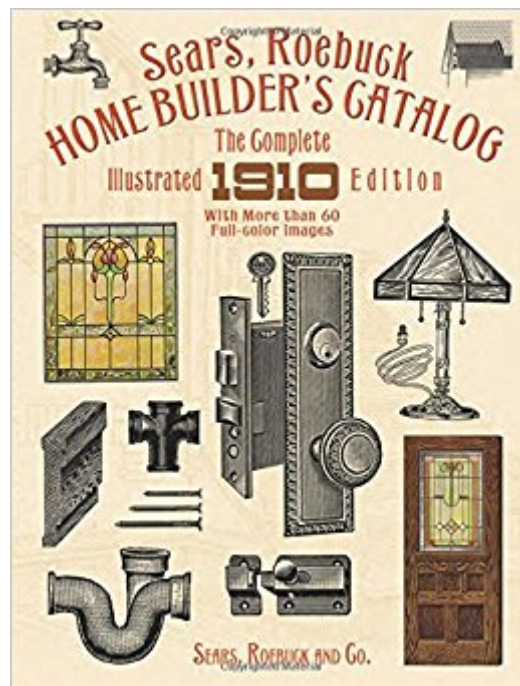




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# Sears, Roebuck Home Builder's Catalog: The Complete Illustrated 1910 Edition



## Synopsis

All across America during the great building boom of the early 20th century, one of the most popular sources for home-building materials, fixtures, and trimmings was the Sears, Roebuck catalog for home builders. This fascinating volume, reprinted from a rare surviving edition of that remarkably comprehensive publication, offers a peerless view of how thousands of Americans approached the practicalities and aesthetics of homebuilding in 1910. A huge selection of materials needed to build and finish an early 20th-century home — lumber, siding, roofing, gable ornaments, interior moldings, oak-veneered front doors, art glass windows, chandeliers, stair balusters, bronze door locks, porcelain-enameled bathtubs, furnaces for hard and soft coal, ornate porch rails and Craftsman china closets among them — are depicted in detailed line drawings with the original advertising copy, specifications, and prices. Leafing through these pages, it quickly becomes apparent just how many readers — and buyers — this extraordinary book attracted. Many of the products and designs are still very much a part of the American landscape, easily recognizable in nearly every community in America today. Students and enthusiasts of American home and home-product design will find this unique publication an authentic and reliable sourcebook of early 20th-century Americana. Anyone interested in renovating houses of this era will find it indispensable.

## Book Information

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## Customer Reviews

A self-proclaimed "mirror of our times, recording for future historians today's desires, habits,

customs, and mode of living," the Sears catalog debuted in 1888.

A good, clear reprint of a fascinating (for some of us) catalogue; color plates are usually reprinted in B&W, but I'm happy to report that the original color pages are reproduced very nicely here. Now if I could only order a few of those \$1.64 per sq ft Art Glass windows & a couple of \$24 oak mantelpieces .....

BUY IT! Buy it for SURE! This is a gem. Tons of stuff in it, like the rolls of 1 1/2 inch lead pipe. Gotta love that!!! I found so much stuff in here that is from the year before my house was born. I uncovered some of this stuff as I replaced leaking plumbing, including the old lead pipe they used for the p-traps. AND I confirmed that my 2-panel doors could actually have been original. (A friend insists they were a '20s remodel.) I also found other old plumbing stuff, and tons of other stuff. I even figured out what used to be on the exterior of the house next door, based on what the stripping company gripe about! A wonderful read at night.

We have a 1912 bungalow and this book is going to come in SO handy as we work at undoing some of the "improvements" that have been done to it over the years. Plus it is just fun to look through. I have had a couple of catalog reproductions in the past that were very poor quality- printed on newsprint type of paper, poorly printed and hard to read or the print being so small as to be nearly unreadable. Such is not the case here. It is a crisp copy on the quality of paper you would hope for in a paperback.

I like history and this time period especially, so I thought this would be a really awesome thing to have. I also have two larger catalogues from this period as well, a Sears & Roebuck and a Montgomery Ward. This catalogue is a nice addition to the collection, but I don't think I would be as thrilled with it as a stand alone piece. It does have a ton of cool stuff in it, but not as much as my big books. Great book, but not my favorite.

A fascinating, authentic resource for authentic renovations and replications in the American Craftsman style(s) and traditions. I thank .com for making this treasure available.

Too bad it's not the original; the pages are very firm. The original catalogues were always left in outhouses for toilet necessities!

I plan on building a new home over the next year and model several of the rooms in the 1910's era style, especially a bedroom with accompanying bathroom and an office. This book gives me the ability to find the items I need, and if I can't find them, I can make them. This was exactly the book I was looking for. Not to mention it is a great way to reminisce about the craftsmanship of a bygone era, or lament the lack of craftsmanship today.

This is a great addition to our replica outhouse which is really a well pump house in disguise. My father worked for Sears for many many years when Sears was the only store to go to. The book has many fascinating items with the prices which I also found interesting. Too bad we can't buy the items of yesterday with the money we now earn. For farmers this book would be a good investment if you want to walk down memory lane.

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