



selection of items that Sears offered back thenBy DL KamstraThe book is interesting. However it is limited primarily to clothing, guns, and jewelry/watches. The actual Catalogue is more comprehensive than this one.

Proudly advertising its enormous inventory shipped from "Cheapest Supply House on Earth," in 1894, the Sears, Roebuck and Co. catalog offered substantial savings for rural dwellers on almost everything. And everything means everything. From pianos and firearms to clothing, watches, and jewelry, this well-known American superstore had it all. Need a sewing machine guaranteed to last ten years? Just \$17.55 from Sears, Roebuck and Co. And why not buy solid gold? Solid gold watches, that is, for just thirty to fifty dollars. In the musical goods department, guitars came with free instruction books, mandolins were becoming so popular that sales had more than doubled in a year, and violins were imported and plentiful. The guns and sporting goods department boasted a wide range of weaponry, including the Colt's Army Double Action Revolver (which, if ordered with an accompaniment of cash payment in full, came with a "FREE nice present" . . . the likes of which are left to the gun enthusiast's imagination). Hundreds of illustrations accompany the fascinating product descriptions and hard-to-fathom prices of over a century ago in this rerelease of the Sears, Roebuck and Co. Consumers Guide for 1894. Nostalgic for some, fun for all--this book is perfect for anyone interested in collectibles.

About the AuthorSears, Roebuck Co. was founded in 1886 in Chicago, Illinois. It published a general merchandise mail order catalog and consumer guide from 1888 until 1993. It is the author of the 1897 Sears Roebuck Co. Catalogue and the 1908 Sears, Roebuck Co. Catalogue.