----------------------------------------------------------------

SEARS HOUSES

----------------------------------------------------------------

- Deployed advanced logistics to deliver pre-cut and sized materials to site for a fast erection of housing. 40% of the cost of the house was cut by using pre-sized members.

- 100,000 Houses were built, 370 different designs, latest technology houses were available through mail-in kits, construction services were available but many people built their own with family and friends. This large scale housing was appealing because (1) the quality was high, (2) DIY construction, people like to be involved in the design of their home, but while custom houses are often hard to predict in terms of cost, the Sears houses were financial packages as well as fixed costs that made them more accessible to people, (3) the aesthetics of the houses were not innovative in the terms of design, but were what people wanted and expected from a house.

- Endorsed the nuclear family unit and a very sequential and generic/functional domestic organization.

- Offered financing

- Failed because the profit margin was not high enough, though people were happy with the houses.

----------------------------------------------------------------

Sears, Roebuck and Co., *Sears Modern Homes 1913*, (New York: Dover Publications Inc., 2006).

Katherine Cole Stevenson, *Houses by Mail, A Guide to Houses from Sears, Roebuck and Company*, (Washington DC: The Preservation Press, 1986).

“Sears Historic Homes,” Sears Archives, last modified March 21, 2012, http://www.searsarchives.com/homes/1908-1914.htm.