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# SEARS, ROEBUCK AND CO.

## CHEAPEST SUPPLY HOUSE

*Capital and Surplus*  
OVER  
**70 MILLION**  
Dollars



REFERENCES  
BY SPECIAL PERMISSION  
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German Exchange Bank  
(NEW YORK)  
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Corn & Exchange Bank  
(CHICAGO)

# THE GREAT PRICE MAKER

THE REAL VALUE OF THIS BOOK  
IS PLAINLY SHOWN IN  
EVERY PRICE QUOTATION

# PRICE 50 CENTS

CATALOGUE  
NO.

# 111

Fulton, Desplaines, Jefferson & Wayman Sts.

## CHICAGO, ILL., U.S.A.

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BY SEARS, ROEBUCK & CO.

Have No Agents or Solicitors—Persons Claiming to be Our Representatives are Swindlers

# FISHING TACKLE DEPARTMENT.

department to be exactly as represented and of the best quality. Do not compare our goods with the cheap grades. Descriptions of goods may be just alike, but when you come to compare the goods themselves you will find great difference. ANY TACKLE BOUGHT FROM US MAY BE RETURNED AT OUR EXPENSE IMMEDIATELY IF YOU FIND IT NOT AS REPRESENTED, PROVIDED YOU RETURN IT IN PERFECT CONDITION.

## JAPANESE RODS.

We are offering our customers this season a line of Japanese jointed rods which we believe are better value than you can get from any other house in the United States, quality considered. We have departed from the regular rule of offering our customers common wood rods when we are able to offer them this season genuine Japanese rods at only a trifle more than common wood rods would cost.

We have endeavored to get most of this line of Japanese rods all fitted with solid reel seat and zylonite butt, which makes a very attractive and expensive looking rod, and by placing a large contract for these goods, we were able to get the cost of manufacture down to the lowest point, and by adding our one small percentage of profit we are able to give you such value as we believe you cannot get anywhere else in the United States.

### Male Bamboo Two-Piece Rod, 7 to 8 Feet, 13 Cents.

No. 6R8595 Two-Piece Jointed Male Bamboo Rod, 7 to 8 feet. Price, each..... 13c  
If by mail, postage extra, 6 cents.

### Male Bamboo Three-Piece Rod, 9½ to 10½ Feet, 22 Cents.

No. 6R8598 Three-Piece Jointed Male Bamboo Rod, 9½ to 10½ feet. Price..... (If by mail, postage extra, 17 cents)..... 22c

### Japanese Two-Piece Rod, 7½ to 8½ Feet, 19 Cents.

No. 6R8597 Two-Piece Japanese Rod, natural color, double telescope ferrules, ringed for line, about 7½ to 8½ feet. Price, each..... 19c  
If by mail, postage extra, 8 cents.

### Japanese Two-Piece Rod with Zylonite Butt, 7 to 8 Feet, 45c.

No. 6R8600 Two-Piece Japanese Rod, about 7½ feet long, fitted with nickel plated telescope ferrules, solid reel seat above the grip, black zylonite butt, tie guides for lines made of mottled Japanese cane. One of the best rods on the market for the money. Weight, about 13 ozs. Our special price..... (If by mail, postage extra, 14 cents)..... 45c

### Japanese Three-Piece Rod with Zylonite Butt, 8½ to 9 Ft., 60c

No. 6R8602 Three-Piece Japanese Rod, about 8½ to 9 feet long, nickel plated telescope ferrules, solid reel seat above the grip, black zylonite butt, tie guides for lines made of mottled Japanese cane, one of the best rods on the market for the money. Weight, about 13 ozs. Our special price..... (If by mail, postage extra, 15 cents)..... 60c

### Japanese Four-Piece Rod, with Zylonite Butt, about 14 Ft., 98c.

No. 6R8604 Four-Piece Japanese Rod, about 14 feet long, fitted with nickel plated telescope ferrules, solid reel seat above the grip, black zylonite butt, tie guides for lines made of mottled Japanese cane, the best long rod on the market for the money. Weight, about 34 ozs. A good rod to fish from the shore. Our special price only..... 98c  
If by mail, postage extra, 26 cents.

### Four-Piece Calcutta Trunk Rod, about 8 Feet, 85 Cents.

No. 6R8608 Four-Piece Calcutta Trunk Rod, 7½ to 8 feet long, nickel plated telescope ferrules, strong tie guides for lines, solid reel seat above the grip; zylonite butt, made of genuine mottled Calcutta cane, nickel plated trimmings. Each piece is 24 inches long, so it may be carried in a trunk or grip. Our special price..... 85c  
If by mail, postage extra, 12 cents.

### Calcutta Four-Piece Trolling Rod, 15 to 16 Feet, 31.08.

No. 6R8607 Four-Piece Calcutta Bamboo Rod, double telescope ferrules, ringed for lines, with butt cap and reel bands. Length, 15 to 16 feet. Weight, about 8 pounds. Price, each..... 31.08

## LANCEWOOD RODS.

There are about thirty to fifty styles of Lancewood rods, manufactured by the various makers, and each style necessitates a change in equipment machinery, etc., and by reducing the number of styles of our Lancewood Rods, we are able to save the expense of these changes, which expense is necessarily added to the rods when so many styles are handled by one house. We have decided to reduce the number of styles of Lancewood Rods in order to handle a few styles and manufacture them with the least possible expense. By doing this we were able to reduce the cost of our Lancewood Rods, and we give you the benefit of this reduction by pricing the following line of rods, based on our reduced cost, adding our one small percentage of profit.

### St. Croix River Lancewood Fly Rods, 10 to 10½ Feet, \$1.05.

No. 6R8616 Our St. Croix River Lancewood Fly Rod, made in three pieces, with an extra tip, genuine lancewood throughout, nicked mountings and raised telescope ferrules. Silk wound tie guides and silk whippings at each mounting. Solid reel seat below hand. Zylonite corrugated grip. Length, about 10 to 10½ feet. Put up in neat partitioned cloth bag. Weight, about 9 ounces. A fine looking rod. Price, each..... (If by mail, postage, extra 12 cents)..... \$1.05

### Twin Lakes Lancewood Bass Rods, 8½ to 9 Feet, \$1.00.

No. 6R8621 Twin Lakes Lancewood Bass Rod, made of genuine lancewood throughout; three pieces, with an extra lancewood tip, nicked mountings, raised telescope ferrules, silk wound tie guides and silk whippings at mountings, solid reel seat above grip, with corrugated zylonite butt. Length, about 8½ to 9 feet. Weight, about 14 ounces. Put up in neat partitioned cloth bag. A fine looking rod and one which will please you. Price, each..... \$1.00  
If by mail, postage extra, 18 cents.

### Combination Bass and Fly Trunk Rod, \$1.75.

No. 6R8624 This Rod is made of first quality lancewood, has four pieces which made into a bass rod and five pieces when made into a fly rod. It may be used as a fly rod as well as a bass rod. When the fly rod is assembled it makes the rod measure 9 feet, and when assembled as a bass rod, it measures about 7½ feet. The bass fly tip is interchangeable with the third joint of the fly rod, making it a combination rod. The pieces are about 25 inches long, the rod has the reel seat above the hand, is silk wound at short intervals, has shouldered ferrules, standing spiral line guides, nickel plated ferrules and trimmings, corrugated zylonite black and white butt, and one of the most convenient rods on the market. Weight, 13 ounces. Our special price for this combination rod..... \$1.75  
If by mail, postage extra, 16 cents.

### Two-Piece Lancewood Bass Rod, about 5½ Feet, \$2.10.

No. 6R8625 Our Two-Piece Lancewood Bass Rod, about 5½ feet long, nickel plated telescope ferrules, silk wound at intersections, tie guides for lines, solid reel seat above the grip, zylonite butt, nickel trimmings, silk wound, put up in a neat cloth bag, with an extra tip. Weight of rod, about 7 ounces, for boat casting. Our special price only..... \$2.10  
If by mail, postage extra, 12 cents.

### The Beaverkill, a Very Fine Lancewood Fly Rod, \$4.25.

No. 6R8626 Our Special Beaverkill Lancewood Fly Rod, made up with solid reel seat below the hand, German silver mountings all engraved or milled to make a very handsome appearance. It has solid anti-friction guides, windings of black and red, beautifully clustered. Put up in three joints with an extra tip on a wood form covered with velvet. We cannot recommend these rods too highly. They are perfection. Ordinarily retail at \$10.00. Weight, 8 ounces. Length, 8½ feet. Our price..... \$4.25  
If by mail, postage extra, 20 cents.

### Lake George Special Lancewood Bass Rod, with Agate Tip, \$4.65.

No. 6R8627 Our Lake George Fine Special Lancewood Bass Casting Rod, with solid reel seat above hand, German silver mountings, all engraved or milled to make a very handsome appearance. It has anti-friction trumpet guides, agate tip, windings of black and red, beautifully clustered. Put up in three joints with an extra tip on a wood form covered with velvet. We cannot recommend these rods too highly. They are perfection. Ordinarily retail for \$10.00. Weight, 8 ounces. Length, 6½ feet. The short rod is the coming bass casting rod. Our price..... \$4.65  
If by mail, postage extra, 18 cents.

### 'Our Celebrated Greenheart Rods, 6½ Feet, \$1.90.

This Celebrated Greenheart Rod is made very much on the same principle as a split bamboo rod, from a wood, known as Greenheart, which is usually imported from Spain and Italy, and is noted for its strength and durability. It is considered the strongest and best wood known for use in fish rods, and in color it is a greenish brown. They are having a large sale and are well liked. No. 6R8628 Our Greenheart Bass Rod, nickel plated telescope ferrules, cork grip, alternate silk whippings, nickel plated mountings, solid reel seat above the grasp, three pieces and an extra tip 6½ to 7 feet long. Our special price..... \$1.90  
If by mail, postage extra, 20 cents.

Our Fishing Tackle Department for this season will contain the most complete assortment of high grade tackle on the market. We have dropped all the cheap grades and hereafter will not carry anything but good tackle. We guarantee everything we sell in this department to be exactly as represented and of the best quality. Do not compare our goods with the cheap grades. Descriptions of goods may be just alike, but when you come to compare the goods themselves you will find great difference. ANY TACKLE BOUGHT FROM US MAY BE RETURNED AT OUR EXPENSE IMMEDIATELY IF YOU FIND IT NOT AS REPRESENTED, PROVIDED YOU RETURN IT IN PERFECT CONDITION.

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## OUR TERMS ARE CASH WITH ORDER

but we guarantee satisfaction or refund your money.