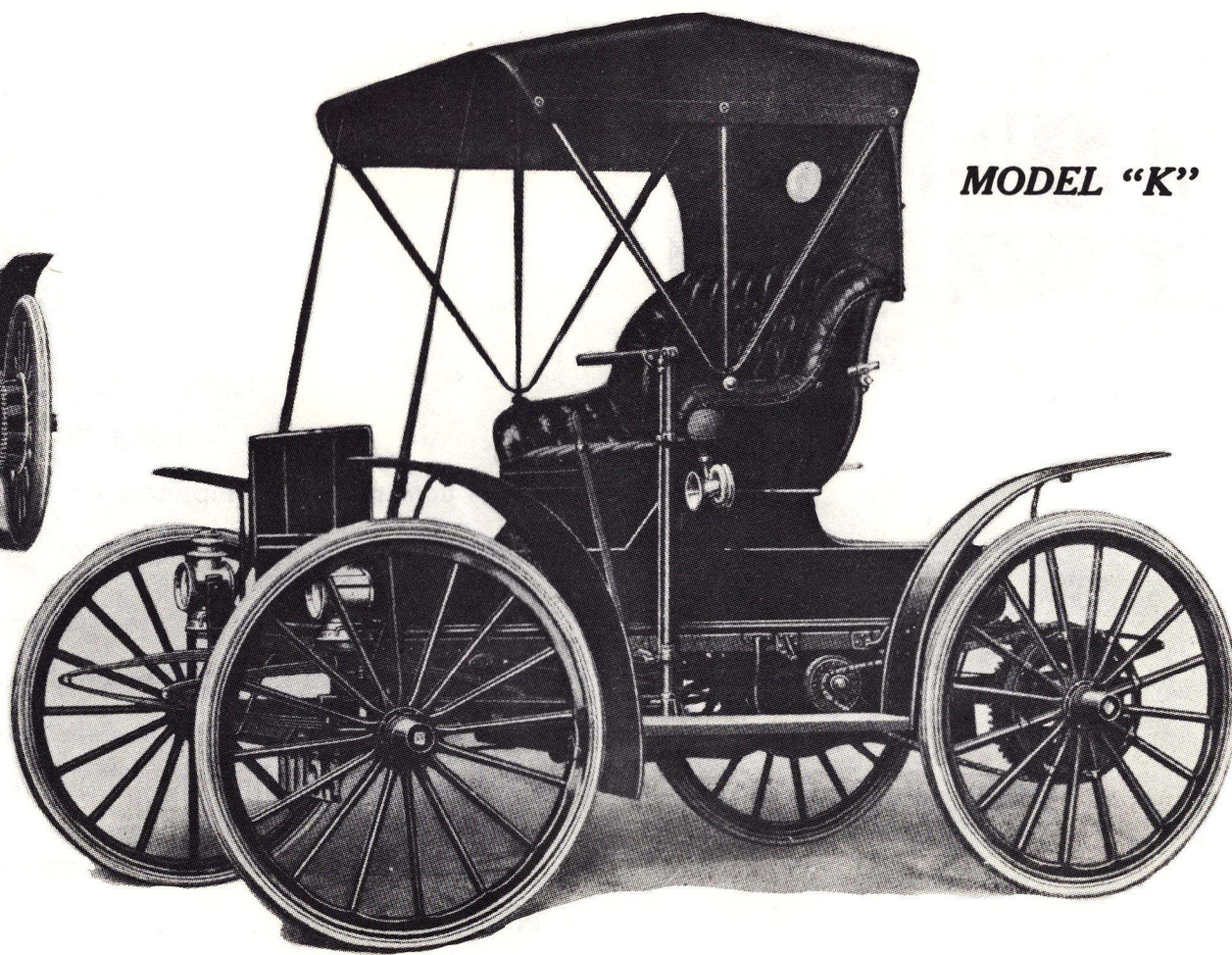
SEARS, ROEBUCK

SEARS

1910

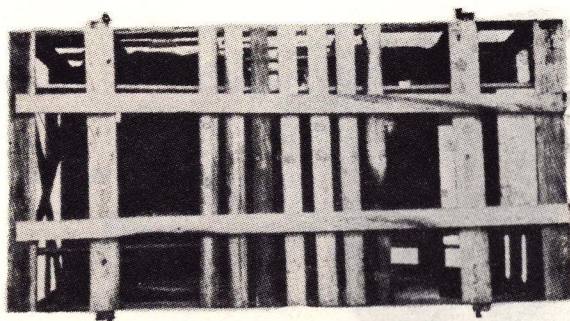


MODEL "K"



AND CO., CHICAGO

Page Thirty-one



*Showing Bottom of Crate, How We
Protect the Motor*

MODEL "L"

\$495.00

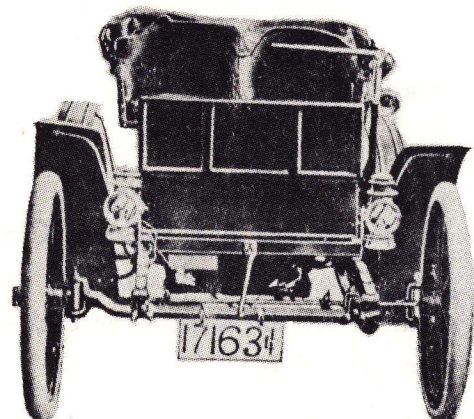
Sears construction, complete with fenders, top, side curtains and a cozy storm front for use in rainy or cold weather.

Full equipment of three kerosene lamps, horn, carpet, 1 gallon lubricating oil and tool kit. 34x3-inch double tube detachable clincher pneumatic tires. Individual seats, snug and comfortable; special auto top with dust cover.

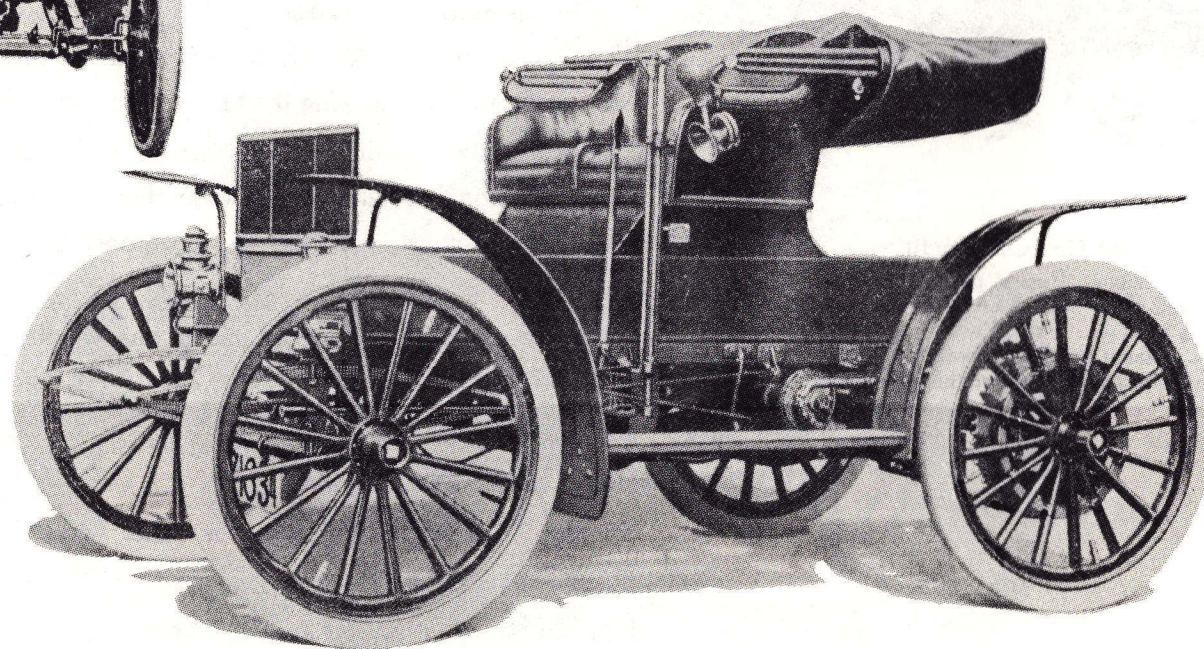
Black body, Brewster green running gear.

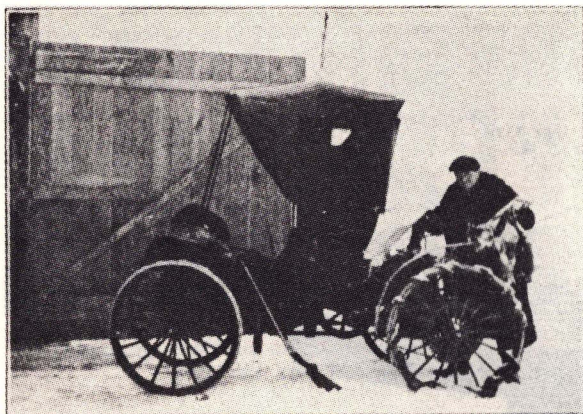
No. 21S777.....\$495.00

SEARS, ROEBUCK



MODEL "L"





Lebanon, Ind.

Sears, Roebuck and Co., Chicago, Ill.

The Sears Motor Buggy plowed through deep snow and over glassy ice to the lower farm, where I went hunting rabbits. It stood nicely until I got thirteen rabbits, without breaking loose. I didn't even tie it, and it brought me home faster than my horse could.

J. PERRY SILVER.

MODEL "M"

\$525.00

Sears construction with fenders and running boards and enclosed Cozy Cab Top, as illustrated. Comfortable in all kinds of weather; disappearing side curtain; doors on spring rollers; front upper glass swings in, fastening in deck of top; rear curtain rolls up, making the top airy on warm days.

Special "Cushion" tires, 38x2 inches; with corrugated tread, absorbing vibration almost equal to pneumatics; wear three times as long with no trouble or repairs. This tire is much heavier in appearance than the regular solid rubber tires are.

A great comfort for getting around in bad weather.

Fine equipment of three black enamel oil lamps, horn, carpet, gallon of lubricating oil, and tool kit.

Body, black; gear, Brewster green.

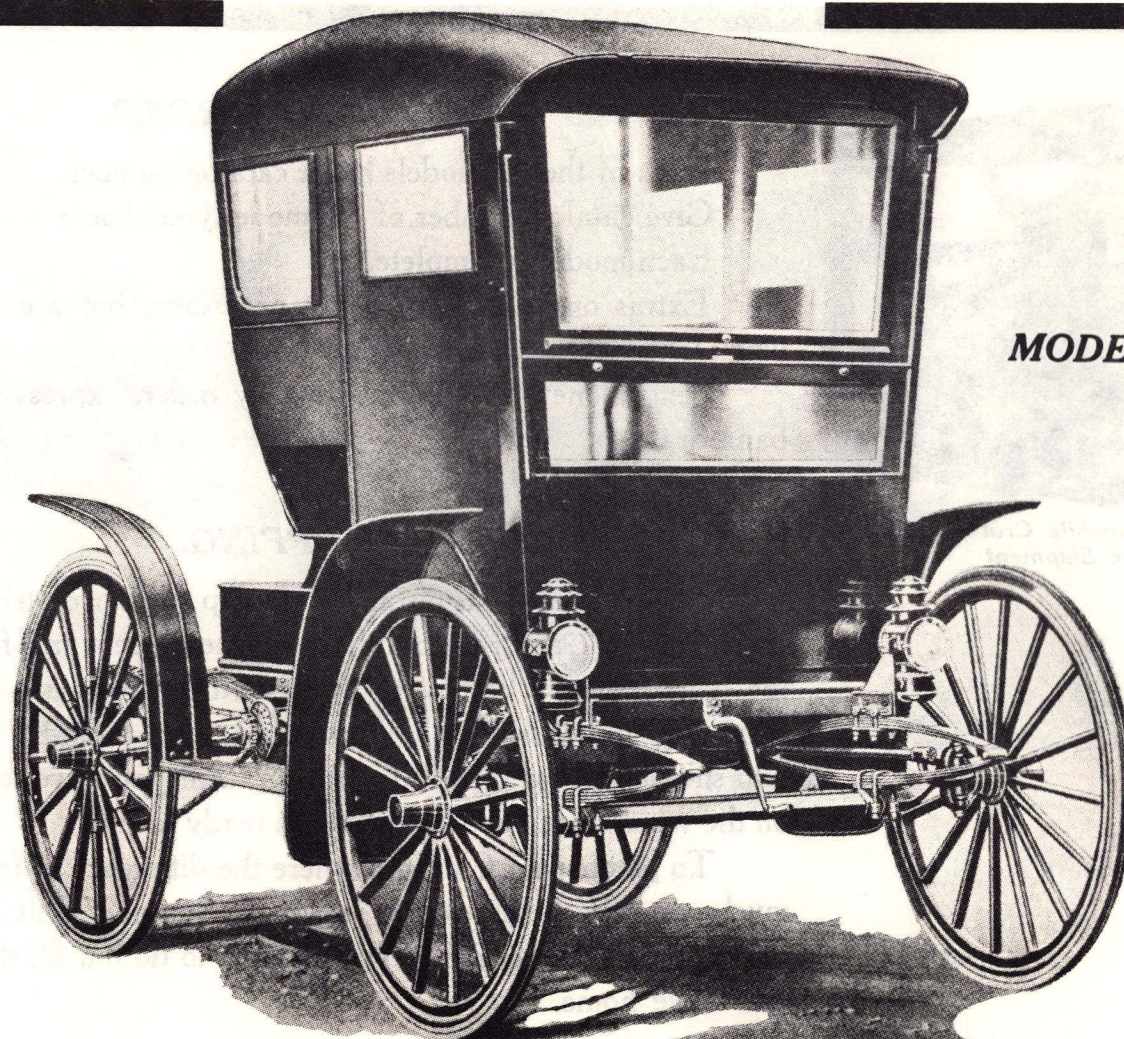
We can furnish this top extra for either Model "K" or Model "L" for \$75.00, including seat and cushion.

No. 21S888.....\$525.00

No. 21S888½ Above top and seat for Model "L" or "K"... 75.00

SEARS, ROEBUCK

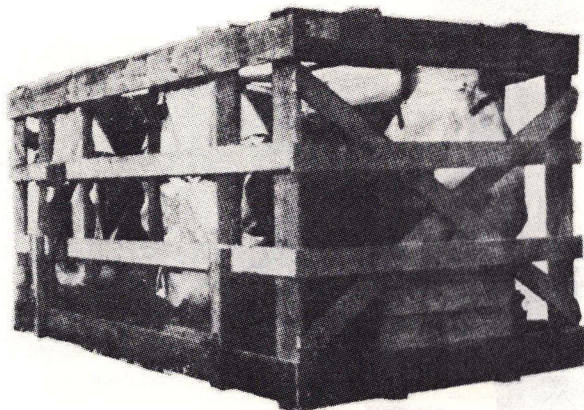
SEARS
1910



MODEL "M"

AND CO., CHICAGO

Page Thirty-five



The SEARS Automobile Crated for Long Distance Shipment

HOW TO ORDER.

Each of the six models has a catalog number.
Give catalog number of the model you choose.
Each model is complete.

Extras on page 22 are not necessary, but are listed for those who want additional equipment.

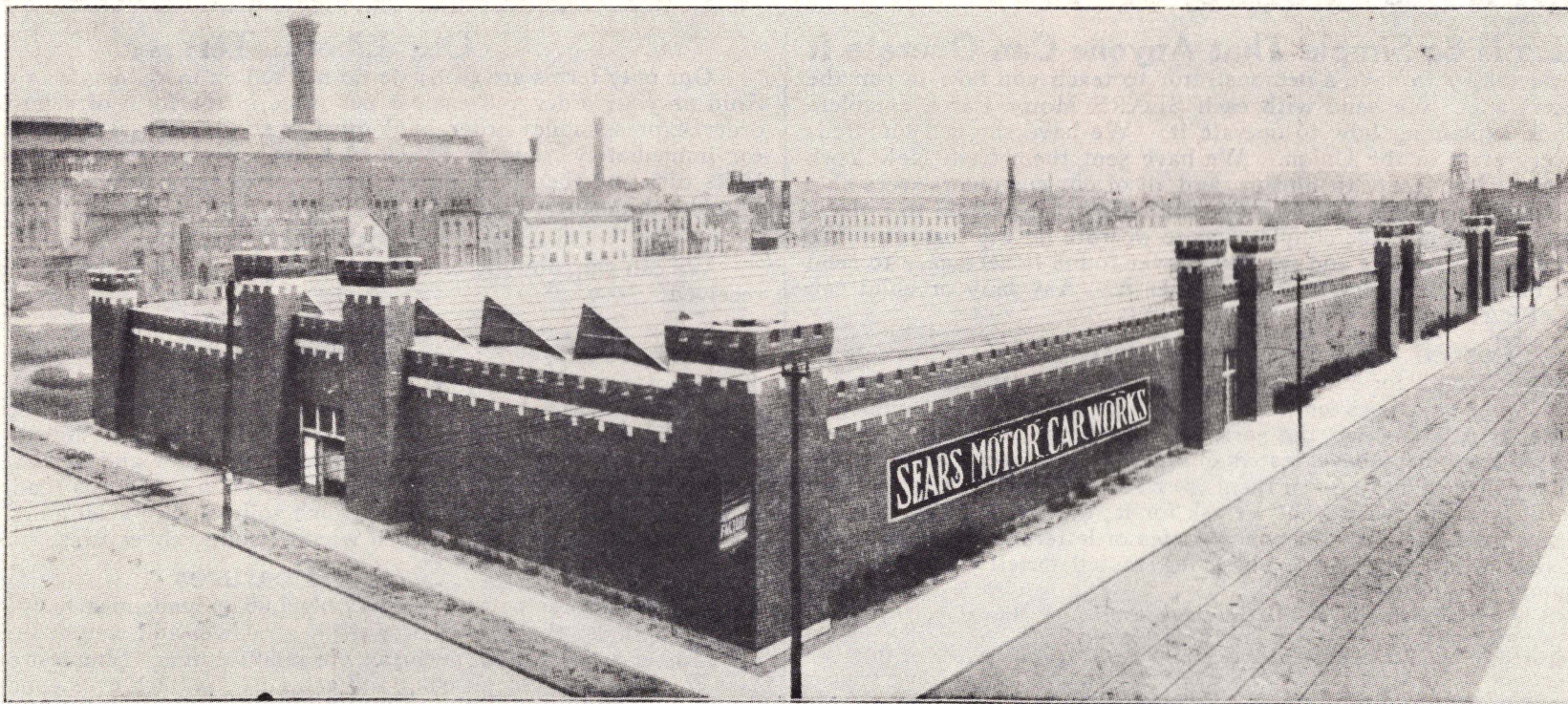
Send money by postoffice money order, express money order or bank draft.

SHIPPING.

To points at great distances we ship the car crated to save freight charges. In crating we only remove the wheels and fenders, packing the fenders in the body and building the wheels into the side of the crate, top folded down. Our crate measures 50x60x110 inches. Actual shipping weight, 1,400 pounds. All you have to do is to fasten on the wheels and fenders and car is ready to run.

To points near Chicago, where the difference in freight rate is not much, we ship the car set up and ready to run. This is an advantage to the customer, because there is nothing to do but fill the gasoline tank and drive home.

SEARS, ROEBUCK AND CO., CHICAGO



Where We Build the Sears

AUTOMOBILES

— FIVE —
ATTRACTIVE
— MODELS —

THE GREAT SUCCESS OF 1909—YOU WILL SEE THEM EVERYWHERE IN 1910

The SEARS Is So Simple That Anyone Can Operate It

It is not necessary to have a demonstrator to teach you how to run the SEARS Motor Cars. We send with each SEARS Motor Car a complete instruction book explaining how to operate it. We have shipped hundreds of them to every state in the Union. We have sent them from New York to California, from Minnesota to Florida, and all of our customers were able to run them after reading our instruction book. Do not be afraid to order a SEARS Motor Car, as it is the simplest car to operate on the market. We have shipped hundreds of cars and we have never found it necessary to send out a man to teach a customer how to operate it. Any lady or child can start and run a SEARS Motor Car.

Tested Out By Our Customers

We build the SEARS for our customers, build it to please and satisfy our customers. It is not an experiment, but has been in use since the summer of 1908, when we started delivering the perfected car to our customers.

Hundreds of customers have tested our SEARS in every state in the Union and all say that we have given them the right car; that it is better than we claim; that it is worth twice what we ask for it; that they were surprised to receive such a good car. Write us for copies of letters from users of the SEARS and read what they say. These letters tell exactly what the car does in the hands of our customers.

The SEARS is not an experiment. It has been thoroughly tested out by actual users the past two years and demonstrated itself a perfect machine.

We are prepared to build thousands of these machines during this year of 1910 and each car sent out will be an important rock in the foundation we are building for our motor car reputation.

Our Strong Guarantee

We guarantee each SEARS Motor Car to be perfect in material and workmanship, and will replace at any time any broken parts showing defective material or workmanship, on condition that the defective or broken parts be returned to us for our inspection.

The first SEARS car built has been in use over three years, has run over 20,000 miles and is still giving daily service. While we do not guarantee the SEARS cars to last any definite length of time or run any definite number of miles, as that depends entirely upon the driver and the use given it, we do guarantee that with proper care and careful attention the car will go from 1 to 150 miles daily and last as long as any other motor car built.

MODEL H

See Illustration on Page Below.

\$395⁰⁰

Our regular model, as illustrated below, complete equipment as described on page 1143. Black body and a rich dark carmine red gear.

No. 21T333 Model H. Price (F. O. B. Chicago).....\$395.00
No. 21T444 Same as above, without top and fenders. Price.....\$370.00
Our regular construction (see detailed specifications, page 1143), 1¾-inch solid rubber tires, complete with full equipment, including top, lamps, fenders and storm front. Body, black; gear, rich dark carmine.

Our Liberal Terms

Our only terms are cash; we do not sell on installments or extend credit. Send us your order and enclose our price in the form of a postoffice money order, express money order, bank draft or check. If you don't want the motor car immediately, send us \$25.00 as a deposit and we will enter your order in its turn and then later on you can send us the balance when you want us to make shipment.

Prompt Shipment

We can ship any motor car ordered in from one to ten days after order is received.

General Design

Large, roomy, two-passenger, piano box top buggy pattern, moroccoline deck boot covering body back of seat. Three-bow moroccoline auto top, fitted with complete side curtains and storm front. As comfortable in rainy days, stormy or wintry weather as when the sun shines. Body rests on a rigid pressed steel frame which carries motor and mechanism. Four-point full elliptic spring suspension. Easy riding; absorbs road shock without pneumatic tire equipment; 1¼-inch solid square steel axles; heavy drop forged steering knuckles; 36-inch wheels; solid rubber tires.

Strong Features

Fourteen-horse power, weighs only 1,000 pounds, nearly 1½-horse power per 100 pounds; the correct proportion of power and weight to make a good hill climber and excellent performer in sand or mud. Simplest car ever built; easy to operate; most pleasing and attractive pattern ever conceived in high wheeled solid tire type of car. With proper care there should be no expense for repairs, no tire expense. Fuel consumption very small, 15 to 30 miles on 1 gallon of gasoline. The solid tires will wear 3,000 to 5,000 miles; cost of renewal about \$25.00. Contact surfaces on friction transmission will wear 3,000 to 4,000 miles; cost of renewal about \$5.00.

Our air cooled motor is less liable to overheat than the average water cooled motor. Exhaust valve located in valve chambers where cool intake charge is inhaled, keeping cool and preventing it from burning out. Spark plug located in valve chamber where both intake and exhaust rush by and keep it clean, permitting liberal oiling of motor without danger of smutting plugs.

MODEL J

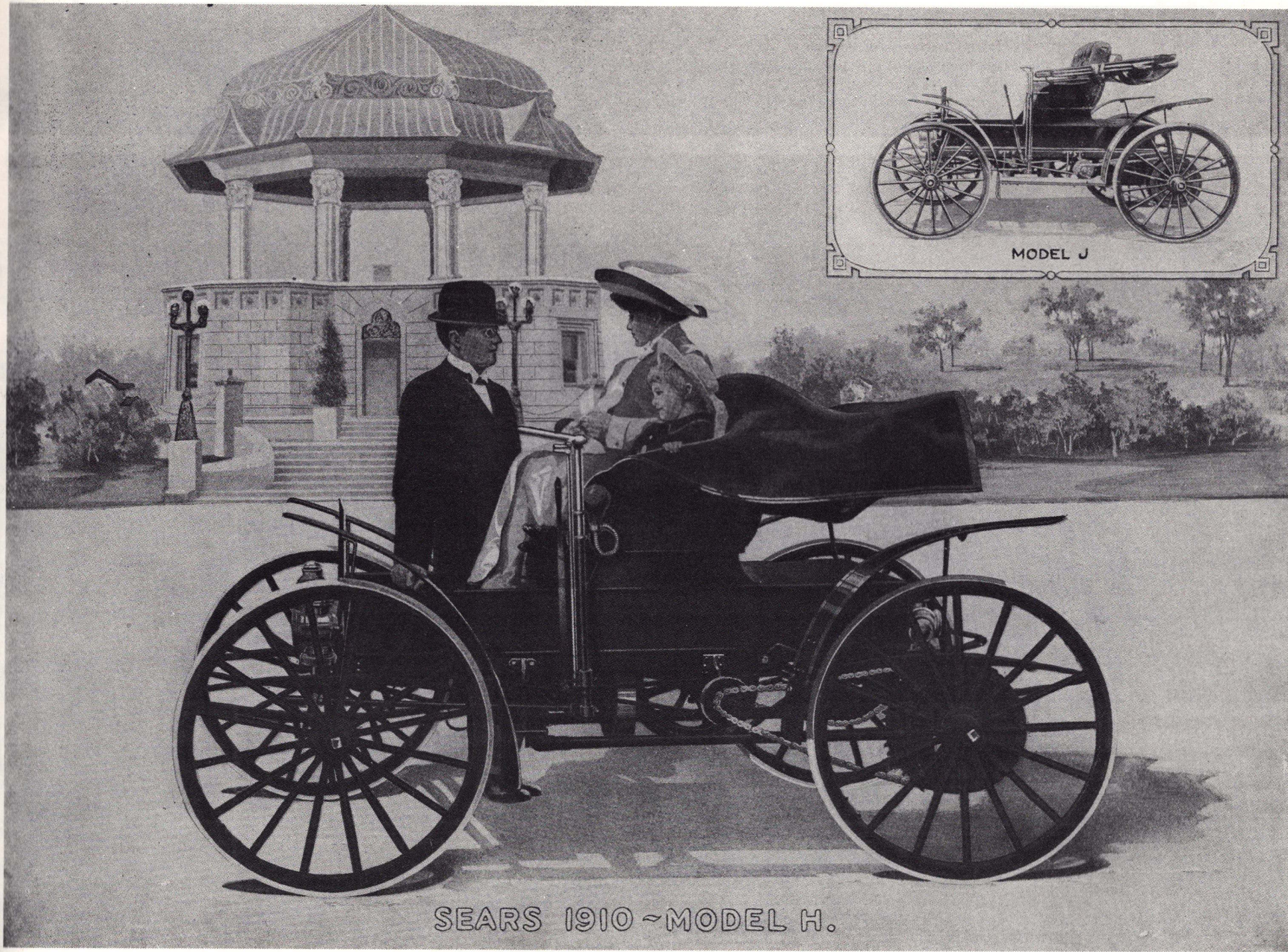
See Illustration on Page Below

\$410⁰⁰

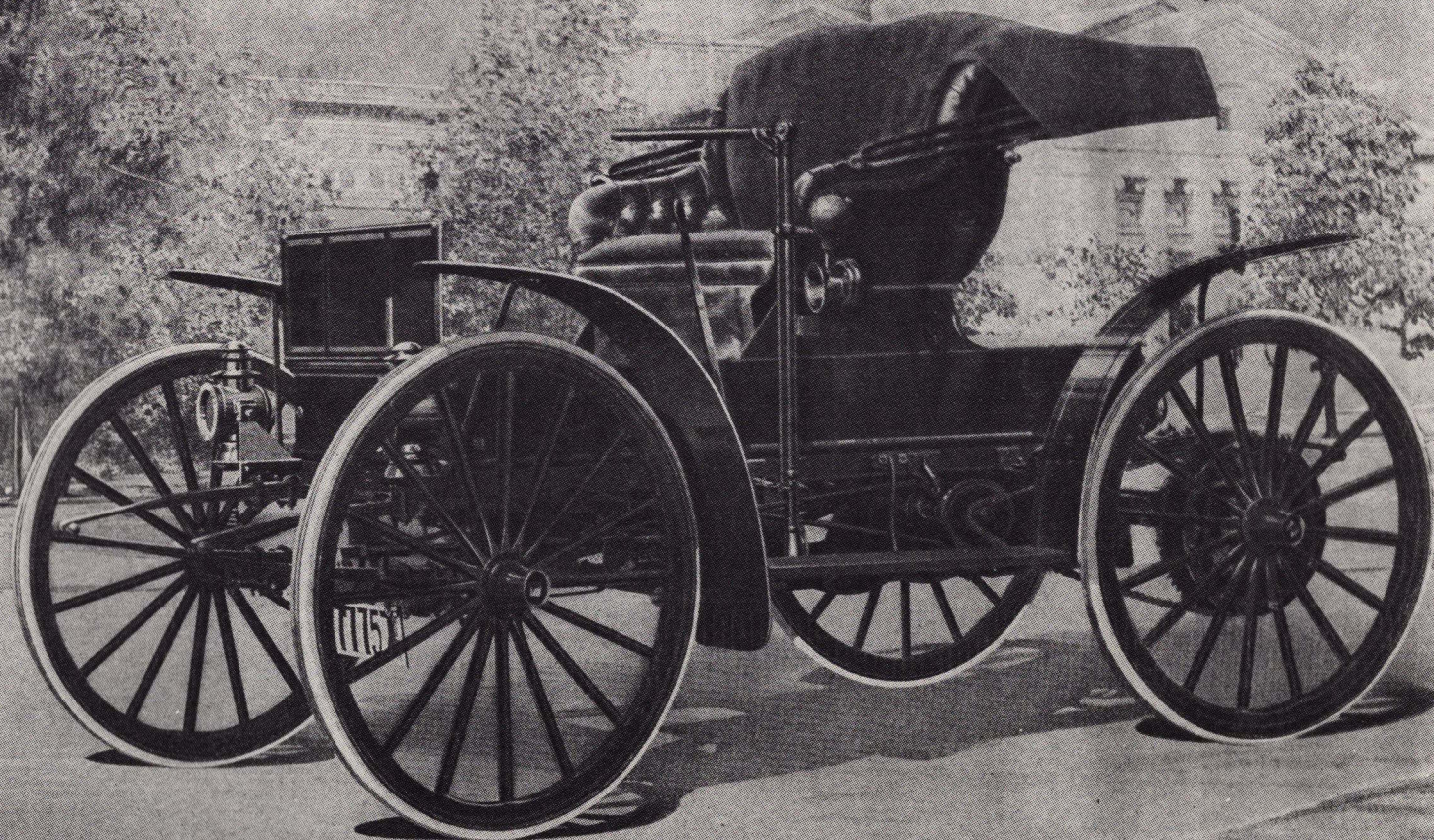
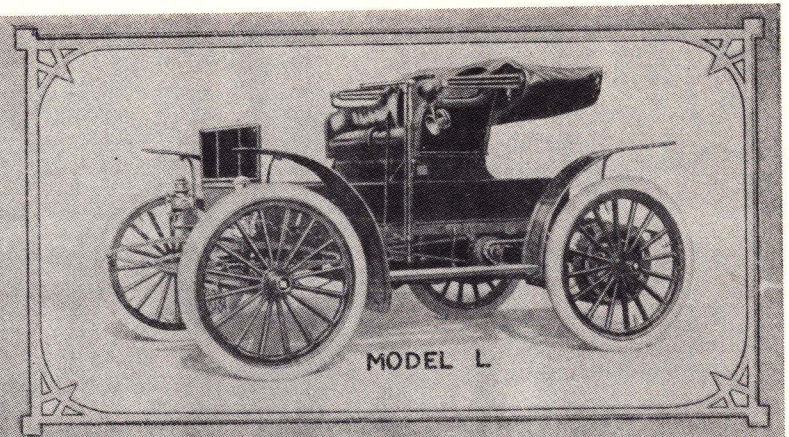
Our regular model, with fenders, as illustrated below, complete as described on page 1143. Black body and a rich carmine red gear.

No. 21T555 Model J. Price (F. O. B. Chicago).....\$410.00

Our regular construction (see detailed specifications, page 1143), 1¾-inch solid rubber tires running boards, complete with full equipment, including top, lamps, fenders and storm front. Body, black; gear, rich dark carmine.



SEARS 1910 - MODEL H.



SEARS 1910 - MODEL K

MODEL K

See Illustration on Page Above.

Our regular construction (see detailed specifications below). 38x2-inch Swinehart Cushion Tires, bare back twin auto seat and special auto top with dust hood, running board, black enameled lamps, complete with full equipment, including top, lamps, fenders and storm front. This is our leading model. We strongly recommend it as the most complete and highly pleasing in every respect. The tire equipment is almost as resilient as pneumatics and is the longest wearing tire on the market. Body, black; gear, Brewster green.

No. 217666 Model K. Price (F. O. B. Chicago).....\$475.00

\$475⁰⁰

MODEL L

See Illustration on Page Above.

Our regular construction (see detailed specifications below), 34x3-inch double tube, detachable clincher pneumatic tires. Double bucket seats, with special auto top and dust cover, running boards, black enameled lamps, complete with full equipment, including top, lamps, fenders and storm front. This is the car for those who prefer pneumatic tires. It has light weight soft spring suspension for the protection of the tires and mechanism. Body, black; gear, Brewster green.

No. 217777 Model L. Price (F. O. B. Chicago).....\$495.00

\$495⁰⁰

DETAILED SPECIFICATIONS

GENERAL DIMENSIONS.

Large, roomy body, 67 inches long, 30 inches wide, 8-inch sides, 16 inches from cushion top to floor, 27 inches from floor to ground; 11½-inch three-panel patent leather dash. Body space in front of seat, 29x30 inches; back of seat, 21x30 inches. Space under seat used for gasoline tank, battery box and spark coils. Seat, 37 inches wide; back, 22 inches high.

MOTOR—Two-cylinder, direct opposed, 4½-inch bore, 4-inch stroke, 14-horse power (A. L. A. M. rating), four-cycle, air cooled with valve chambers, mechanically operated exhaust, automatic intake, 1½-inch nickel steel forged crank shaft, two four-blade fans running twice the speed of crank shaft. Removable cylinder heads, our own patented timer, large 3-inch ball thrust bearing between fly wheel and crank case, 1,800-pound pressure capacity. Priming cocks in each cylinder. All crank shaft and connecting rod bearings accessible and adjustable.

TRANSMISSION—Selective friction type. Contact wheel shifted on countershaft across face of wheel by side lever. Contact effected by slight pressure on foot pedal. No ratchet; the weight of the foot is all that is necessary to connect power to drive wheels.

DIFFERENTIAL—Friction clutch type; coaster brake plan, one on each end of countershaft; pulls on both wheels going straight ahead or back; allows outside or faster wheel to coast freely when rounding a turn. Works backward or forward; simple, light and indestructible. Our own design, covered by U. S. patents.

DRIVE—Double chain from countershaft to each rear wheel. Endless riveted roller chains ½ inch wide, 1-inch pitch.

LUBRICATION—Shooting type, mechanical force feed oiler, delivers oil to crank case cover, dripping it on crank shaft and connecting rod bearings, spattering the oil into the cylinders; also delivers oil to exhaust cam cases, effecting a constant bath for cams, shafts and plungers. Countershaft hanger bearings have oil reservoirs filled from oil can.

IGNITION—Jump spark, double coil, six dry cells, spark plugs mounted in valve chamber.

BRAKE—Internal expanding on each rear wheel. Adjustable.

STEERING—Side lever; left side, the side that runs closest to every vehicle you pass on the road. You steer with your right hand. Quick and handy to get around. Used on the highest priced electric runabouts. Simple, light and direct. Reliable and nothing to get out of order.

CONTROL—Flexible as a steam throttle, with a range of 1 to 25 miles per hour, without shifting contact wheel. Gas throttle to carburetor. Spark control to timer. Both levers convenient at top of side steering post, operated with the left hand.

MUFFLERS—Two silencers, our own design. Exhaust almost entirely silenced.

ACCESSIBILITY—By lifting floor boards in front, the engine, carburetor, oiler, timer, spark plugs, fans, oiler belts and coils are all within easy reach. Cylinder heads can be removed independent of any other part. Intake valves removed by loosening intake pipe. Exhaust valves removed through end of valve chamber. Connecting rod and crank bearings easily adjusted by removing crank case cover.

CARBURETOR—Latest improved carburetor, float feed, auxiliary air inlet. Thoroughly reliable. Only one simple adjustment of needle valve on gasoline. Simple to adjust.

WHEELS—36 inches in diameter, front and rear; selected hickory 1½-inch spokes, Sarven's patent metal hub and spoke flange; 1½-inch rim, fitted with 1½-inch steel channel and 1½-inch solid rubber tires.

AXLES—1¼-inch solid square steel anti-friction, self oiling automobile axles, heavy drop forged steering knuckles and steering connections.

SPRINGS—Four oil tempered, resilient, full elliptic 1¼-inch four-leaf 36-inch springs, secured to the angle steel frame and the axles with heavy wrought iron clips. Exceptionally easy riding; absorbs all road shocks without the aid of costly pneumatic tires.

TOP—Three-bow skeleton automobile top of heavy moroccoline; moroccoline leather detachable side curtains. Top held up and tightened by two straps from front bow to dash. A secure and noiseless fastening for driving over rough roads.

STORM FRONT—Complete storm protection, covering dash and reaching back to middle bow, inside of top. Two large mica windows in storm front and two in each side curtain.

PAINTING—Body and seat black. Wheels and chassis rich dark carmine or dark Brewster green, striped with a double fine line.

FRAME—2x1½x3-16-inch pressed angle steel. Heavy corner plates and cross frame all riveted.

BODY—Piano box style, detachable, substantially built, 30 inches wide, 67 inches long. Bolted to the angle steel frame, the strongest possible construction. Rear of body back of seat covered with rainproof rubber deck boot, 1½-inch patent leather dash.

SEAT—Special roomy surrey seat, 22-inch spring back, spring cushion 37 inches wide. Seat sides padded and lined, genuine machine buffed best quality leather.

EQUIPMENT.

Two good oil lamps in front; oil tail lamp in rear, showing white light to right side and red light to rear. Acetylene attachments and generator furnished with oil lamps for \$10.95 extra. Complete set of fenders; three-bow top with front straps, side curtains and storm front, completely enclosed for most severe weather; large deep toned horn; floor carpet; set of tools, consisting of an adjustable wrench, manifold wrench, screwdriver, pair of pliers and a copper spring bottom oil can.

We send with each car a booklet giving full instructions for the care and operation of the car; also furnish 1 gallon of lubricating oil.

ROAD CLEARANCE—13 inches.

WHEEL BASE—72 inches.

TRACK—56 inches.

WIDE TRACK—62 inches, \$4.65 extra.

GASOLINE CAPACITY—About 6 gallons.

WEIGHT—1,000 pounds.

Extras listed below are not necessary, but are listed for those who want additional equipment.

EXTRAS, IF WANTED.

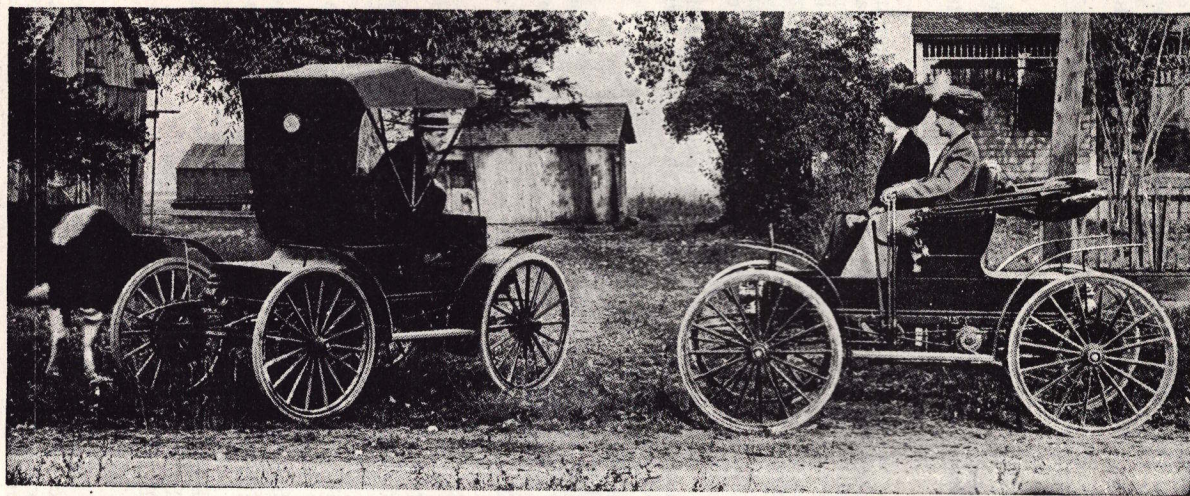
Magneto	\$35.00
Combination Acetylene and Kerosene Front Lamps, with Generator.....	10.95
Acetylene Headlights and Generator in place of Oil Lamps	19.75
Speedometer, showing speed and total mileage.....	15.00
Speedometer, showing speed, total mileage and trip mileage	25.00
Extra Switch Key.....	.15
Extra Set Six Dry Cells.....	1.56
Extra Spark Plug.....	.69

HOW TO ORDER.

Each of the five models has a catalog number. Give catalog number of the model you choose. Each model is complete. Send money by postoffice money order, express money order or bank draft.

SHIPPING.

We ship the SEARS Motor Car crated or set up, whichever will get the best freight rate. If you want to know what the exact freight charges will be, write us and we will gladly tell you.



Can I Afford an Automobile?

YOU CANNOT AFFORD
TO BE WITHOUT A

SEARS

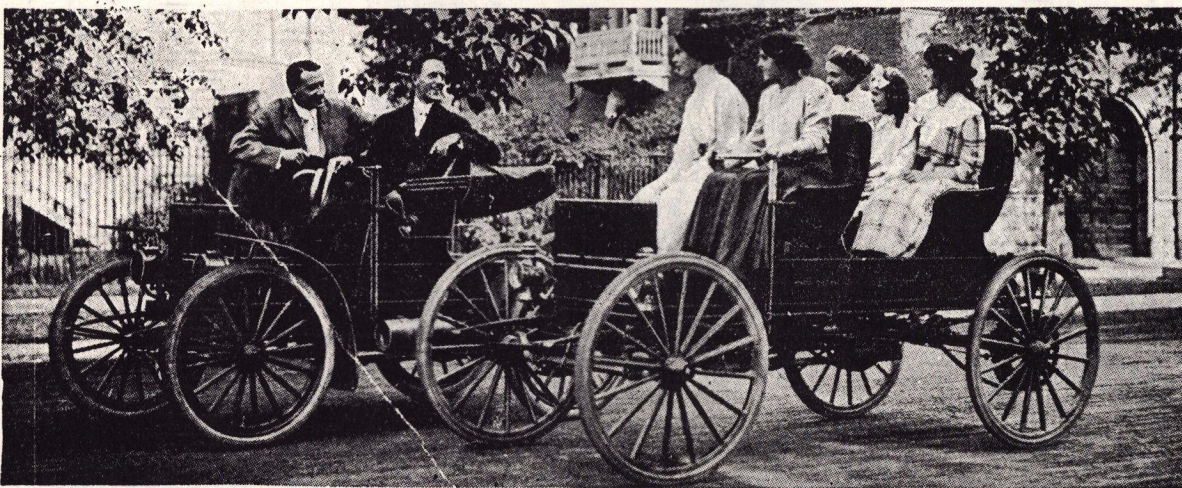
OUR CATALOG TELLS
YOU WHY

\$325⁰⁰
And Up

SEND for our Automobile Catalog describing the **safe, durable, economical, easy to operate SEARS**, the machine that does the work of a horse and buggy, does it **better, faster and cheaper**. In the **Sears** you get more **actual value** in material and labor than in any other car, because you buy the **Sears** direct from the factory, pay just the **actual factory cost** with **one factory profit** added. You pay no agents' or dealers' commissions when you buy a **Sears**. The **Sears** will run at 25 miles an hour, and will do anything you want to do at a **smaller expense** than any other car. So simple that a boy or girl twelve years of age can handle it. We build the **Sears** in **nine different models**, four of which are shown in the pictures on this page. Our **guarantee is absolute**, covering the entire life of the car. With our handsome catalog we include a booklet, "**What Sears Owners Say**," which tells you the **real facts** about the **Sears**, told by the people who are **actually using** the car.

SEND FOR OUR AUTOMOBILE CATALOG TODAY

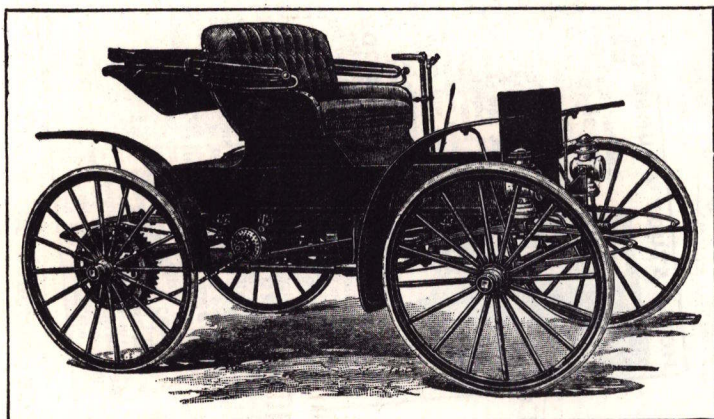
Sears, Roebuck and Co., Chicago



SEARS MOTOR CARS

—Better Than Ever—

\$335⁰⁰ TO \$535⁰⁰



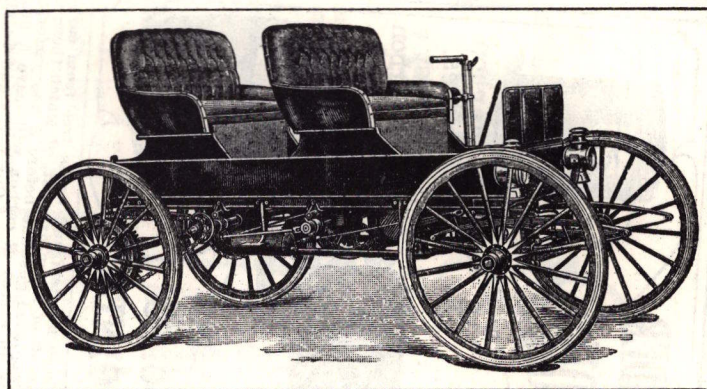
No. 21H333
Model "H" Price.....\$385.00

Ten-Day Trial on All Sears Motor Cars—Satisfaction Guaranteed

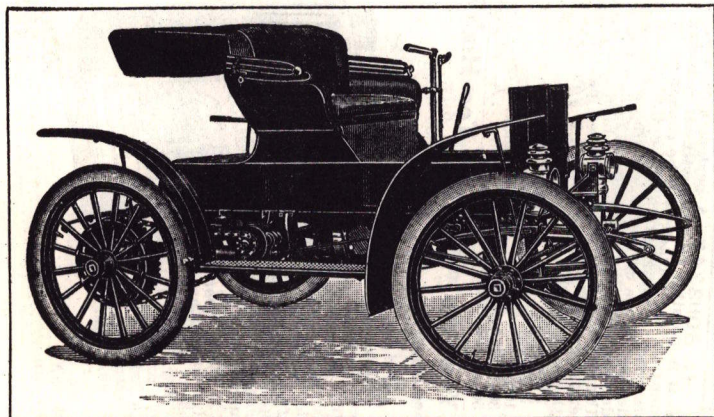
Most liberal selling proposition known in the automobile business. Use the car for ten days and satisfy yourself. If it is not as we represent it, return it and we will give you back your money, including all freight charges.

SEARS CARS have made good in the hands of thousands of owners. We sell direct and save you from \$100.00 to \$150.00.

ECONOMICAL
PRACTICAL
RELIABLE



No. 21H343
Model "P" Price.....\$495.00



No. 21H777
Model "L" Price.....\$495.00

SEND FOR OUR 1912 AUTOMOBILE CATALOG

It will pay you to investigate the Sears before purchasing an automobile. We have issued a HANDSOME SPECIAL AUTOMOBILE CATALOG describing our complete line, and we will be glad to send this free upon request to anybody writing for it, together with our Testimonial Book, "What Sears Owners Say." Write for them today.

MOTOR SCARFS



Auto Scarf and Veil.
No. 25H3124 Fine Quality Lingerie Chiffon Shoulder Scarf or Automobile Veil with fast woven border and four fancy ribbon stripes. Colors, black, white, Alice blue, navy blue or brown. State color wanted. Size, about 23x94 inches. Shipping wt., 3 oz. Price, each.....**\$1.25**



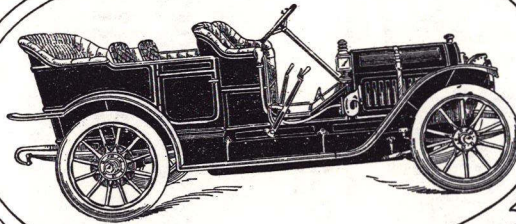
New Chiffon Auto Bonnet, only \$1.98
No. 25H3126 The Chiffon Auto Bonnet is the newest article in women's headwear. It is made of a fine quality lingerie chiffon which is tucked and shirred over a silk lined pliable frame to the shape of the head. Has long auto streamers with hemmed ends. This bonnet can be crushed, folded up, put in the pocket of a coat or carried in a grip, just the same as an automobile veil. Colors, black, white, light blue, brown, navy blue or gray. State color desired. Shipping wt., 15 oz. Price, each.....**\$1.98**



Perfect lubrication with less smoke and odor.



1-2-4 AND 6-CYLINDER AUTOMOBILE OIL



FOR WATER COOLED GASOLINE ENGINES.



No carbon troubles. the best anti-carbon Oil made.



No. 30H3347 A perfect automobile oil must have high fire test and be as free from carbon as it is possible to make without reducing the fire test. An oil of a low fire test, of which there are many on the market, will be consumed by the heat of the exploded gasoline before it has performed its work of lubricating the cylinder. An oil that contains an excess of carbon will leave a heavy deposit in the cylinders, causing a loss of power and wear on the cylinders. Our 1, 2, 4 and 6-Cylinder Automobile Oil has a very high fire test and is as free from carbon as it is possible to make. Use this oil and save repair bills and with perfect lubrication you get the maximum power of the engine. Even if you have been paying as high as \$1.00 a gallon for oil, send us a trial order for this Automobile Cylinder Oil if you want the best oil that can possibly be made for gasoline engines.

1-gallon can.....	46c
5-gallon can, per gallon.....	31c
10-gallon can, per gallon.....	29c
30-gallon half barrel, per gallon.....	25c
50-gallon barrel, per gallon.....	22c

Your Auto Upkeep Too High?

You OUGHT TO Write for Our Auto Supply Co.

No. 30H3459 S. R. Body Polish will make your car look as good as new with very little labor. It is guaranteed not to injure the finish no matter how often it is used. It dries quickly with very little rubbing, leaving a high luster. S. R. Body Polish is the most economical polish to use since less of it is required than of any other. We will leave it to you; order a can and give it a trial. If not as we say return what you have left and your money will be returned.



1-pint can.....	\$0.30
1-quart can.....	.55
1-gallon can.....	1.75

No Noise Transmission Grease.
No. 30H3457 If the transmission or differential gears of your car are somewhat worn, causing them to make considerable noise, then give our No. Noise Grease a trial. This grease will not make new gears for you, but it will stop the noise to a great extent. Its peculiar properties have the effect of deadening gear noises and at the same time lubricate as well as any of our other greases.

6-pound pail, per p.....	17c
12-pound pail, per p.....	15c
30-pound pail, per p.....	14c



No. 3H4852 Brook's Automobile Handbook. New revised edition. 701 pages. Size, 4 1/2 x 6 1/4 inches. Leather binding. Illustrated. Price.....(Postage extra, 8 cents.).....**\$1.35**

AUTOMOBILE BOOKS.
No. 3H4857 Self Propelled Vehicles. 1911 Edition. By J. E. Homans, A. M. A practical treatise on the theory, construction, operation, care and management of all forms of automobiles and electricity. 500 illustrations and diagrams. 667 pages. Size, 5 1/2 x 8 1/2 inches. Cloth. Price.....**\$1.68**

THE WORKING MODELS.
It is impossible to describe these models so that you will clearly understand what wonderful pieces of mechanism they actually are. They show every detail. All moving parts are made of real metal and they represent the connecting link between study and practice.

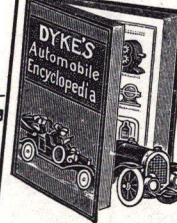
No. 3H4869 Working Model of a Gasoline Engine. Learn the cycle principle, the principle of the gas engine; how to set valves and time the ignition, etc. Size, 5 1/2 x 8 1/2 inches. Price.....**89c**

No. 3H4870 Working Model of the Magneto. It sparks like a real magneto. Learn the construction or principle of the magneto drive shaft and gears work. Size, 6 x 10 inches. Price.....**89c**

No. 3H4872 Working Model of the Differential Gear. Turn innum power. Price.....(Postage extra, 10 cents.).....**89c**

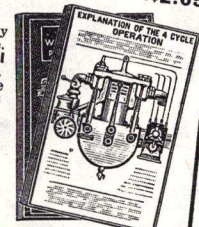
No. 3H4873 Working Model of a Transmission or Gear Box and Clutch. When you have learned the principle of this modern selective type you will understand all. Price.....**98c**

No. 3H4880 Dyke's Automobile Encyclopedia and the five working models, consisting of the automobile which unfolds and is divided into twelve parts completely explaining the relation of one part of the automobile to the other. (Wt., 4 lbs.).....**\$6.95**



HOME STUDY COURSE OF THE AUTOMOBILE AND GAS ENGINE.

Endorsed by Barney Oldfield, Chas. E. Duryea, Splitdorf Co., Etc.
No. 3H4868 Dyke's Automobile and Gasoline Engine Encyclopedia. 1911 edition. Thoroughly practical. Written in simple language so as to be easily understood; contains 120 big charts, 5 1/2 x 8 inches. Over 600 illustrations. Explaining everything you can possibly think of, from the construction of all types of motor vehicles to the setting of valves and timing of magnets. Tells how to build a repair shop for the home or business, how to make repairs, how to increase the power of your engine, how to make figure horse power, how to start in the automobile business, etc. Will keep your car out of the repair shop, increase the life of your car, and will enable you to get greater value for it when you desire to sell. Contains hundreds of questions and answers on the automobile and its troubles. Bound in cloth. Size, 7 x 10 inches. 407 pages. Price....(Postage, extra, 25 cents.).....**\$2.65**



AUTOMOBILE SPECIALTIES

Seroco Auto Metal Polish.



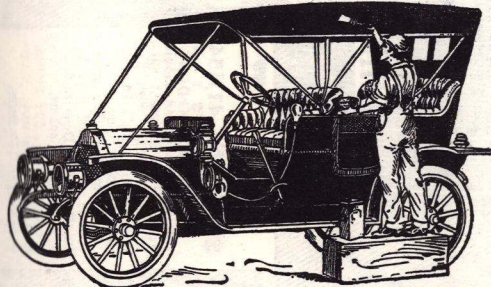
No. 30H3458

The brass and other metal parts of automobiles are made from the finest quality of material and will take on a very high luster if the proper polish is used. Our Seroch Auto Metal Polish will give you a quicker and longer lasting polish than can be obtained from the majority of polishes on the market. One can of our polish will go farther than two cans of any other; will work as easily in cold as in warm weather and polishes hot as well

as cold metals. Polishes brass, gold, silver, nickel, zinc and tin; produces the most durable brilliancy possible to obtain.

1/2-pint can	14c
1-pint can	22c
1-quart can	38c
1-gallon can	90c

Seroco Waterproof Auto Top and Seat Dressing.



No. 30H34200 This is without doubt the best material manufactured for waterproofing automobile tops and seats. May also be used for leather guards. Will dry in one hour and positively will not crack or peel. The most delicate fabric will not be affected by coming in contact with the material after it has dried, which fact makes this dressing the only use on automobile seats. It is even the finest leather furniture. We will return your money if you do not find this material the best you have ever used.

1/2-pint can.	Weight, 8 ounces.....	23c
1-pint can.	Weight, 16 ounces.....	35c
1-quart can.	Weight, 32 ounces.....	60c

Black Radiator Enamel.

No. 30H21840 A splendid enamel for automobile radiators and one not affected by intense heat or by the weather. This enamel imparts a smooth glossy finish and is ready to apply. Dries in four to six hours. Use a varnish brush, 1 or 1½-inch recommended.

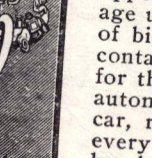
1/2-pint can	12c
1-pint can	20c
1-quart can	35c



UTOISTS AND MOTORCYCLISTS! HERE'S YOUR CHANCE TO SAVE MONEY

Handsomeness New 112-Page Catalog of Automobile Supplies

**MOBILE
SUPPLIES**



DEBUCK CO.
CHICAGO

If you own an automobile or are going to purchase one in the near future, this catalog offers a golden opportunity for you to reduce the average upkeep of a machine. It is brimful of big values from cover to cover. It contains practically everything needed for the equipment and operation of any automobile whether limousine, touring car, roadster or runabout. Practically every up to date auto device of merit has been included in it. It lists splendid offerings in auto tires, tubes, batteries, carburetors, clocks, coils, gauges, generators, horns, lamps, pumps, repair outfits, spark plugs, speedometers, and other accessories. The well known basis on which our merchandise is sold enables us to offer you supplies at prices which save you all the profits of middlemen. In many instances these savings amount to 50 per cent. We are especially anxious to acquaint you with the assurance of auto tire service offered in our America and Tubes. We guarantee that these casings will stand up as great, if not greater, service than you have ordered from other standard casings, and our prices reflect a startling big saving. The latest edition of this catalog notes the latest lowest prices on tires, subject to change in the rubber market. Sit right down now and send a postal card asking for our latest Automobile Catalog! It's free for the asking.



Seroco Cup Grease.
20H3454

No. 30H3454
Sero-Cup Grease for
 automobiles. This
 grease is compounded
 from pure acidless fats
 and oils, made especi-
 ally for cups on auto-
 mobiles. Recommended
 wherever a high grade
 solidified oil or grease
 is required.

1-pound	can. \$0.18
5-pound	can. .65
10-pound	can. 1.20



Denatured Alcohol
30H2766

3042766 **Antifreeze Alcohol.**
 To make a non-freezing solution for use with mobile radiators in cold weather. Use 1 gallon of denatured alcohol to 3 gallons of water, except in zero weather, when the proportion should be 1 gallon of alcohol to 2 of water.
 1-gallon can \$0.68
 5-gallon can **3.25**

For Automobile Supp.

such as tires, batteries, lamps, horn
wind shields and fittings of all kind
for our Automobile Supply Catalog.

Automobile Goggles, 95c.

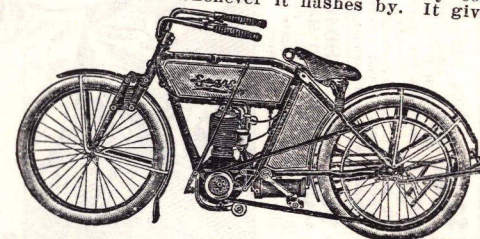


No. 20T3176.
Extra high grade, four
lens, Automobile Gog-
gles. All lenses are
detachable and can
be easily replaced if
broken. Side lenses
enable one to see
clearly to the side as
well as to the front.
The body of the gog-
gles is made from high
grade tanned leather,
and lined with silk,
and clasp.

Holes for ventilation. Elastic band and clasp.
Price 95c
If mail shipment, postage extra, 5 cents.



combine to make it the motorcycle sensation of the year. Speedy, resilient, powerful and untiring, its graceful design and sturdy construction cause admiring comment whenever it flashes by. It gives you all the speed possibilities of the high priced automobile, or it offers you the modest gait of the pedestrian, with all intermediate rates of speed, of course, at your command. You can climb any slope or travel any road that anything else on wheels can travel. It will give you more power than you will often have occasion to use, it will travel untiringly, mile after mile, with the minimum expenditure of fuel. It will "hold up its head" with the most aristocratic machines everywhere. Yet the price is much below what a motorcycle of such quality would cost elsewhere. Send today for our new Auto-Cycle Catalog, mailed postpaid on request.



DUSTERS FOR MOTORING AND DRIVING

SIZES, 36 to 48 Inches Breast Measure.

When Ordering State Breast Measure Taken Over Vest With Your Coat Off. See Inside Front Cover Page.

\$3.00 No. 41H53
MEN'S PURE
TAN LINEN
DUSTER in double breasted
style. \$5.00 value. Draw straps,
slash pockets. Length, 52 inches.
Shipping weight, 35 ounces.

45c No. 41H053
TAN LINEN
CAP to match
duster. Golf style, silk
lined, leather sweat
band. SIZES—6¾ to 7¾.
State size. Wt., 8 oz.

\$1.15 No. 41H46
MEN'S TAN LINEN
COLOR COTTON
DUSTER. Suitable for motoring
or driving. Roomy pockets, and
slit in back. Average length, 52
inches. State breast measure.
Shipping weight, 19 ounces.

\$1.90 No. 41H47
MEN'S TAN LINEN COLOR COT-
TON DUSTER in double breasted
style. Pockets with opening, for reaching pocket-
ets of clothing. Draw straps on sleeves. Average
length, 52 inches. Shipping weight, 31 oz.

35c No. 41H047
CAP TO MATCH
DUSTER. Silk
lining. SIZES—6¾ to 7¾.

35c No. 41H046
GOLF CAP TO MATCH
DUSTER. Silk
lining. SIZES—6¾ to 7¾. State size.
Shipping weight, 7 ounces.

\$1.50 No. 41H48
MEN'S SINGLE BREAST-
ED DUSTER of herring-
bone weave cotton material.
In tan linen color. Large,
roomy pockets, slit in back.
Length, 52 inches. Double
sewed. State breast measure.
Shipping weight, 24 oz.

40c No. 41H048
CAP TO MATCH
DUSTER. Silk
lining. SIZES—6¾ to 7¾.
State size. Shipping weight,
7 ounces.

\$3.75 No. 41H67
MEN'S DOUBLE
BREASTED DUSTER
of black and gray hairline stripe
cotton material. Mercerized fin-
ish. Excellent dust shedding
qualities. Sleeves fitted with
draw straps. Pocket openings
for reaching pockets of cloth-
ing, throat latch, deep facings.
Double sewed throughout. Open
slit in back. Average length, 52
in. State breast measure. Ship-
ping weight, 24 ounces.

\$5.00 No. 41H57
MEN'S GRAY MO-
HAIR DUSTER in
double breasted style. Sleeves fit-
ted with draw strap. Pockets have
openings, giving access to pockets
of wearer's clothing. Average
length, 52 inches. State breast
measure. Shipping weight, 27 oz.

60c No. 41H057
CAP TO MATCH
DUSTER. Silk lined.
Leather sweatband. SIZES—6¾ to
7¾. State size. Shipping wt. 8 oz.

\$2.50 No. 41H49
MEN'S DOUBLE
BREASTED DUST-
ER of tan linen color her-
ringbone material. Draw
straps on sleeves, slash pocket-
ets. Open slit in black, collar
latch. Average length, 52
inches. State breast measure.
Shipping weight, 25 ounces.

40c No. 41H049
SILK LINED
GOLF CAP
to match.
SIZES—6¾ to
7¾. State
size. Ship-
ping wt., 7
ounces.

\$2.85 No. 41H51
MEN'S TAN
COTTON COV-
ERT DOUBLE BREAST-
ED DUSTER. Sleeves have
draw straps. Throat latch,
slit in back. Average length,
52 inches. State breast
measure. Shipping wt., 51 oz.

45c No. 41H051
CAP TO MATCH.
English golf style,
silk lined, leather sweat
band. SIZES—6¾ to 7¾.
State size. Shipping wt., 8 oz.

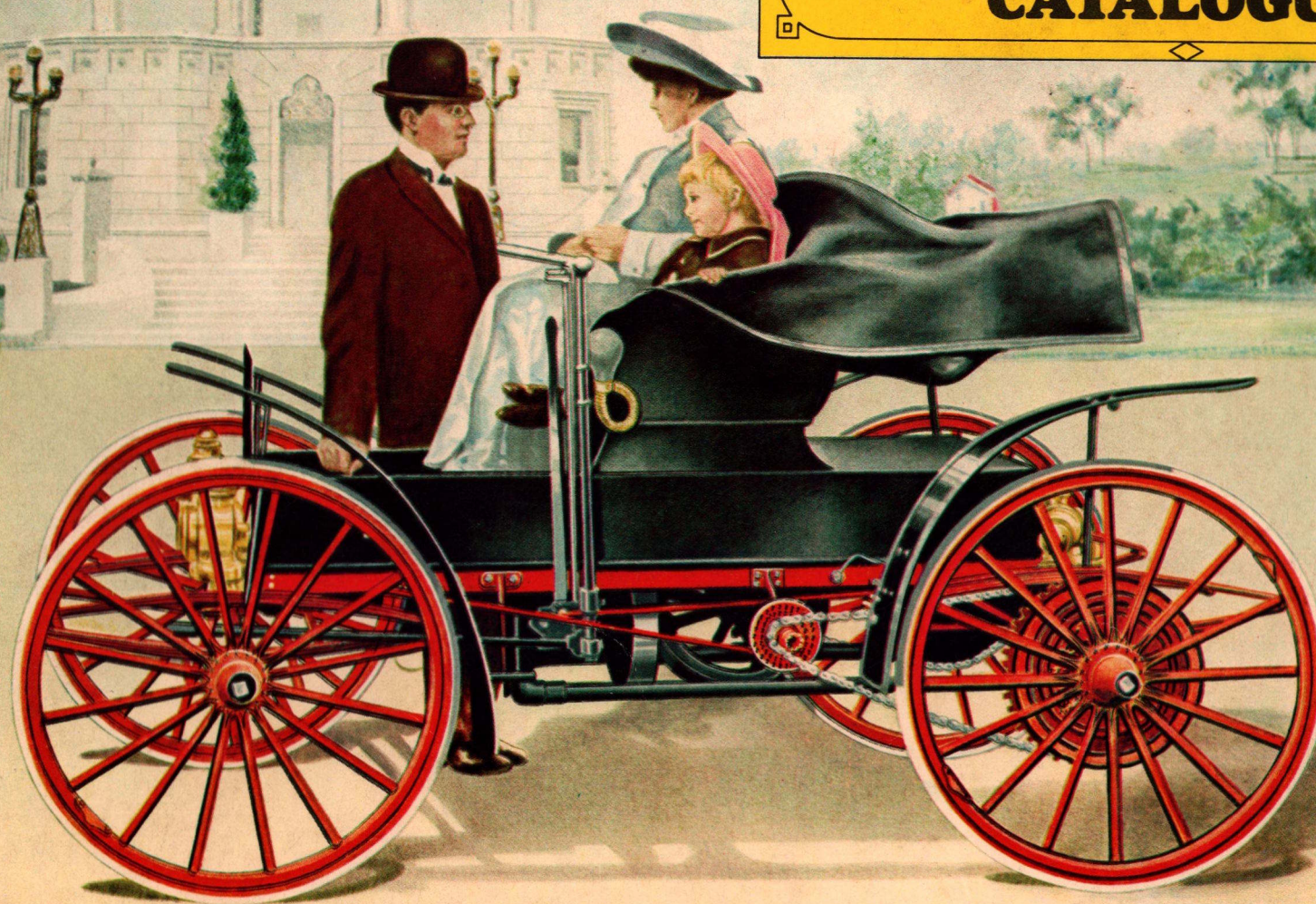
\$3.50 No. 41H54
MEN'S TAN
KHAKI DUST-
ER with new raglan should-
ers. Has convenient out-
side cash pocket with flap
and patent snap fastener,
draw straps on sleeves.
Pocket openings, giving ac-
cess to pockets of clothing.
Slit in back. Deep facings.
Double sewed seams. Av-
erage length, 52 inches.
State breast measure. Ship-
ping weight, 48 ounces.

\$4.50 No. 41H58
MEN'S DUSTER of mer-
cerized silk finish olive brown
rep. New raglan style should-
ers and sleeves, cash pocket
with flap fastening with
snap fastener, draw strap
on sleeves, openings in
lower pockets for reaching
pockets of clothing, collar
latch or hook. Cut extra full
and roomy. Double sewed
throughout. State breast
measure. Average length, 52
inches. Shipping wt., 36 oz.



\$395

1909-1912
Sears, Roebuck & Co.
MOTOR BUGGY
CATALOGUE



SEARS 1910 - MODEL H.

A Treasured Replica From The Archives of History