

**.22 Rim Fire Boxes**  
of the U.S.A.  
**ID. Reference**

**SEARS**

**The Sears, Roebuck & Co.**

Created by  
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2012

**CONTRIBUTORS**

**THANKS**

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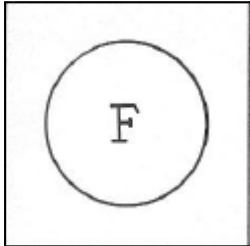
JOHN ULRICH

# SEARS, ROEBUCK and CO.

## HEADSTAMPS (h/s)

*Headstamp drawings courtesy of the RIMFIRE HEADSTAMP GUIDE by George Kass and Ron Merchant*

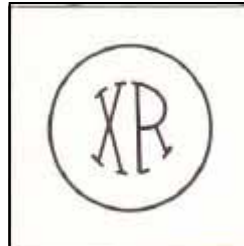
**F-8**



**S-3**



**XR-1**



**XR-2**



# SEARS, ROEBUCK and CO.

## Sear's History



*Richard W. Sears*



*Alvah C. Roebuck*

What was to become one of the world's largest retailers and a major seller of .22 rimfire ammunition had a very humble beginning. In 1886, Richard Sears was a freight agent in North Redwood, Minnesota. A jeweler in a nearby town had refused a shipment of gold watches sent to him by a Chicago jobber. Rather than paying the cost of shipping the watches back, the jobber offered the lot to Sears for \$12 each. Sears sold the watches for \$14 each by offering them to other freight agents to sell them at retail.

More watches were ordered and sold to his expanding freight agent dealers. Within six months, he had netted more than \$5,000, a good sized fortune for the time. He decided to expand by taking out advertisements in newspapers offering his Chicago made watches at prices less than they could be purchased from local jewelers. Sears found he was a natural-born advertising copywriter. Orders flowed in, and within months he had outgrown his Minnesota location.

On March 1, 1887, Sears set up a shop on Dearborn in Chicago. The business continued to grow at a rapid pace. His business grew to a point where he had a staff consisting of a man to handle the bookkeeping and correspondence and two stenographers. Nobody that knew anything about watches. As people started asking Sears to repair the watches he had sold, Sears felt it was important to the business to be able to offer services for the product that he was selling. He sensed an opportunity for more profit.

In Hammond, Indiana, Alvah Roebuck was earning \$3.50 a week repairing watches. Like Sears, he had gone to work at 16, fixing everything from watches to sewing machines. He read the Sears ad in the April 1, 1887 edition of the Chicago Daily News stating the requirement for a Watchmaker who would furnish his own tools. Roebuck went to work for Sears. The business continued to expand. Sears found that his ability to write copy and his method of under selling the local dealers was proving extremely profitable in a nation that was made up largely of farmers who had little means of shopping in the big cities.

By the end of 1888, Sears had established a branch office in Toronto to handle Canadian orders. However, he was starting to face competition who had copied his formula. Sears responded by offering a guarantee, hardly a new idea, but combined with his low prices allowed his growth to continue by selling to

# SEARS, ROEBUCK and CO.

## Sear's History

the farmers who may have feared ordering by mail. Success did not create happiness for Richard Sears, he longed for the life in a smaller town.

In 1889, Sears sold out the Chicago shop for \$72,000, and sold half interest in the Toronto branch to Roebuck and the original bookkeeper for \$1475. Sears invested in Iowa farm mortgages. However, the mail order business was in his blood. Later that year, he started a new company by the name of the Warren Company, using his middle name because he had agreed not to use the Sears name for three years. For whatever reason, he sold the other half of the Toronto branch to Roebuck for \$5,190.18. In 1891, Sears decided to retire and sold the Warren Company to Roebuck who promptly renamed the company the Roebuck Company.

Sears retirement did not last long and Roebuck found he liked repairing watches much better than he did running a company. Sears repurchased half of the business. In a few weeks, Sears owned two-thirds of the company on the promise that he would invest more capital. A corporate biographer later noted "Persuading Roebuck seems to have been among Sears most easily come-by accomplishment \_ \_ \_"

Soon after Sears rejoined Roebuck, they published a 52 page catalog devoted to watches. Just a year later, the catalog was 100 pages including diamonds and watch chains. Other items were added to the product line. By 1893, the catalog was expanded to 322 pages and included sewing machines and bicycles. Sears seems to have had an almost unerring genius for judging his markets.

On September 16, 1893, the firm became Sears, Roebuck and Company. They again moved back to Chicago with its better rail and mail distribution services. The catalog continued to be the key to success. The catalog cover now stated they were the "Cheapest Supply House on Earth". They talked to the farmers in their own language, which was simple, earthy and direct.

Sales continued to expand, but so did debt. The company could only succeed as long as sales continued to grow. If it faltered, even for a short while, the company would fail, because its net worth was \$54,570.76 and against liabilities of \$78,163.78. This was too much for Roebuck. He knew he owed a lot to Sears and greatly admired him, but he knew he was over his head.

On August 17, 1895 Roebuck sold out his interest to Sears for \$25,000 for his third share. The decision seemed right at the time, and no doubt Roebuck was relieved to be out from under the pressure. However, if he had held on for a few more years, his interest would have been worth millions. Roebuck went on to a new life, then returned in later years as a hired employee who's major function was attending new store openings. He was known as the man who sold his part of Sears and Roebuck for just \$25,000.

It is not known when Sears, Roebuck and Company first started selling .22 rimfire ammunition, but they were selling guns in the 1890's, so it is assumed that they were selling ammunition in those early catalogs also. Winchester and U.M.C. were the major brands of that time.

This section will cover the private labels of Sears, Roebuck & Co., with the Sears name on them, as they were presented to the public. See Meriden and Clinton listing for the private label created for Sears without their name on them.



# SEARS, ROEBUCK and CO.

1927 ORANGE STA-KLEAN  
Two-Piece Full-Cover Boxes

S-1



L-1



LR-1



LR-2



# SEARS, ROEBUCK and CO.

## 1927 ORANGE STA-KLEAN Two-Piece Full-Cover Boxes

These are probably the first boxes issued by Sears, Roebuck and Co. under their own label. These boxes date from 1927, when Sears registered the trademark STA-CLEAN. These loadings were produced by the Western Cartridge Company for Sears. They used the same non-corrosive priming compounds that Western introduced during 1927. These are all smokeless powder loadings.

- S-1 .22 SHORT. Orange label with blue and white printing. Buff, two-piece full-cover box. Full wrap-around end label. No catalog number on the box. No h/s on a copper case. Lead bullets.
- L-1 .22 LONG. Orange label with blue and white printing. Buff, two-piece full-cover box. Full wrap-around end label. No catalog code on the box. No h/s on a copper case. Lead bullet
- LR-1 .22 LONG RIFLE. Orange label with blue and white printing. Buff, two-piece full-cover box . Full wrap-around end label. No catalog code on the box. No h/s on a copper case. Lead bullets.
- LR-2 .22 LONG RIFLE (HOLLOW POINT). Same as LR-1, except for the hollow point wording on the ends.

Box Bottom



Box End





# SEARS, ROEBUCK and CO.

## 1931 ORANGE STA-KLEAN BOTTOMS

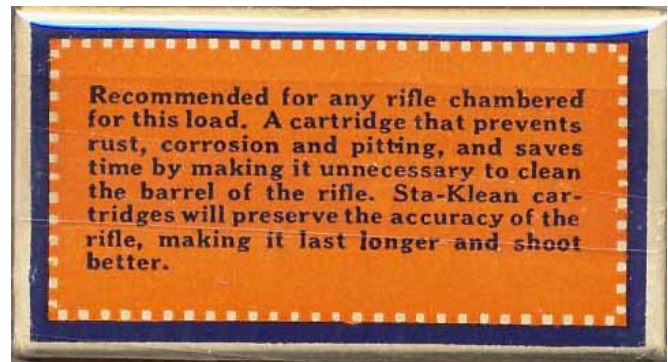
### BOTTOMS

SEARS-2 and SEARS-3 used the same bottoms

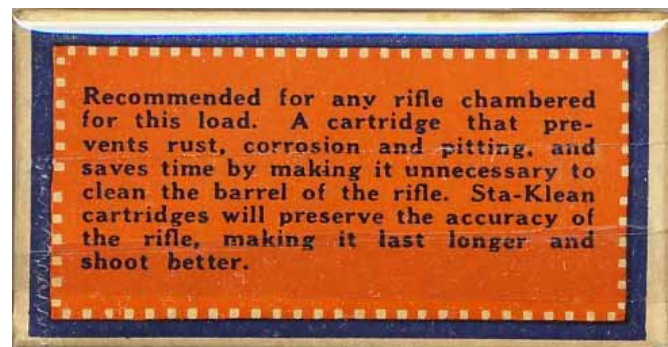
#### BB-CAP Bottom



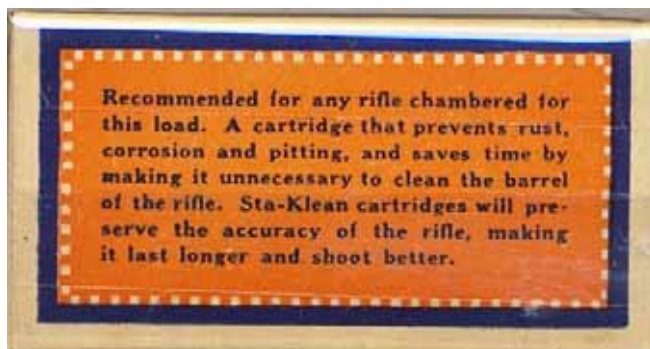
#### "A" Bottom



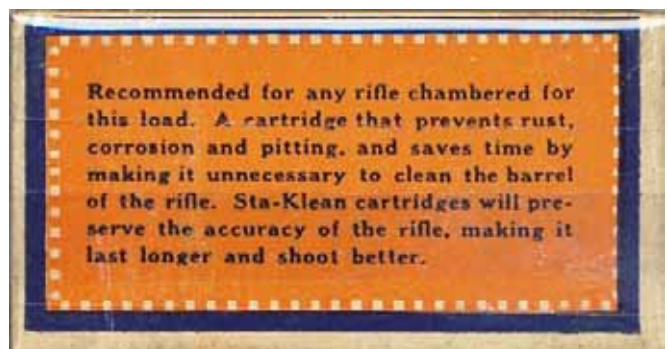
#### "B" Bottom



#### "C" Bottom (RA and WA)



#### "D" Bottom (WRF)





# SEARS, ROEBUCK and CO.

## 1931 ORANGE STA-KLEAN One-Piece Box with Lead Bullet

The Western Cartridge Company supplied these boxes to Sears. They first introduced their one-piece box in 1931, replacing their own two-piece full cover boxes. It may be assumed that they replaced the boxes supplied to Sears at the same time. Western supplied both lead lubricated bullets and copper plated bullets, which they called Lubaloy in their own product line. Sears called theirs Kopper Kote.

At some time during this period, the Sears contract may have been switched to the Federal Cartridge Corporation. There existed some type of a business relationship between Western and Federal, so Federal may have supplied the boxes and loaded them with cartridges supplied by Western. This listing will cover the issues with the plain lead bullet with a lubricated finish. These are all smokeless powder loadings.

### SEARS-2 End Example



### SEARS-3 Kopper Kote End Examples



# SEARS, ROEBUCK and CO.

1931 ORANGE STA-KLEAN  
One-Piece Box with Lead Bullet

BB-1



S-1



S-2



L-1



L-2



LR-1



LR-2



# SEARS, ROEBUCK and CO.

## 1931 ORANGE STA-KLEAN One-Piece Box with Lead Bullet

- BB-1 .22 B.B. CAPS. Orange, blue and white box with blue and printing. One-piece box with end flaps. Bulk packed box cartridges. No catalog code. No h/s on a copper case. Lead bullets.
- S-1 .22 SHORT. Orange, blue and white box with blue and white printing. One-piece box with end flaps. No catalog code. No h/s on a copper case. Lead bullet with 2K. "A" bottom.
- S-2 .22 SHORT. "GREASED BULLET" Kopper Kote box but over-stamped "GREASED BULLETS" No catalog code. No h/s on a copper case. Lead bullet with 2K. "A" bottom.  
**NOTE:** Box top is displayed at bottom of this page.
- L-1 .22 LONG (SHOT). Orange, blue and white box with One-piece box with end flaps. No catalog code. No h/s on a rose-crimped copper case. Variations noted:  
(a) "A" bottom.  
(b) "B" bottom
- L-1 .22 LONG. Orange, blue and white box with One-piece box with end flaps. No catalog code. No h/s on a copper case. Copper coated lead bullet.. "A" bottom..
- LR-1 .22 LONG RIFLE. Orange, blue and white box with blue and white printing. One-piece box with end flaps. No catalog code. No h/s on a copper case. Lead bullets. "A" bottom.
- LR-2 .22 LONG RIFLE (HOLLOW POINT). Same as LR-1, except for the hollow point wording on the top and ends. "A" bottom.

# SEARS, ROEBUCK and CO.

1931 ORANGE STA-KLEAN  
One-Piece Box with Lead Bullet

RA-1



WA-1



WRF-1





# SEARS, ROEBUCK and CO.

## 1931 ORANGE STA-KLEAN One-Piece Box with Lead Bullet

- RA-1 **.22 REMINGTON AUTO.** Orange, blue and white box with blue and white printing. One-piece box with end flaps. No catalog code. No h/s on a copper case. Lead inside lubricated bullets. "C" bottom.
- WA-1 **.22 WINCHESTER AUTO.** Orange, blue and white box with blue and white printing. One-piece box with end flaps. No catalog code. Lead inside lubricated bullets. "C" bottom.
- WRF-1 **.22 WINCHESTER RIM FIRE.** Orange, blue and white box with white and blue printing. One-piece box with end flaps. No catalog code. No h/s on a copper case.
- (a) Lead inside lubricated bullets.
  - (b) Copper plated lead bullets

# SEARS, ROEBUCK and CO.

## 1931 ORANGE STA-KLEAN One-Piece Box with Lead Bullet

Anoka, Minnesota  
February 23, 1932

To All Concerned;

The following codes will be used on all 22 caliber and shot-shell cases for 1932. Code to appear on both ends of cases.

1. FEDERAL

23 to represent year; H for Hi Power; 22 for day; F for Federal; 2 for month.  
Will appear on cases (23-H-22-F-2)

2. MONTGOMERY WARD & CO.

23 - year; W - Ward; 22 - day; M - Montgomery; 2 - month;  
Will appear on cases (23-W-22-M-2)

3. SEARS ROEBUCK & CO.

23 - year; R - Roebuck; 22 - day; S - Sears; 2 - month;  
Will appear on cases (23-R-22-S-2)

4. AMERICAN EAGLE

23 - year; E - Eagle; 22 - day; A - American; 2 - month;  
Will appear on cases (23-E-22-A-2)

5. GAMBLE SKOGMO (Gamble Stores)

23-year; S - Skogmo; 22 - day; G - Gambles; 2 - month;  
Will appear on cases (23-S-22-G-2)

The only figures to be changed from time to time will be those representing the day and the month.

Yours truly,  
FEDERAL CARTRIDGE CORP.

RSE:EI

R. B. Erlen

*A 1932 memo regarding the assignment of codes to various private label brands. This proves that Federal was producing the Sears' contract as early as this date.*

# SEARS, ROEBUCK and CO.

1931 ORANGE STA-KLEAN  
One-Piece Box with Lead Bullet

July 6, 1934

Mr. C. L. Horn, President  
Federal Cartridge Corp.,  
Minneapolis, Minnesota

Dear Mr. Horn:

We have on hand orders for Sears 22 cartridges amounting to approximately 13,000,000 to be made up and shipped between now and August 2nd. It will be hardly possible for us to manufacture the required amount of cartridges including Wards, Federal, American Eagle, and Sears and make shipments on dates specified. Just wondering if we could buy a few million from Western.

For example, Sears at Chicago have an order on hand to be shipped August 1st - 1 carload consisting of 20,000 - 304's 1,000,000 - 300's XR shorts, 800,000 - 302's XR Long Rifles, 4,000,000 316's Short copper coated, 1,000,000 - 317's Long copper coated, and 1,000,000 318's Long Rifle copper coated.

We still have open on the Gamble account 4,100,000 22's consisting of Shorts, Long, and Long Rifles.

We have boosted our production considerable since going on 48 hour shifts. On July 2nd our total loaded was 669,000. On July 3rd we loaded 626,500.

The Federal carloads which are being shipped right along are calling for a great many 22's - XL Shorts, Long, and Long Rifles.

Yours very truly,

FEDERAL CARTRIDGE CORP.

RBE:EI

R. B. Ehlen

*1934 letter regarding a Federal Cartridge Corporation purchase of .22 rimfires from the Western Cartridge Company*

# SEARS, ROEBUCK and CO.

## 1931 ORANGE STA-KLEAN "Kopper Kote" One-Piece Box

BB-1



S-1



S-1.1



S-1.5



L-1



L-2



L-2.1





# SEARS, ROEBUCK and CO.

## 1931 ORANGE STA-KLEAN "Kopper Kote" One-Piece Box

This listing is the KOPPER KOTE counterpart of the prior lead bullet listing . Again, they were loaded by the Western Cartridge Company for Sears. Western introduced their copper plated bullet finish, which they called Lubaloy in 1927.

BB-1 **.22 B. B. CAPS.** "KOPPER KOTE" Orange, blue and white box with blue and white printing. One-piece box with flaps. Bulk packed box of 100 cartridges. No catalog code. No h/s on a copper case. Copper plated lead bullets. Variations noted:

- (a) Nothing on end flap tab
- (b) 76 SR on end flap tab

S-1 **.22 SHORT.** "KOPPER KOTE" Orange, blue and white box with blue and white printing. One-piece box with end flaps. No h/s on a copper case. Copper plated lead bullets. "A" bottom. Variations noted:

- (a) No catalog code. Right end flap has 87-CSR on tab.
- (b) Catalog code 0316 on box ends.
- (c) Like (a) but no code # on end flap tab.

S-1.1 **.22 SHORT.** "GREASED". Same as S-1 but Kopper Kote is over-stamped "GREASED BULLET". Contents are unknown.

S-1.5 **.22 SHORT.** "KOPPER KOTE" Same as S-1 but only one thumbcut.. Catalog code 0316 on box ends.



L-1 **.22 LONG.** "KOPPER KOTE" Orange, blue and white box with blue and white printing. One-piece box with end flaps. No h/s on a copper case. Copper plated lead bullet with 2K. "A" bottom. Variations noted:

- (a) No catalog or code number on the box.
- (b) Catalog number 0317 on both ends.
- (c) Right end flap has 88-CSR on flap tab

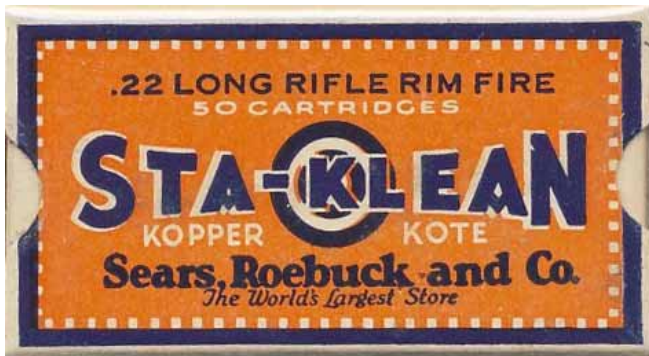
L-2 **.22 LONG (SHOT).** "KOPPER KOTE" Same as L-1, except this is a shot loading. Copper rose crimped case. End flap tab has 89 SR on it. "B" bottom.

L-2.1 **.22 LONG (SHOT).** "KOPPER KOTE" Like L-2 but a different format to the top. 90SR on right end flap tab. Empty box from the Federal Reference Collection.

# SEARS, ROEBUCK and CO.

1931 ORANGE STA-KLEAN "Kopper Kote"  
One-Piece Box

LR-1



LR-2



LR-3



WRF-1



# SEARS, ROEBUCK and CO.

## 1931 ORANGE STA-KLEAN "Kopper Kote" One-Piece Box

- LR-1 **.22 LONG RIFLE.** "KOPPER KOTE" Orange, blue and white box with blue and white printing. One-piece box with end flaps. No catalog code. No h/s on a copper case. Copper plated lead bullet with 3 K,1S. "A" bottom.
- (a) No catalog code. Right end flap has 90-CSR on flap tab.
  - (b) Catalog number 0318 on both ends .
  - (c) Like (a) but no code # on end flap.
- LR-2 **.22 LONG RIFLE (HOLLOW POINT).** "KOPPER KOTE" Same as LR-1, except for the hollow point wording on the top and ends.
- (a) Right end flap tab has 90-DSR
  - (b) No code # on end flap tab.
- LR-3 **.22 LONG RIFLE (SHOT).** "KOPPER KOTE". Same as LR-1, except for the shot wording on the top and ends. No h/s on a rose crimped copper case. "B" bottom. Right end flap tab has 90 SR. Note: This box has no reference to World's largest store on the box top.
- WRF-1 **.22 WINCHESTER RIM FIRE.** "KOPPER KOTE" Orange, blue and white box with blue and white printing. One-piece box with end flaps. No catalog code. No h/s on a copper case. Copper plated lead bullets. "D" bottom. This box has one end flap hinged at the top and one at the bottom."
- (a) 11-BSR on left end flap tab. The inside tray has metal reinforced corners
  - (b) No code # on end flap tab.



# SEARS, ROEBUCK and CO.

## Light Blue STA-KLEAN Issues

S-1



S-2



L-1



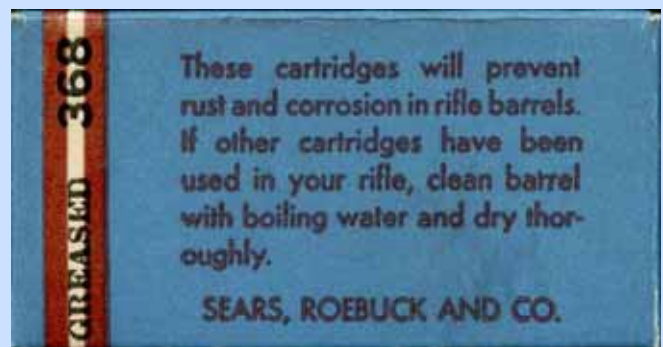
L-3



L-2



L-2 (Bottom)



L-2 (Side)



L-2 (End)



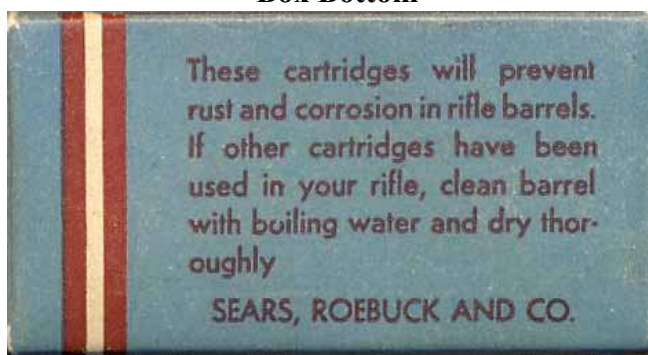


# SEARS, ROEBUCK and CO.

## Light Blue STA-KLEAN Issues

Sometime during the early 1930's, Sears changed suppliers from the Western Cartridge Company to the Federal Cartridge Corporation. The first issues of the Sears private label Sta-Klean boxes loaded by Federal were packed in a light blue box. First issued with a cadmium plated lead bullet, then replaced with a greased non-plated lead bullet. Rather than throw away the boxes marked with the cadmium plating during the height of the depression, they either marked out the old bullet finish or over-stamped the boxes "greased". Some odd numbers are noted stamped on these modified boxes that have no reported meaning as of this time. These are all smokeless powder standard velocity loadings.

Box Bottom



#1

Flap Warning

#2



- S-1 **.22 SHORT.** "CADMIUM PLATED". Light blue and brown-red box with white, black and brown-red printing. One piece box end flaps. Catalog code 300 on the box ends. "XR-1" h/s copper case. Cadmium plated lead bullets with 2K. Note: Two sizes of headstamps have been noted. Variations noted:
- (a) #1 end flap warning.
  - (b) #2 end flap warning
- S-2 **.22 SHORT.** "GREASED" Same as S-1, except the bullet finish is now over-stamped "greased". 3/7 code has been added to the top and ends.
- L-1 **.22 LONG.** "CADMIUM PLATED". Light blue and brown-red box with white, black and brown-red printing. One-piece box with end flaps. Catalog number 301 on the box ends. "XR-1" h/s on a copper case. Cadmium plated lead bullets with 1K.
- (a) #1 end flap warning.
  - (b) #2 end flap warning
- L-2 **.22 LONG.** "GREASED" Same as L-1, except the bullet finish is now over-stamped "greased". 368 code has been added to the top and bottom.
- NOTE:** L-2 and LR-4 (on next page) have same over-stamps on tops, bottoms, sides and ends. Use these examples to help identify both boxes
- L-3 **.22 LONG.** Same as L-1 except the "Cadmium Plated" has been inked out. Nothing else was stamped on.. Brass cases with lead bullets. "XR-1" h/s. #2 end flap.

# SEARS, ROEBUCK and CO.

## Light Blue STA-KLEAN Issues

LR-1



LR-2



LR-3



LR-4



WRF-1



WRF-2



WRF-3



# SEARS, ROEBUCK and CO.

## Light Blue STA-KLEAN Issues

- LR-1 **.22 LONG RIFLE**. "CADMIUM PLATED". Light blue box with white, black and brown-red printing. with end flaps. Catalog number 302 on the box on a copper case. Cadmium plated lead bullets  
Variations noted:  
(a) #1 end flap warning.  
(b) #2 end flap warning.
- LR-2 **.22 LONG RIFLE**. "GREASED" Same as LR-1, except for the finish is now over-stamped "greased".  
Variations noted:  
(a) Over-stamped code is 3/3 #1 end flap warning.  
(b) Over-stamped code is 3/6  
(c) Over-stamped code is 3/9 #2 end flap warning.  
(d) Over-stamped code is 368 #2 end flap warning.
- LR-3 **.22 LONG RIFLE (HOLLOW POINT)**. "CADMIUM PLATED" Same as LR-1 except for the hollow point wording on the top and ends. Catalog number 303 on the ends. #2 end flap warning
- LR-4 **.22 LONG RIFLE**. "GREASED" Same as LR-1, except the bullet finish is now over-stamped "greased". 368 code has been added to the top and bottom. Same bottom and side as L-2.

**NOTE:** LR-4 and L-2 (previous page) have the same over-stamps on tops, bottoms, sides and ends. Use L-2 examples on previous page to help identify both boxes.

- WRF-1 **.22 WINCHESTER FIRE**. "CADMIUM PLATED". Light blue and brown-red box with white, black and brown-red printing. One piece box with end flaps. Inside lubricated cadmium plated lead bullets. Catalog code 304 on ends. Variations noted:  
(a) #1 end flap warning. "XR-1" h/s on a brass case.  
(b) #2 end flap warning. No h/s on a brass case.
- WRF-2 **.22 WINCHESTER RIM FIRE**. Same as WRF-1, except the cadmium plating has been inked out.
- WRF-3 **.22 WINCHESTER RIM FIRE**. "LEAD LUBRICATED" Same as WRF-2 except the box has now been overprinted with "lead lubricated" in purple ink



# SEARS, ROEBUCK and CO.

## Dark Blue STA-KLEAN Issues

S-1



S-2



S-3



S-4



S-5



S-6 End View



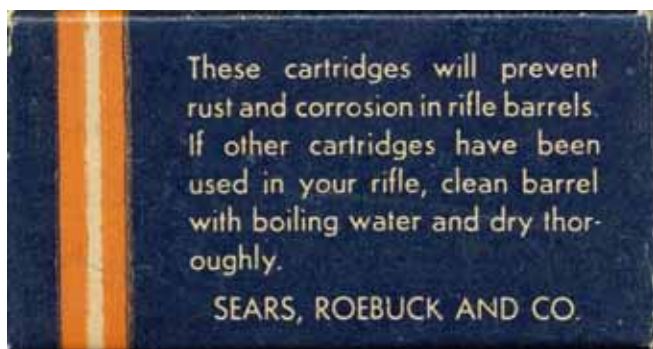


# SEARS, ROEBUCK and CO.

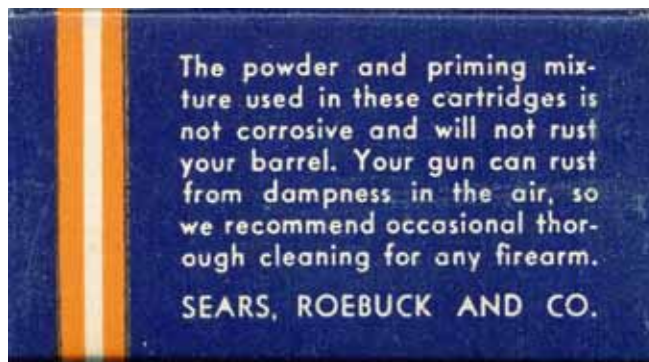
## Dark Blue STA-KLEAN Issues

At sometime during the middle 1930's, Sears changed the color of their Sta-Klean issues to dark blue . Perhaps this was to replace the obsolete light blue boxes marked with the cadmium plated bullets. These issues were still produced by the Federal Cartridge Company . The bullet finishes are now either lead lubricated, greased or Kopper Kote . For whatever reason, these issues have no end flap warnings.

"A" Bottom



"B" Bottom



- S-1 **.22 SHORT.** "LEAD LUBRICATED" Dark blue, white and orange box with white" and orange printing. One-piece box with end flaps . Catalog number 330 on the box ends . Lead bullets with 1K.1S. Variations noted:
- (a) "A" bottom. No h/s on a brass case.
  - (b) "B" bottom No h/s on a copper case
  - (c) "B" bottom No h/s on a brass case .
  - (d) "A" bottom. No h/s on a copper case."
- S-2 **.22 SHORT.** "GREASED" Same as S-1, except for a change in the bullet finish call out on top of the box. Same catalog number 330 as above. Bullet has 2K. "A" bottom. No h/s on a copper case.
- S-3 **.22 SHORT.** "KOPPER KOTE" Same as S-1, except for copper plated bullets. Catalog number 316 on the box ends. "A" bottom. Variations noted:
- (a) No h/s on a copper case.
  - (b) No h/s on a brass case.
  - (c) "XR-1" h/s on a brass case.
- S-4 **.22 SHORT.** "GREASED" Same as S-3, except the Kopper Kote has been blacked out and 330 GREASED added over the end stripe on the left side. Copper case. Lead bullet. "A" bottom .
- S-5 **.22 SHORT.** Same as S-4, except the Kopper Kote has been inked out with silver ink. No extra over printing has been added. No h/s. Copper and brass cases. No flap warning.
- S-6 **.22 SHORT.** Same as S-5, except the ends are over printed 330 in silver ink . "A" bottom. No h/s. Copper and brass cases. Lead bullets. No flap warning

# SEARS, ROEBUCK and CO.

## Dark Blue STA-KLEAN Issues

L-1



L-2



L-3



L-4



L-5



L-5.1



LR-1



LR-2



# SEARS, ROEBUCK and CO.

## Dark Blue STA-KLEAN Issues

- L-1 **.22 LONG.** "LEAD LUBRICATED" . Dark blue, orange and .white box with white and orange printing. One-piece box with end flaps . Catalog number 331 on the box ends. No h/s on a brass case. Lead bullets with 1K. Variations noted:  
(a) "A" bottom.  
(b) "B" bottom.  
(c) "A" bottom. Copper cases. Lead bullets."
- L-2 **.22 LONG.** Same as L-1, except the left end has a white label added stating SHORT in black ink. The meaning of this label is not known at this time. "A" bottom.
- L-3 **.22 LONG.** "KOPPER KOTE" Dark blue, orange and white box with white and orange printing. One piece box with end flaps. Catalog number 317 on both ends. No h/s on a brass case. Copper plated lead bullets.
- L-4 **.22 LONG.** "GREASED" Same as L-1, except the box had Kopper Kote bullets, which has been blacked out and the top left overprinted with 3/5 GREASED.
- L-5 **.22 LONG.** "GREASED" Dark blue, orange and white box with white and orange printing. One piece box with end flaps. "A" bottom. No end flap warning. Copper cases. Lead bullets. "3/5" blacked out on ends and "331" over-printed in black.
- L-5.1 **.22 LONG.** Like L-5 but "GREASED" is blacked out. "A" bottom. Brass case. No h/s.
- LR-1 **.22 LONG RIFLE.** "LEAD LUBRICATED". Dark blue, orange and white box with white and orange printing. One piece box with end flaps. Catalog number 320 on the box ends. No h/s on a brass case, Lead bullets with 1K,1S. Variations noted:  
(a) "A" bottom.  
(b) "B" bottom.
- LR-2 **.22 LONG RIFLE.** KOPPER KOTE" Same as LR-1, except for the change in the bullet finish call out on the box top and ends. Catalog number 318 on the box ends. "A" bottom. Copper case.



# SEARS, ROEBUCK and CO.

## Dark Blue STA-KLEAN Issues

LR-3



LR-4



LR-5



LR-6



LR-6.1



LR-7



LR-8



LR-9





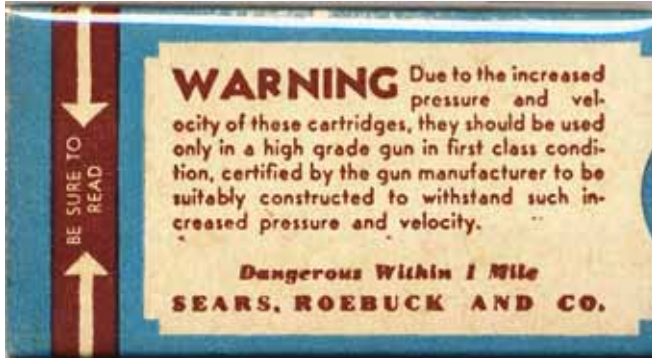
# SEARS, ROEBUCK and CO.

## Dark Blue STA-KLEAN Issues

- LR-3 **.22 LONG RIFLE.** "GREASED" Same as LR-2, except 3/3 GREASED has been added to the left side of the top and the catalog number has been blacked out on the ends, but not replaced. No h/s on a copper case. "A" bottom.
- LR-4 **.22 LONG RIFLE.** Same as LR-2, except the Kopper Kote has been marked out with a silver ink on the top and ends. The ends now have 320 over printed in silver ink. No h/s. Brass cases. Lead bullets.
- LR-5 **.22 LONG RIFLE.** "GREASED" Same as LR-4 above, except the Kopper-Kote is blacked out and 3/3 GREASED is overprinted on left end. "A" bottom. No end flap warning
- LR-6 **.22 LONG RIFLE.** "GREASED" Same as LR-2 above, except the bullet finish is now marked on the top as Greased. The box is empty, so contents are unknown. "A" bottom. No end flap warning.
- LR-6.1 **.22 LONG RIFLE.** Like LR-6 but the "GREASED" is marked out in black ink and "320" over-stamped on ends in black. "A" bottom. No h/s on a brass case.
- LR-7 **.22 LONG RIFLE (HOLLOW POINT).** "KOPPER KOTE" Same as LR-2, except for the hollow point wording on the top and ends. Catalog number 328 on ends.
- LR-8 **.22 LONG RIFLE (HOLLOW POINT).** "GREASED" Same as LR-5. except the top is over-stamped 3/10 GREASED. The Kopper-Kote warning. is blacked out. No end flap warning.
- LR-9 **.22 LONG RIFLE.** "GREASED". Like LR-6 but hollow point wording.

## High Velocity STA-KLEAN Issues

TOP "1"



TOP "2" (for rifles only)



TOP "3"  
(Like Top "2" but misprinted last line)



### NOTE:

This series has just three top variations shown here. To accurately identify these boxes you must use the end and sides so we have changed the image layout for  
**SEARS-6 SECTION ONLY.**

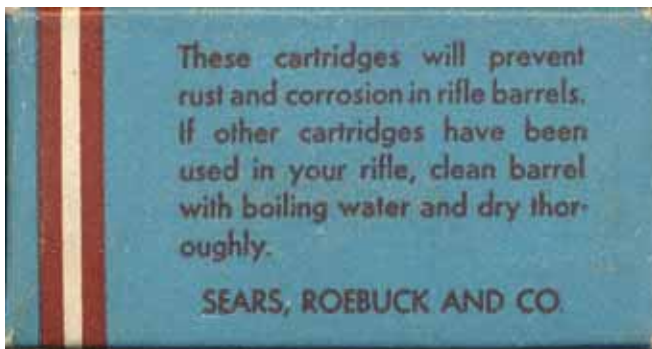
Instead of showing the tops on the image pages we will show the sides and include the ends on the description pages.

# SEARS, ROEBUCK and CO.

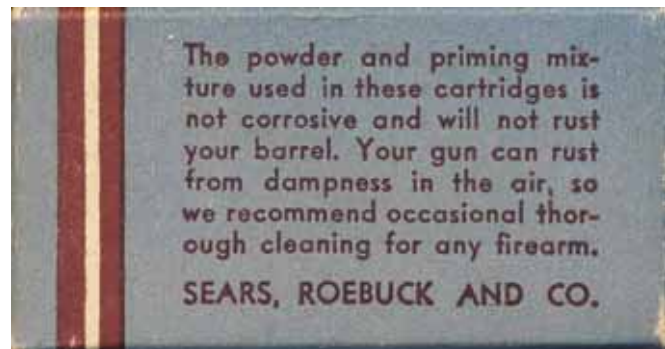
## High Velocity STA-KLEAN Issues

This is the first offering of a high velocity loading sold as a private label by Sears, Roebuck & Co. These boxes were produced by the Federal Cartridge Corporation. High velocity loadings were first offered by Federal in 1932, which may date this issue. Sears felt it was important to warn the consumer about the danger involved in shooting high velocity, high pressure cartridge in older guns. The first of this issue were loaded into a copper case, progressing to a brass case. The meaning of the over-stamped numbers are not known at this time. These are all one piece boxes with end flaps .

"A" Bottom



"B" Bottom



#1 End Flap Warning



#2 End Flap Warning



#3 End Flap Warning



#4 End Flap Warning





# SEARS, ROEBUCK and CO.

## High Velocity STA-KLEAN Issues

S-1 Side



S-1.1 Side



S-2 Side



S-3 Side



S-4 Side



S-5 Side



S-6 Side



S-7 Side





# SEARS, ROEBUCK and CO.

## High Velocity STA-KLEAN Issues

S-1 **.22 SHORT.** "CADMIUM PLATED" Catalog number 300 on box ends. "XR-1" h/s on a copper case. Cadmium plated lead bullets with IK.

- (a) Top "1". "A" bottom. #1 end flap warning.
- (b) Top "2". "B" bottom. #1 end flap warning.



S-1.1 **.22 SHORT.** "3/7 Greased" printed on side of box below "Cadmium Plated" That is all blacked out and "300" is stamped on. Top "2". "A" bottom and #1 flap warning.



S-2 **.22 SHORT.** "GREASED " Same as S-1 (a), except the side of the box has 3/7 GREASED printed on sides. Does not have "Cadmium Plated" on side "XR-1" h/s on a brass case. Top "2". Variations noted:

- (a) "A" bottom. #1 end flap warning
- (b) "B" bottom #4 end flap warning



S-3 **.22 SHORT.** "LEAD LUBRICATED" Same as S-2, except the ends are now over stamped LEAD LUBRICATED. Top "2". These two boxes would have been temporary boxes used after they discovered they had a problem with dry bullet finishes.



S-4 **.22 SHORT.** "LEAD LUBRICATED" The box ends are now printed with the LEAD LUBRICATED wording instead of being over-printed. Top "2" except for (f). Variations noted:

- (a) "A" bottom #1 end flap "XR-1" h/s on a brass case
- (b) "B" bottom #1 end flap No h/s on a brass case
- (c) "B" bottom #1 end flap "XR-1" h/s on a brass case
- (d) "B" bottom #2 end flap "XR-1" h/s on a copper case
- (e) "B" bottom #4 end flap "XR-1" h/s on a brass case
- (f) Same as (d) except a top printing error. Top "3". Brass case



S-5 **.22 SHORT.** Same as S-4, except a different wording on the top. Top "1". "B" bottom. "XR-1" h/s on a brass case. Variations noted:

- (a) #4 end flap warning.
- (b) #2 end flap warning.



S-6 **.22 SHORT.** "GREASED" Top 2, bottom A and flap #1. XR-1 h/s on a brass case.



S-7 **.22 SHORT.** This box has no bullet finish marked on the end or the side. Box is empty, so contents are unknown. Catalog number 300 on end. "A" bottom. #4 end flap warning



# SEARS, ROEBUCK and CO.

## High Velocity STA-KLEAN Issues

L-1 Side



L-2 Side



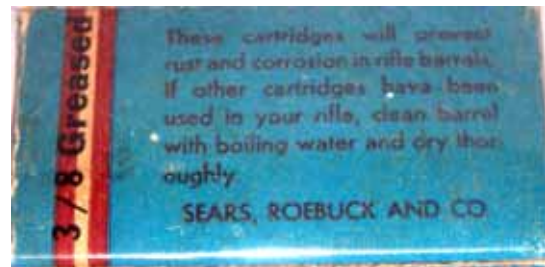
L-3 Side



L-4 Side



L-5 Side



# SEARS, ROEBUCK and CO.

## High Velocity STA-KLEAN Issues

L-1 **.22 LONG.** "LEAD LUBRICATED" White, blue and brown-red box with brown-red and white printing. One piece box with end flaps. Catalog number 301 on the box ends. Top "2". Variations noted:

- (a) "A" bottom #1 end flap. "XR-1" h/s on a brass case.
- (b) "B" bottom #2 end flap. "XR-1" h/s on a brass case.
- (c) "B" bottom #3 end flap. "XR-1" h/s on a brass case.
- (d) "B" bottom. #1 end flap. XR-1 h/s on a brass case.
- (e) "B" bottom. #4 end flap. XR-1 h/s on a brass case.



L-2 **.22 LONG.** "GREASED" End of box marked 3/8 GREASED. This box does not seem to be overprinted. Top "2". "A" bottom. #1 end flap.



L-3 **.22 LONG.** This box has no bullet finish marked on the end or the side. Box is empty, so contents are unknown. Catalog number 301 on end. "A" bottom. #1 end flap warning



L-4 **.22 LONG.** "CADMIUM PLATED" White, blue and brown-red box with brown-red and white printing. One piece box with end flaps. Catalog number 301 on the box ends.



L-5 **.22 LONG.** "3/8 GREASED". Box is over-stamped on sides and bottom "3/8 GREASED". Ends blacked out. Top "2". Bottom. "A".





# SEARS, ROEBUCK and CO.

## High Velocity STA-KLEAN Issues

LR-1 Side



LR-2 Side



LR-3 Side



LR-4 Side



LR-5 Side



LR-6 Side





# SEARS, ROEBUCK and CO.

## High Velocity STA-KLEAN Issues

- LR-1 **.22 LONG RIFLE.** "CADMIUM PLATED" White, blue and brown-red box with brown-red and white printing. One piece box with end flaps. Catalog number 302 on the box ends. "XR-1" h/s on a brass case. Cadmium plated lead bullet with greased lubrication. Top "2"
- LR-2 **.22 LONG RIFLE.** This box had been a Cadmium plated bullet box but the bullet finish has been blacked out and 302 has been added to the sides and ends. "XR-1" h/s on brass case. Top #2. "A" bottom. #1 end flap.
- LR-3 **.22 LONG RIFLE.** This box has no bullet finish marked on the end or the side. Box is empty, so contents are unknown. Catalog number 302 on end. "A" bottom. #1 end flap warning.
- LR-4 **.22 LONG RIFLE.** "LEAD LUBRICATED" White, blue and brown-red box with brown-red and white printing. One piece box with end flaps. Catalog number 302 on both ends. Lead bullets with 1K. Top "2". Variations noted:
- (a) "A" bottom. #1 end flap "XR-1" h/s on a brass case.
  - (b) "A" bottom. #2 end flap "XR-1" h/s on a brass case.
  - (c) "B" bottom. #2 end flap "XR-1" h/s on a brass case.
  - (d) "B" bottom. #3 end flap "XR-1" h/s on a brass case.
  - (e) "B" bottom. #4 end flap "XR-1" h/s on a brass case.
  - (f) "B" bottom. #1 end flap. XR-1 h/d on a brass case
- LR-5 **.22 LONG RIFLE.** "GREASED" End of this box marked 368 GREASED. Side of box also marked CADMIUM PLATED. "A" bottom. #1 end flap warning. Box is empty.
- LR-6 **.22 LONG RIFLE (HOLLOW POINT).** "LEAD LUBRICATED" Same as LR-4, except the box ends have hollow point wording. Catalog number 303 on the box sides and ends. Top "2" Variations noted:
- (a) LEAD LUBRICATED called out on box ends. "B" bottom. #1 end flap warning. "XR-1" h/s on a brass case.
  - (b) Same as (a) above, except #4 end flap warning.
  - (c) No bullet finish called out on box ends. "A" bottom. #1 end flap warning. "XR-1" h/s on a brass case.
  - (d) Like (a) but "A" bottom.



# SEARS, ROEBUCK and CO.

## High Velocity STA-KLEAN Issues

LR-7 Side



LR-8 Side



LR-9 Side



LR-10 Side



# SEARS, ROEBUCK and CO.

## High Velocity STA-KLEAN Issues

LR-7 .22 LONG RIFLE (HOLLOW POINT). "LEAD LUBRICATED". Same as LR-4, except HOLLOW POINT is over stamped on box ends and the 302 of a solid nosed box is blacked out and the end is over-stamped 303 and sides. Top "1". "B" bottom. #2 end flap. This is LR-1 box converted to a hollow point box.



LR-8 .22 LONG RIFLE (HOLLOW POINT). "CADMIUM PLATED" White, blue and brown-red box with brow-red and white printing. One piece box with end flaps. Catalog number 303 on sides and ends. Top "2". "A" bottom. #1 flap. XR-1 h/s on a brass case.



LR-9 .22 LONG RIFLE (HOLLOW POINT). This box has no bullet finish marked on the end or the side. Box is empty, so contents are unknown. Catalog number 303 on end. "A" bottom. #1 end flap warning



LR-10 .22 LONG RIFLE. "~~CADMIUM PLATED~~" This box had been a Cadmium plated bullet box but the bullet finish has been blacked out. On top and ends Catalog number 302 on the box ends. "A" bottom. Contents unknown.





# SEARS, ROEBUCK and CO.

## Blue "J.C. HIGGINS" Issues

S-1 (a)



S-1 (b)



L-1 (a)



L-1 (b)



LR-1 (a)



LR-1 (b)



LR-2 (a)



LR-2 (b)



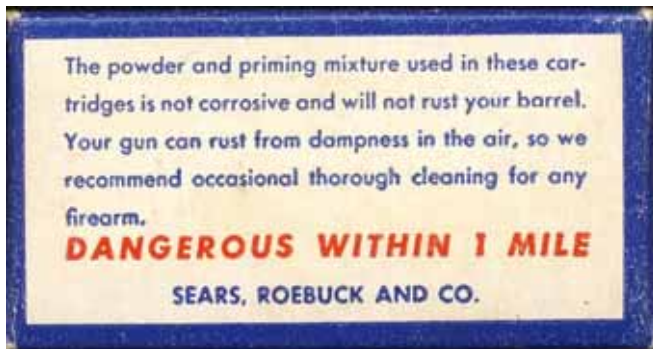


# SEARS, ROEBUCK and CO.

## Blue "J.C. HIGGINS" Issues

The dates of sales of this issue are unknown at this time. These should have been produced by the Federal Cartridge Corporation.

### Box Bottom



### End Flap Warnings

#1

#2



- S-1 **.22 SHORT.** Blue and white box with red and white printing. One piece box with end flaps. Catalog No. 300 on the ends. "XR-1" h/s on a brass case. Lead bullet. Variations noted:
- (a) Light blue box. #1 Flap warning
  - (b) Dark blue box #1 Flap warning
  - (c) Light blue box #2 Flap warning
- L-1 **.22 LONG.** Blue and white box with red and white printing. One piece box with end flaps. Catalog No. 301 on the ends. "XR-1" h/s on a brass case. Lead bullet. Variations noted:
- (a) Light blue box. #1 Flap warning
  - (b) Dark blue box #1 Flap warning
- LR-1 **.22 LONG RIFLE.** Blue and white box with red and white printing. One piece box with end flaps. Catalog No. 302 on the ends. "XR-1" h/s on a brass case. Lead bullet. Variations noted:
- (a) Light blue box. #1 Flap warning
  - (b) Dark blue box #1 Flap warning
  - (c) Light blue box #2 Flap warning
- LR-2 **.22 LONG RIFLE (HOLLOW POINT).** Blue and white box with red and white printing. One piece box with end flaps. Catalog No. 303 on the ends. "XR-1" h/s on a brass case. Lead bullet. Variations noted:
- (a) Light blue box. #1 Flap warning
  - (b) Dark blue box #1 Flap warning

# SEARS, ROEBUCK and CO.

Red "J.C. HIGGINS" Issues

S-1



L-1



LR-1



LR-2

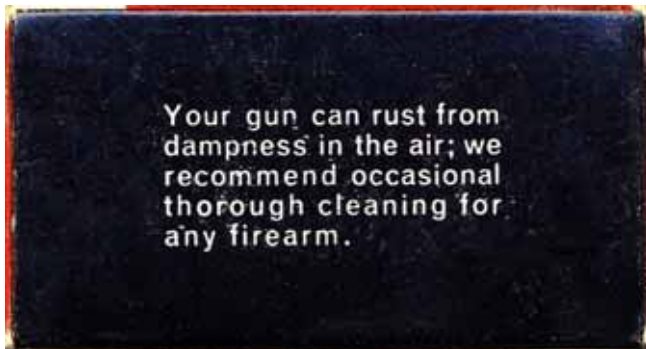


# SEARS, ROEBUCK and CO.

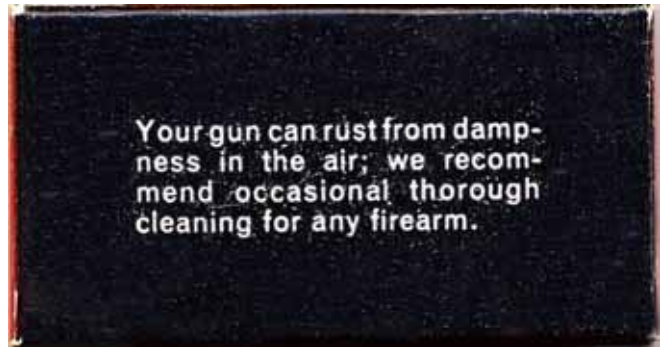
## Red "J.C. HIGGINS" Issues

Dates of sales of this issue are unknown at this time, but date in the late 1950's or early 1960's. This issue was produced by the Federal Cartridge Corporation.

LONG BOX BOTTOM



LONG RIFLE & SHORT BOX BOTTOM



- S-1 .22 SHORT. Red, white and black box with white and black printing. One piece box with end flaps. Catalog number 300 on the box ends. "XR-1" h/s on a brass case. Lead bullets with 1K, 1S.
- L-1 .22 LONG. Red, white and black box with white and black printing. One piece box with end flaps. Catalog number 301 on the box ends. "XR-1" h/s on a brass case. Lead bullets with 1K, 1S.
- LR-1 .22 LONG RIFLE. Red, white and black box with white and black printing . One piece box with end flaps. Catalog number 302 on the box ends. "XR-1" h/s on a brass case. Lead bullets with 1K, 1S.
- LR-2 .22 LONG RIFLE (HOLLOW POINT). Same as LR-1, except for the hollow point wording on the top and box ends. Catalog number 303 on the box ends .



# SEARS, ROEBUCK and CO.

## Copper Plated "J.C. HIGGINS" Issues

S-1



L-1



LR-1



LR-2

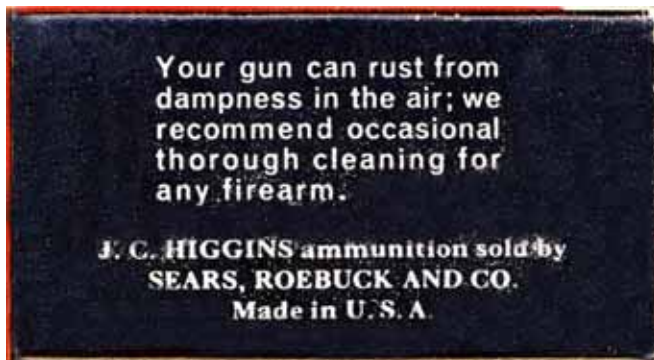


# SEARS, ROEBUCK and CO.

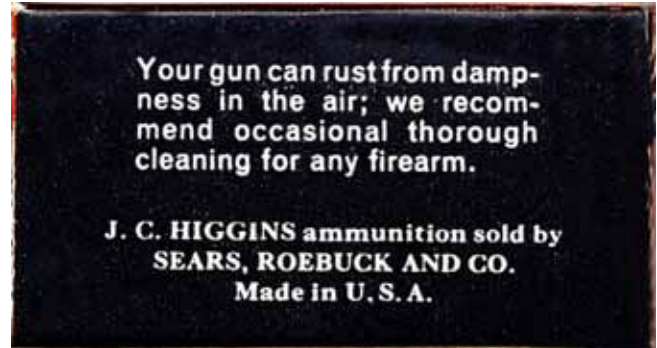
## Copper Plated "J.C. HIGGINS" Issues

This issues seems to have been introduced in the early 1960's. They were produced by the Federal Cartridge Corporation

LONG BOX BOTTOM



LONG RIFLE & SHORT BOX BOTTOM



- S-1     **.22 SHORT.** Red, black and white box with copper, black and white printing. One piece box with end flaps. Catalog number 340 on the box ends. "XR-1" h/s on a brass case. Copper plated lead bullets with 1K,1S.
- L-1     **.22 LONG.** Red, black and white box with copper, black and white printing. One piece box with end flaps. Catalog number 341 on the box ends. "XR-1" h/s on a brass case. Copper plated lead bullets with 1K,1S.
- LR-1    **.22 LONG RIFLE.** Red, black and white box with copper , black and white printing . One piece box with end flaps. Catalog number 342 on the box ends. "XR-1" h/s on a brass case. Copper plated lead bullets with 1K,1S.
- LR-2    **.22 LONG RIFLE (HOLLOW POINT)**. Same as LR-1, except for the hollow point wording on the top and box ends. Catalog number 343 on the box ends.

# SEARS, ROEBUCK and CO.

1962  
Copper Plated Issues

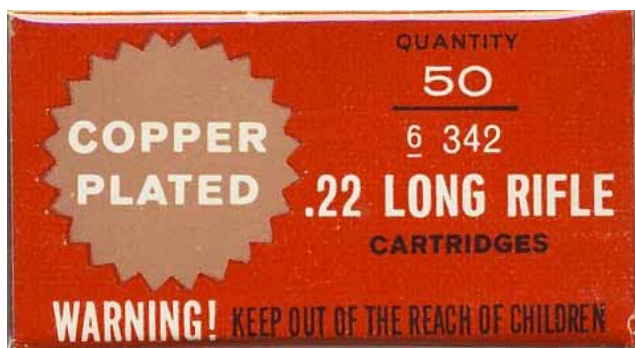
S-1



L-1



LR-1



LR-2



LR-3





# SEARS, ROEBUCK and CO.

## 1962 Copper Plated Issues

As required by the Consumer's Products Safety Commission, a warning to children was added to the top of the box. At this time, the J.C. Higgins name was removed from the box. The "F-8" h/s has been reported to have replaced the "XR-1" h/s in 1964. These issues were produced for Sears by the Federal Cartridge Corporation. No end flap warning has been noted on these boxes.

### BOX BOTTOM

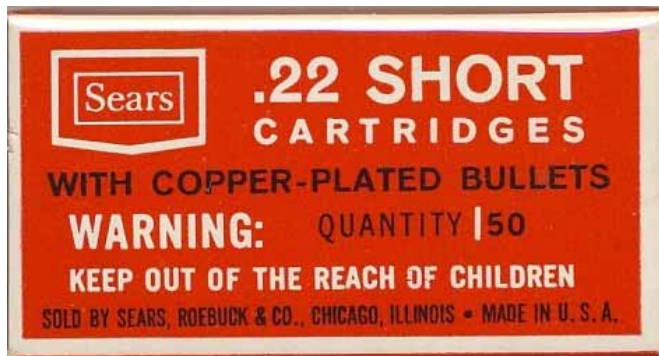


- S-1 **.22 SHORT.** Red, copper and white box with white and black printing. One piece box with end flaps. Catalog number 6 340 on the top and box ends. Copper plated lead bullets with 1K, 1S. Variations noted:
- (a) "XR-1" h/s on a brass case.
  - (b) "F-8" h/s on a brass case
- L-1 **.22 LONG.** Red, copper and white box with white and black printing. One piece box with end flaps. Catalog number 6 341 on the top and box ends. Copper plated lead bullets with 1K, 1S. Variations noted:
- (a) "XR-1" h/s on a brass case.
  - (b) "F-8" h/s on a brass case
- LR-1 **.22 LONG RIFLE.** Red, copper and white box with white and black printing. One piece box with end flaps. Catalog number 6 342 on the top and box ends. Copper plated lead bullets with 1K, 1S. Variations noted
- (a) "XR-1" h/s on a brass case.
  - (b) "F-8" h/s on a brass case
- LR-2 **.22 LONG RIFLE (HOLLOW POINT).** Same as LR-1, except for the hollow point wording on the top and box ends. Catalog number 6 343 on the top and box ends. Variations noted
- (a) "XR-1" h/s on a brass case.
  - (b) "F-8" h/s on a brass case
- LR-3 **.22 LONG RIFLE.** Same as LR-1 except no black line under 50.

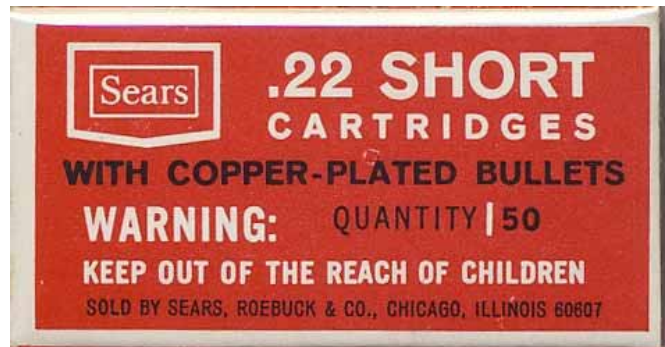
# SEARS, ROEBUCK and CO.

1966  
SEARS in a SHIELD Issue

S-1 Top #1



S-1 Top #2



L-1 Top #1



L-1 Top #2

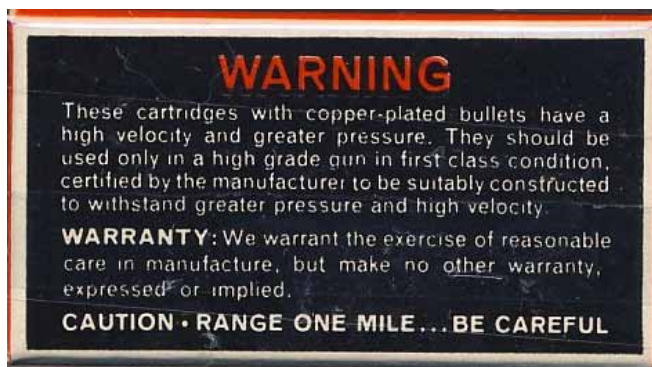


# SEARS, ROEBUCK and CO.

1966  
SEARS in a SHIELD Issue

Sears introduced this new format in 1966, replacing all other issues. Again, these were produced by the Federal Cartridge Corporation. The 5 digit catalog number was introduced in 1968

## BOX BOTTOM



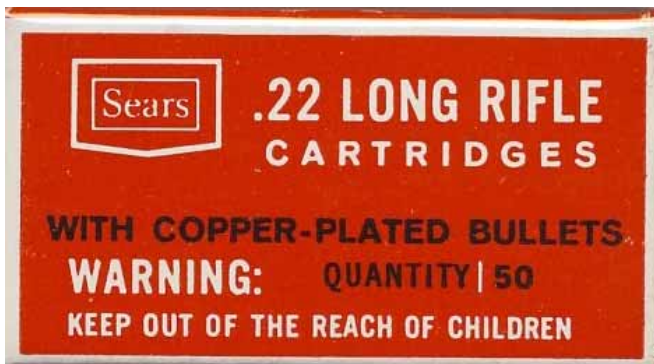
- S-1 **.22 SHORT.** Red and white box with white and black printing. One piece box with end flaps. "F-8" h/s on a brass case. Copper washed lead bullets with 1K,1S. All boxes are Top #1 except for (e).  
Variations noted:
- (a) Catalog number 6 340. Cardboard tray.
  - (b) Same as above, except a plastic tray.
  - (c) Catalog number 56601. Plastic tray.
  - (d) Same as (c) except a cardboard tray.
  - (e) Like (c) except top # 2.
- L-1 **.22 LONG.** Red and white box with white and black printing. One piece box with end flaps. "F-8" h/s on a brass case. Copper washed lead bullets with 1K,1S. All boxes are Top #1 except for (d).  
Variations noted:
- (a) Catalog number 6 341. Cardboard tray.
  - (b) Catalog number 56602. Plastic tray.
  - (c) Same as (b) except a cardboard tray.
  - (d) Like (b) except top #2.



# SEARS, ROEBUCK and CO.

1966  
SEARS in a SHIELD Issue

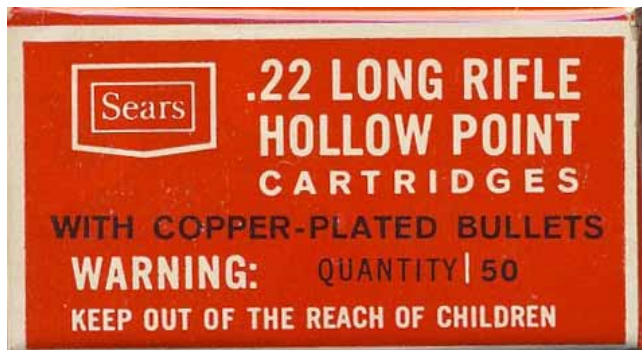
LR-1 Top #1



LR-1 Top #2



LR-2 Top #1



LR-2 Top #2



# SEARS, ROEBUCK and CO.

1966  
SEARS in a SHIELD Issue

LR-1 Side #1



LR-1 Side #2



LR-2 Side #1



LR-2 Side #2



- LR-1 **.22 LONG RIFLE.** Red and white box with white and black print. One piece box with end flaps. "F-8" h/s on a brass case. Copper washed lead bullets with 1K,1S. All boxes are Top #1 and Side #1 except for (d). Variations noted:
- (a) Catalog number 6 342. Cardboard tray.
  - (b) Catalog number 56603. Cardboard tray.
  - (c) Same as above, except for a plastic tray.
  - (d) Like (c) except Top #2 and Side #2.
- LR-2 **.22 LONG RIFLE (HOLLOW POINT).** Same as LR-1, except for the hollow point wording on the top and ends. "F-8" h/s on a brass case. All boxes are Top #1 and Side #1 except for (d) Variations noted:
- (a) Catalog number 6 343. Cardboard tray.
  - (b) Catalog number 56604. Plastic tray
  - (c) Same as (b) except a cardboard tray.
  - (d) Like (b) except Top #2 and Side #2.



# SEARS, ROEBUCK and CO.

1971  
"TED WILLIAMS" Issue

S-1



L-1



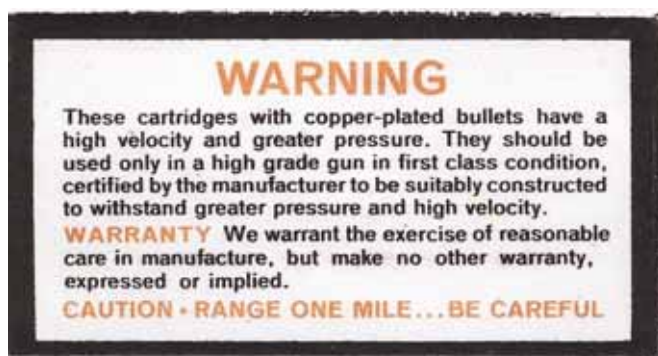
LR-1



LR-2



"A" BOTTOM



"B" BOTTOM



"C" BOTTOM



"D" BOTTOM





# SEARS, ROEBUCK and CO.

## 1971 "TED WILLIAMS" Issue

This issue was introduced in 1971 to honor Ted Williams, the baseball player who was working as a sporting goods consultant to Sears. The first of this issue was produced by the Federal Cartridge Corporation. In 1978, the contract was moved to the Olin Corporation and their Western Cartridge Co. Division.

### 1971 FEDERAL CARTRIDGE ISSUE

This issue featured a large warning on the bottom part of the box top. All of these boxes had a plastic tray. There are no end flap warnings on these loadings. The color of the bullet on the box top is gold.

- S-1 **.22 SHORT.** White and black box with brown, white and black printing. One-piece box with end flaps. Catalog number 56601 on the ends. "F-8" h/s on a brass case. Copper plated lead bullets with 2K,1S. "A" bottom.
- L-1 **.22 LONG.** White and black box with brown, white and black printing. One-piece box with end flaps. Catalog number 56602 on the ends. "F-8" h/s on a brass case. Copper plated lead bullets with 1K,1S. "A" bottom.
- LR-1 **.22 LONG RIFLE.** White and black box with brown, white and black printing. One-piece box with end flaps. Catalog number 56603 on the ends. "F-8" h/s on a brass case. Copper plated lead bullets with 3K,1S. "A" bottom .
- LR-2 **.22 LONG RIFLE (HOLLOW POINT).** Same as LR-1, except for the hollow point wording on the top on the ends. Catalog number 56604 on the ends. "A" bottom.

### "E" BOTTOM



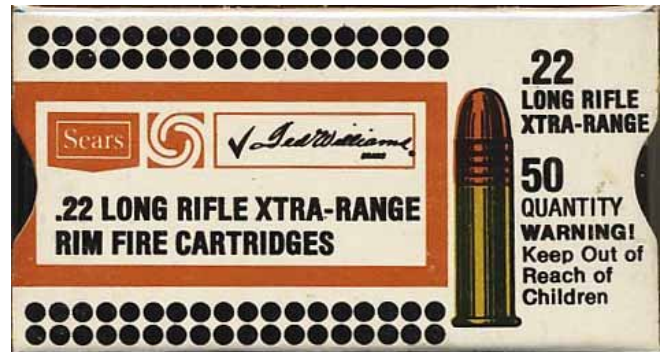
# SEARS, ROEBUCK and CO.

1971  
"TED WILLIAMS" Issue

S-2



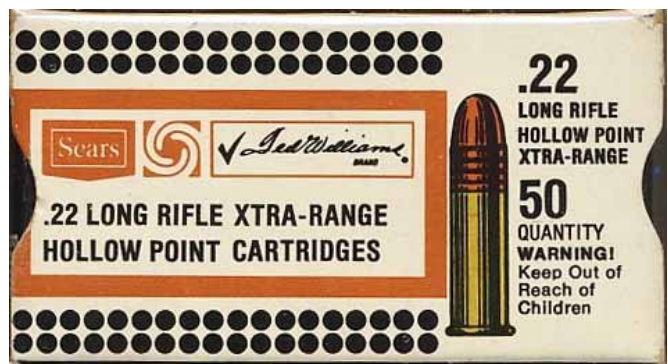
LR-3



LR-3.1



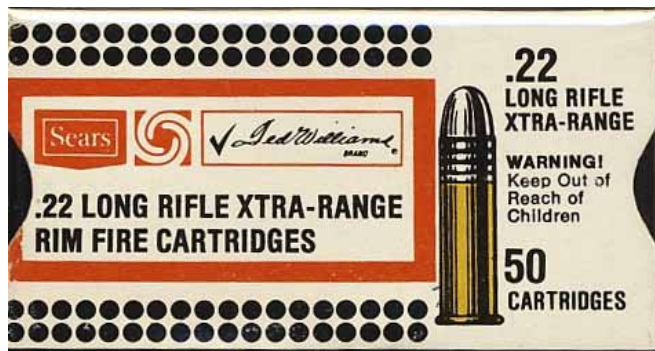
LR-4



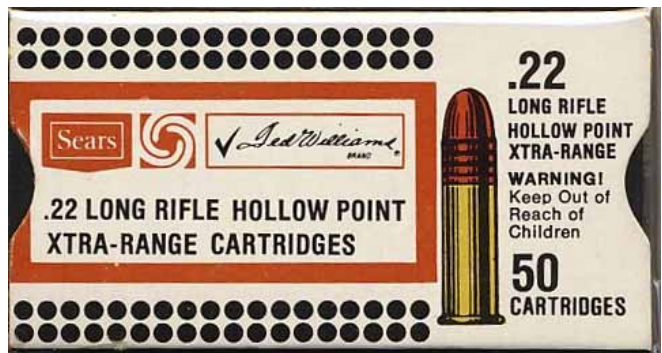
S-3



LR-5



LR-6



# SEARS, ROEBUCK and CO.

1971  
"TED WILLIAMS" Issue

## 1978 WESTERN CARTRIDGE COMPANY ISSUES FIRST VARIATION

This section of this listing carry the same general format, but with some minor changes in the printing and the color of the bullet on the top. A different box bottom is also noted. All noted boxes have a cardboard tray. .22 Longs have been dropped from the product line.

- S-2 .22 SHORT. Same as S-1 except a different printing format to the top. "S-3" h/s on a brass case. Copper colored bullet on the top "B" bottom.
- LR-3 .22 LONG RIFLE. White and black box with brown, white and black printing. One piece box with end flaps. Catalog number 56603 on the box ends. "S-3" h/s on a brass case. Copper plated lead bullets. Copper colored bullet on the box top. "B" bottom.
- LR-3.1 .22 LONG RIFLE. Same as LR-3, except a silver colored bullet on the box top. Catalog number 56613 on the box ends. "C" bottom. 40 grain lead bullet. "S-3" h/s on a brass case.  
Note: Silver colored bullets date from 1979.
- LR-4 .22 LONG RIFLE (HOLLOW POINT). Same as LR-3 above except for the hollow point wording on the top and ends. Catalog number 56604 on the ends. Copper bullet on the top. "B" bottom. "S-3" h/s on a brass case.

## SECOND VARIATION

At some point after the introduction, the format of the box top was changed slightly, the "50" is now at the bottom of the printing.

- S-3 .22 SHORT. Same as S-2, except a different printing format to the box top. "S-3" h/s. 6 56601 catalog code on the box ends. "B" bottom. Black number on right end flap tab
- LR-5 .22 LONG RIFLE. Same as LR-3 above, except for a different format to the box top. Silver bullet on the top. Catalog code 6 56613 on the ends. 40 grain lead bullet. "D" bottom. "S-3" h/s on a brass case.  
(a) Black number on right end flap tab.  
(b) Red number on right end flap tab



- LR-6 .22 LONG RIFLE (HOLLOW POINT). Same as LR-4 above, except for a different format. Catalog number 6 56604 on the box ends. 37 grain bullet. "S-3" h/s. "E" bottom. Black number on right end flap tab.



# SEARS, ROEBUCK and CO.

1979

"RED & WHITE BOX" Issue

S-1



LR-1



LR-2



# SEARS, ROEBUCK and CO.

1979  
"RED & WHITE BOX" Issue

In 1979, Sears introduced their last private label issue. This loading was produced by the Winchester-Western Division of the Olin Corporation. This box was discontinued in the early 1980's

## BOX BOTTOM



- S-1 .22 SHORT. Red and white box with black and white printing. One piece box with end flaps. Catalog number 6 56601 on the top and ends. "S-3" h/s on a brass case. 29 grain copper plated lead bullets with 2K,1S.
- LR-1 .22 LONG RIFLE. Red and white box with black and white printing. One piece box with end flaps. Catalog number 6 56613 on the top and ends. "S-3" h/s on a brass case. 40 grain lead bullets with 3K,1S.
- LR-2 .22 LONG RIFLE (HOLLOW POINT). Same as LR-1, except for the hollow point wording on the top and ends. Catalog number 6 56604 on the top and ends. 37 grain copper plated lead bullets with 3K,1S.