

Acklin, Tim

From: Ann Servais <alanmel@yahoo.com>
Sent: Wednesday, February 16, 2022 6:33 AM
To: Acklin, Tim
Subject: Fw: Sears Home Builder Catalogs

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Hi Tim, Sorry this has taken me so long to get to you but I have been without a computer for 3 years.

Below are some of the links that we found about my home - San Jose.

I will send the Historic Landmark Nomination Form to you through snail mail along with the ad in the Home Builders Catalog which is the catalog that the Sears Homes were sold out of.

Under #7 to answer under significance:

My home is a catalog home from the sears Roebuck and Co. "home builders catalog" and was only in the Catalog for 3 years. The design in the catalog shows a stucco exterior but whoever built my home in La Crosse used brick. Some of the brickwork is very unique I believe to this area.

Below is information from "Ask the Tribune" about 2326:

Question: What is the history and architecture of the house at 2326 Madison St., in La Crosse? It has a rather unique entrance that looks like it could have once been a part of a church or something?

ANSWER: This house first appears in the City tax records and water tap records in 1929. Tax records indicate it was the first house built on the block and the first owner was Charles Felber, President of the ER Barron Co. Felber owned several lots in the Cargill and Brayton subdivision where this house is located. Mr. Felber did not live in the house. His obit states that his permanent residence was in Miami, FL since 1922. After Mr. Felber died in 1930, the house was sold to Charles Moore who rented the house to others. The La Crosse City Directories show that Reinhold and Katharine Schultz lived in the home from 1932 - 1948. Reinhold was superintendent of the local state employment office and served with other civil service agencies. Several other renters lived in the house through 1955. No obit was located for Charles Moore, cemetery records indicate he was buried in the mausoleum in Oak Grove in 1944. Myrtle Moore, daughter to Charles owned the property until 1955. Tax records show the house was then purchased by Raymond and Angeline Becker in 1956. The Beckers were the first family who both lived and owned the house.

There were approximately 360 homes sold from the Sears Roebuck, Co., (Home Builders Catalog). Some kits were never purchased and some are very rare. The house I purchased on 2326 Madison is rare. Basically, it was in the catalog for sale from 1928, 1929 and 1930. There were 7 San Jose's built in the United States- 4 of them were stucco and 3 were brick. But a few years ago one of those brick houses were demolished and now there are only 2 brick San Jose's. One of them is my house located at 2326 Madison Street., La Crosse. One of the interesting facts about these catalog homes is that the kits were sold out of the catalog but the buyers had to have their own lots to build on. If the home owners ever defaulted on their monthly payments, Sears could seize the house AND the lot. That's interesting to think that around the depression time a company could do that to homeowners, but that was a different world back then. The floor plans are basically the same inside except for a little tweaking here and there and some of the information about my house is puzzling as to why the interior used brick for the fire place, etc. The last link on this page (searshouseseeker) has many pics of the San Jose and my house is in that link as well. Unfortunately, the city of La Crosse archive department doesn't have the "Home Builders Catalog" but there are 2 found in Wisconsin. One being at the Wisconsin Historical Library in Madison, WI and the other is located at Parkside college in Kenosha, WI.

Thanks Tim for your help with this. Again, I will be sending you my request for Historical Landmark Nomination Form through snail mail. If you require any of the tax record information or anything else I was able to find at the library, please let me know and i can drop them off one day.

Have a great day and we will talk soon.

Ann Servais
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From: Jenny DeRocher <jderocher@lacrosselibrary.org>
To: alanmel@yahoo.com <alanmel@yahoo.com>
Sent: Tuesday, January 11, 2022, 01:51:47 PM CST
Subject: Sears Home Builder Catalogs

Try this link for full catalogs: <https://www.searshouseseeker.com/2015/07/catalogs-online-sears-radford-gordon.html>

This link for limited resources about Sears catalogs: <http://www.searsarchives.com/>

Perhaps this catalog from 1936 is of interest: <https://dahp.wa.gov/sites/default/files/ModernHomessears1936.small.pdf>

More information specifically on San Jose model:

<https://searshomes.org/index.php/2012/04/30/do-you-know-the-way-to-san-jose/>

<https://www.searshouseseeker.com/2020/03/a-pretty-sears-san-jose-in-brigantine.html>

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