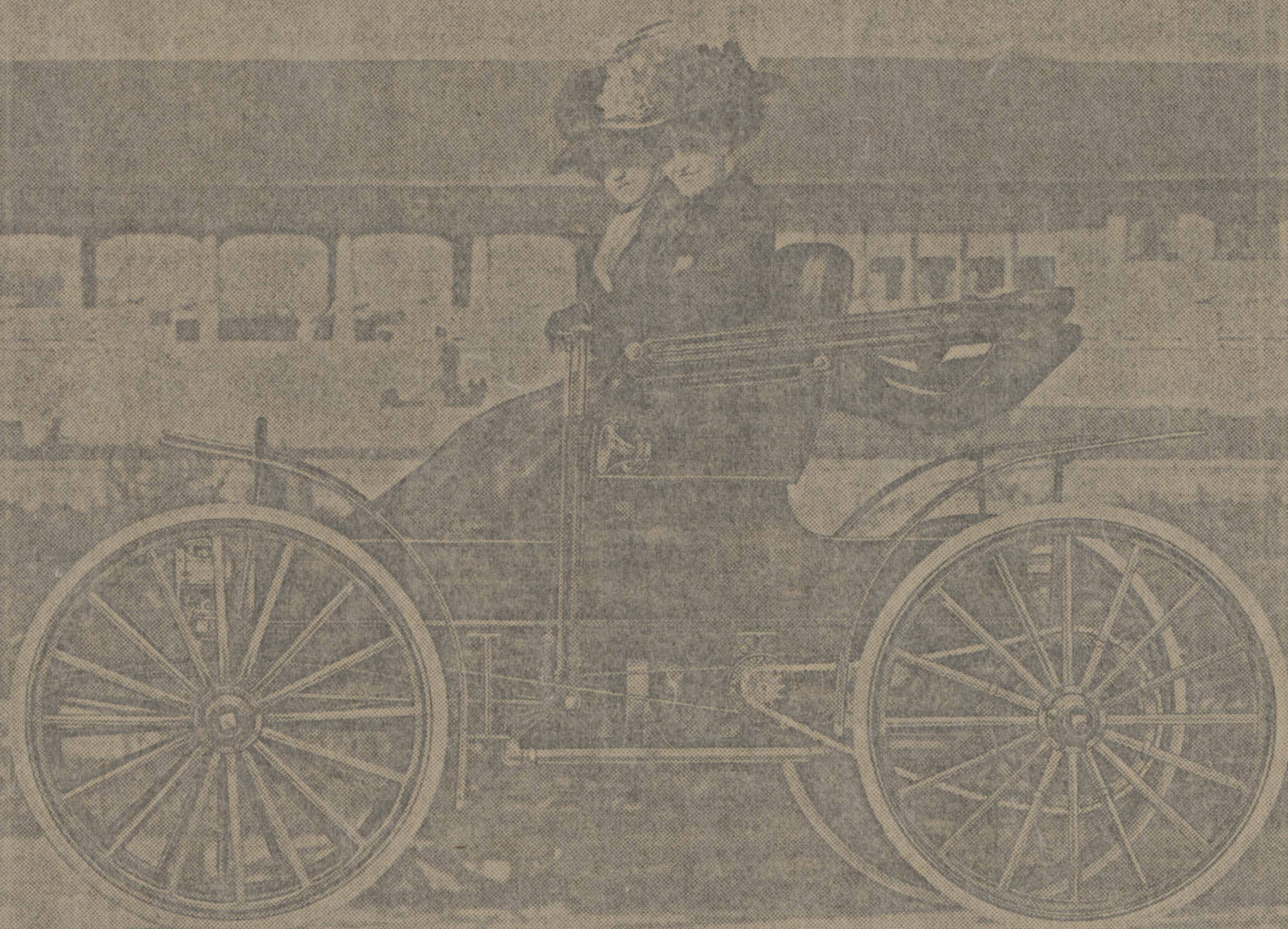


SEARS  
1910SEARS  
1910

MODEL H \$395.

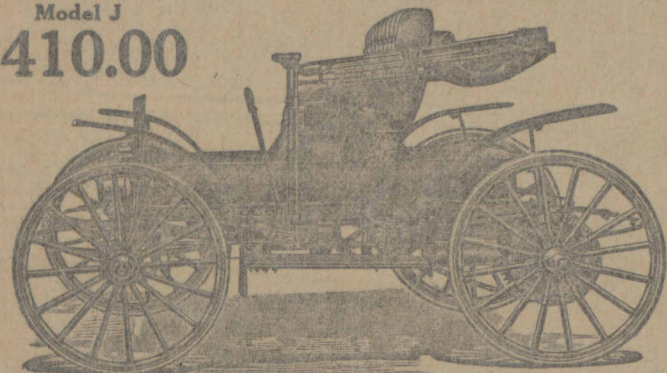
The 1910 Sears—at \$395.00—is equal in power, style and comfort to many cars costing two or three times as much. This car with its two-cylinder 14-horse power motor, 72-inch wheel base, 36-inch wheels and 1,000-pound weight would cost over \$700.00 if sold in the usual way through agents. Our factory cost plus one profit brings the price down to less than you would pay for a good horse and buggy.

## Four Models for 1910

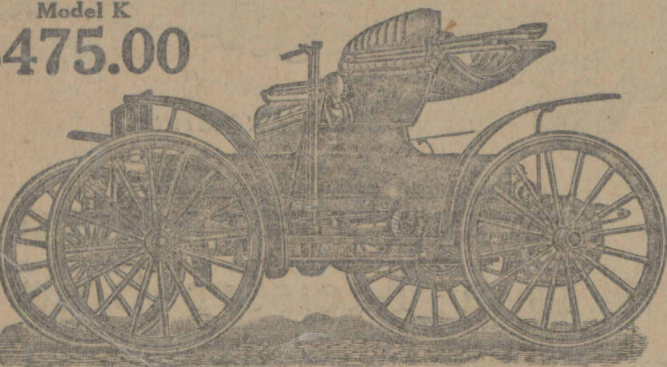
## Model H, Shown Above

No. 218333 Regular equipment, including fenders, top, side curtains, storm front, three oil lamps, horn, carpet, set of tools, 1 gallon of lubricating oil, solid rubber tires. Painted black body with rich red gear.

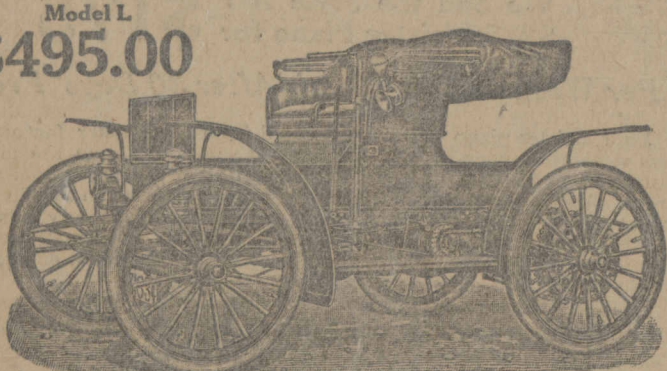
Price.....\$395.00  
No. 218444 Same as above, but without top. Price.....\$370.00

Model J  
\$410.00

No. 218555 Regular equipment, as above described, with top, but with running board connecting front and rear fenders. Very convenient for shopping or business where necessary. Price.....\$410.00

Model K  
\$475.00

No. 218666 Regular equipment, as above described, with top and running board, but with 38x2-inch Swinerton cushion tires. This is a soft rubber tire with corrugated tread and concave sides which takes up vibration almost as well as pneumatic tires. This car is also built with spare back double auto seat and is a most pleasing car from every point of view. Body painted black with Brewster green running gear. Price.....\$475.00

Model L  
\$495.00

No. 218777 Regular equipment, as above described, but with 34x3-inch double tube quick detachable clincher pneumatic tires. Individual seats, which make snug and comfortable riding. This is positively the easiest riding and best equipped car that can be produced by anyone else for three times the price we ask. Price.....\$495.00

## Sign This for Free Demonstration

Sears, Roebuck and Co., Chicago, Ill.

Gentlemen:—Please let me know at what time it will be possible for me to see the 1910 Sears Motor Car in operation at your store. This is understood to place me under no obligation whatever.

Name.....

Postoffice.....

R. F. D. No. .... State.....

P. O. Box No. .... Street and No. ....

Sixteen years ago we began selling goods by mail at actual cost plus one profit. Since then we have lowered the prevailing prices on pianos, stoves, buggies, clothing and hundreds of other necessities in daily use.

But on the automobile question we waited until the demand grew large enough so we could use our great buying capacity in bringing down the price of material and labor to the lowest possible point.

We waited until factories were crowded with orders and hundreds were waiting for cars. We waited until other machines had been tried out and their weak points proven. We waited until customers began writing to us from all over the country in ever increasing numbers to ask when we would put out an automobile.

Now this field is ripe and we have brought out the SEARS. We worked three years in perfecting this car. We studied every car on the market and found where each one excelled. Then we combined all of these good points in this one machine—the best points of every car on the market.

For instance, one well known car selling for three times our price has 11-5 horse power per 100 pounds of weight. Our car weighs about 1,000 pounds, which with 14-horse power gives us practically 11-2 horse power per 100 pounds.

We have not built a cheap car; motors of the same rated power can be bought for two-thirds what we pay; bodies are sold for half what ours cost.

Our first few cars were tested out in actual use by our customers—not expert drivers—in Rhode Island, Texas, Kansas, Montana and California. They went through long endurance tests, strenuous hill climbing feats, ran in summer and winter, through mud, sand and snow, across level plains and over the mountains. Finally they had satisfied us in every detail, and then, but not till then, did we decide to offer them to the public.

We have named our car the SEARS because that word stands for the greatest values in merchandise ever known. We back every car with the guarantee that has built up our present national reputation. And we know that this guarantee, together with the tremendous worth of the car itself, will make this the sensation of 1910.

# SEARS

THE CAR THAT  
SAVES THE COMMISSION

We Furnish Everything—Nothing to Buy But Gasoline.

Thousands have anxiously waited for this new car, the car that brings the price down to less than the cost of a horse and buggy.

Feeding oats, hay and corn to a horse is far more expensive than buying oil and gasoline for this car. And the repairs on the automobile are no more than you would spend for horseshoeing and mending the harness.

The SEARS rides as easy and comfortable as the best horse-drawn vehicle. And it is so simple that any member of the family over ten years old can learn to run it in less than a day.

## Think of the Rides.

This car will take you over the roads at 25 miles an hour, or a mile in a little more than two minutes. Yet it can also go as slow as a horse when walking.

With this car you can live in the suburbs and come downtown every morning refreshed and invigorated for the day's work.

Drive it up hill as fast as you like; coast down as fast as you dare. Get it out late at night for theaters, parties or emergencies; ride it for hours; it's never tired after a day's work like a horse.

## Better Than an Electric.

Some people prefer an electric car because it is easy to operate. But the SEARS is even simpler than any electric and costs about one-fourth the price.

Simply press your toe lightly on the pedal when the engine is going and you're off. No complicated transmission gears so troublesome on other gasoline cars.

Then, too, you can never depend on an electric to go more than 90 miles without recharging at a special station, but the SEARS goes 150 miles with one filling of the 6-gallon gasoline tank, and you can get gasoline anywhere.

And the ordinary speed of an electric is only about

12 miles an hour, while the SEARS makes easily 25 miles an hour over almost any road.

## Car Used for Business.

Many men need just such a car as this in their work. City salesmen, such as insurance, real estate, cash register, typewriter and sewing machine salesmen, find that it adds to their income by enabling them to see more prospects each day.

Physicians know how much the high wheels mean in mud and snow when the low swung cars are stalled and have to be pulled out by a team.

And every family can take the children to school in it and use it for going to church on Sunday. And all this in addition to pleasure driving, theaters, parties and sociables.

## Cheaper Than Second Hand.

Many who have figured on buying a second hand car will now be able to get a brand new SEARS for less money. This means a great deal, for while those who buy old cars are seldom arrested for exceeding the speed limit, they may often be brought up for blocking the traffic.

Just to show the enduring power of the SEARS, one car with two passengers recently left Kendallville, Ind., at 7 A. M. and after traveling 170 miles arrived at Jackson and La Salle streets in Chicago at 11:05 P. M. the same day.

One passenger weighed 145 pounds and the other 195 pounds, besides about 150 pounds of baggage, a weight equal to almost half that of the car itself. But the trip was made without a balk or break of any kind.

## Send Us the Coupon.

Please note that we have provided two coupons below—one for those who want our catalog and one for those who want to see the car in operation.

Sign your name to one of these and mail it to us at once.

## SEARS, ROEBUCK AND CO., CHICAGO

Take Garfield Park Elevated trains at any station on the loop and get off at St. Louis avenue. Or take any surface line going west from Lake to Twelfth street and transfer on the Kedzie avenue line.

## Specifications

**Motor.** We use a two-cylinder 14-horse power air cooled motor, for air cooling is the most efficient method. Water cooled engines give off the heat of their cylinders to water, which then circulates through the radiator and is cooled by air. We simply cool by air direct and save carrying a large quantity of water. Water cooling is all right on launches, where you don't have to carry the water, or on stationary engines, where weight is of no consequence, but on an automobile it is unnatural. Just set 10 gallons of water weighing 80 pounds in a car when someone is pulling it and see how much heavier it makes the load. Besides this, water freezes in winter and may easily burst the radiator and ruin the engine. We have two fans that run constantly when the motor is in operation and we have run the car 50 miles at full speed on a hot day without the engine even getting hot. Our motor also has the offset crank shaft, which leaves the piston past dead center when the cylinder is at its fullest compression and thus gives greater power to every stroke.

**Transmission.** Speed is changed by one lever which shifts the contact wheel at right angles across the face of the fly wheel. Contact is made by a slight pressure of the toe on a pedal. There is a trick of the trade which you should look for in choosing a motor car. Some are geared so high that they run like a scared rabbit on the level, but fall utterly on the first good hill. Others are geared so low that they take all hills, but show no speed on the level. Ours is geared to the proper medium for speed and power on hills and road—the engine turns over six times while the wheels turn once. We guarantee it to climb long muddy hills of 40 per cent grade with two persons in the car and to make 25 miles over any ordinary road. We don't believe that the average person wants to go whizzing along at 40 to 50 miles an hour. We use the same style of chain drive as is found on most racing machines. With shaft drive the torsion is so intense that the shaft may easily snap and the free end flying around the car would quickly knock a hole in the floor. Chains are also silent; no more noise than the chains on an electric. We use two chains, so the car starts without the slightest jerk, and if either chain should ever break we will furnish a new chain free of charge.

**Wheels.** Experiments proved that Sarven's patent 36-inch wheels were the best for all around road work, so we use them. High wheels give good road clearance when both wheels are in ruts and there is a ridge in the middle of the road. This car goes through snow as high as the body of the car, snow that would block any ordinary automobile. We use anti-friction self oiling automobile axles, the same axle as is used on the best grade cars.

**Tires.** We furnish this car with either solid, cushion or pneumatic tires. Not long ago a certain manufacturer published some tests showing that narrow tires sink deeper into the mud and find a solid foothold which keeps them from slipping, while wide tires do not go so deep, but have a greater wall in front to push against and so require more power. Solid tires are not quite so easy riding, but they are free from punctures and wear almost as well as steel. On the other hand, pneumatic tires take more power because they have a larger friction surface, and should a puncture occur while going at full speed it would prove dangerous. Altogether we would recommend the solid tires for country driving and cushion or pneumatic tires for the city.

**Springs.** Four full elliptic springs are used because they are twice as easy riding as the semi-elliptic. With two persons in the car these springs make hard rubber tires almost as easy riding as the pneumatic. Also note that we use four springs, not two as are used on some cars built to save expense.

**Steering.** Steering lever is located at left of seat so the left hand easily controls spark and throttle, leaving the right hand free to guide the car. Sitting on the left side the driver can readily see how near he comes to an approaching vehicle and can also learn if a rig is overtaking him before he starts to turn to the left.

**Mufflers.** Car is equipped with two mufflers, not one as on other machines. This silences the exhaust so the car runs almost as quietly as an electric.

**Equipment.** curtains and storm front; floor mat, horn, set of tools with oil can and instruction book. We furnish everything complete so you have only to buy the gasoline. We even furnish a gallon of lubricating oil with each car.

DETAILS OF OTHER PARTS GIVEN IN CATALOG.

## Sign This for Free Catalog

Sears, Roebuck and Co., Chicago, Ill.

Gentlemen:—Please mail me at once a copy of your 1910 SEARS MOTOR CAR CATALOG.

Name.....

Postoffice.....

R. F. D. No. .... State.....

P. O. Box No. .... Street and No. ....