

End Note

The Next Great Thing— Then and Now

The American obsession with the “latest and greatest” has been a part of the cultural landscape for a very long time. Though separated by nearly a century, the two innovations presented below reflect the same spirit. The OQO pocket-size personal computer won *PC Magazine’s* Technical Excellence Award (January 2005)—it promises to put the world in your pocket. The catalog page alongside it appeared in the 1908 Sears Modern Homes Catalog, and it offered the opportunity to mail-order your new home right out of the pages of America’s greatest wish book—it promised to help you find a place for your world.

\$1,995⁰⁰ and Our FREE BUILDING PLANS
WILL BUILD, PAINT AND COMPLETE, READY FOR
OCCUPANCY, THIS MODERN NINE-ROOM BRICKWOOD HOUSE
HOW TO GET ANY OF OUR PLANS FREE FULLY EXPLAINED ON PAGE 2.



Modern Home No. 52
Retail \$1,995

- ◆ Spacious 2-floor home measuring a generous 47 x 27 feet.
 - ◆ Nine good-sized rooms and an attic.
 - ◆ Nineteen modern sash windows.
 - ◆ 27-foot porch with roof and milled pillars.
- ◆ House is designed to be heated with very little expense—soft coal, hard coal, and steam heat options available.
 - ◆ Handsome cement-block exterior.
- ◆ Mail-order from Book of Modern Homes Catalog from Sears.



OQO Pocket Computer
Retail \$1,999

- ◆ A fully functional PC that measures a mere 4.9 x 3.4 x .9 inches.
 - ◆ Large capacity 20GB hard drive.
 - ◆ Microsoft Windows XP Professional.
 - ◆ Handy slide-out QWERTY keyboard.
- ◆ Lithium polymer battery with LED fuel gauge.
 - ◆ Sleek magnesium alloy case.
 - ◆ Order online at www.oqo.com.

If you're wondering how successful the two companies have been, OQO is new with its version 01 offered this year. Sears, on the other hand, had a successful 32-year run with their catalog houses, eventually selling more than 100,000 of the 447 different styles they designed. Many are still standing in neighborhoods across America. The catalog can be viewed at www.searsarchives.com/homes. ■