

March 2007 New Book Released - Portable and Prefabricated Houses of the Thirties - The E. F. Hodgson Company 1935 and 1939 Catalogs - Unabridged Reprint

The E. F. Hodgson Company was "America's First Prefabricator" before Sears and Montgomery Ward entered the market. E. F. Hodgson used unique magazine advertising and catalogs to sell their portable prefabricated homes and then ship them by railroad to their new owners. Famous families from around the world, like the Rockfellers or the Queen of Belgium, purchased Hodgson Homes.

Why tell the story about E.F. Hodgson Company?

Today prefabricated homes are a multi-billion dollar business, although they have been around for a long time. People know all about Sears and Montgomery Ward but no one knows that the E. F. Hodgson Company was "America's First Prefabricator." The reproduced catalogs in this book are awesome to read or even just to scan for anyone who is interested in historical prefabricated and portable homes. These catalogs present real customer testimonials from around the world. This small company, the E. F. Hodgson Company, pioneered selling homes through creative advertising and mail-order catalogs and influenced how companies today use advertising and catalogs to sell products. The homes shown in the Hodgson's catalogs were shipped to customers by rail and either assembled by the customer or by a contractor. This book is just a fun book to read.....

The authors Paul H. Tedesco and James B. Tedesco

