



Sears Catalog House

1403 Omaha Street
1910, Catalog House



Sears started selling catalog homes in 1908 and the concept revolutionized construction methods at that time. Although not the first company to sell catalog homes, Sears sold over 100,000 houses between 1908 and 1940. The buyer received approximately two boxcar loads of materials, accompanied by detailed plans and construction information.

The Sears Catalog House was constructed based on a floor plan that was the precursor of a home that was later called the "Clyde." Catalog houses such as this made home ownership much more possible for many families across the country.