

LEAD INDUSTRIES ASSOCIATION

Graybar Building, 420 Lexington Avenue
New York, N. Y.

October 31, 1935.

To Members of the Lead Industries Association:

Subject: Conference of Manufacturers' Housing
Display Council, Washington, D. C.

At the invitation of Mr. Peter Grims, Assistant to the Secretary of the Treasury, I attended a housing conference in Washington of what is known as the Manufacturers' Housing Display Council on Wednesday, October 30, 1935.

The Manufacturers' Housing Display Council consists of a group of industries which are cooperating with the Treasury Department and the Federal Housing Administration for the stimulation of the building industry. The meeting was well attended by representatives of the cement, copper, glass, iron and steel, plumbing goods, electrical goods, brass, wall paper, lumber, nickel and many other large industries, some fifty representatives being in attendance.

In opening the meeting, Mr. Peter Grims stated it was not the purpose of the Government to act as a "wet nurse" for the building industry, or to provide it with any "gravy" for promoting its interests, but that it desired to work hand in hand with industry to stimulate building, believing that this was the best means of restoring employment in private industry.

The program of the Manufacturers' Housing Display Council contemplates the promotion of housing shows to be held throughout 1936 in various parts of the United States. It is proposed to begin in the middle of January with five housing shows in order to test the feasibility of the project. The following six cities, (five to be chosen) were suggested as a testing ground:

Atlanta, Georgia.
Houston, Texas
Louisville, Kentucky.
Miami, Florida.
Richmond, Virginia.
San Antonio, Texas.

Objection was expressed at the meeting to the selection of these Southern cities, the feeling being that the initial test should be made in a more diversified selection of cities. Although the Chairman made the statement that the five exhibitions would run simultaneously, this was also objected to on account of the expenses involved. I believe that the feeling, as expressed at this meeting, will result in the shows being held consecutively in five different cities.



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The Council carefully considered a report of its Executive Committee, outlining the establishment of the proposed shows which is intended to make certain that they will be conducted on a high plane with no circus atmosphere present.

Mr. Creviston, of the Crane Company, who acted as Chairman, in winding up the meeting, stated that he estimated some 150,000 housing units would be built in 1936, about twice as many as will have been built in 1935.

No action was taken at the meeting as to how many industries would participate in the shows or as to the cost. It is presumed that these matters will now be developed.

My purpose in attending the meeting was, of course, to act as an observer and to keep abreast of this semi-governmentally sponsored development. I would like to know, however, whether this particular project is of interest to any of our members individually or collectively. The lead industry serves building trades with many products, principally white lead, red lead, sheet lead for roofing, flashing, ornamental purposes and shower pans, lead piping for plumbing, solder for sweated joints and calking lead for plumbing.

If this show movement appeals individually to any manufacturing member, he is urged to communicate directly with Mr. Peter Grimm.

For your convenience, there is attached a synopsis of the proposed Home Show program.

Respectfully yours,



Secretary.

Lead Industries Association
420 Lexington Avenue
New York, N.Y.

RESUME OF PROPOSED HOME SHOWS

Sponsored By

MANUFACTURERS' HOUSING DISPLAY COUNCIL

The purpose of the Home Shows is to foster the desire for home ownership and to stimulate the sale of building materials and equipment.

Shows will be approved by the Federal Housing Administration.

Local distributors will be expected to carry major portion of financial burden.

Membership of Manufacturers' Housing Display Council is limited to manufacturers.

The Government to construct displays to provide central feature in educating the public on home ownership.

1. All shows will feature both modernization and new construction.

2. All shows must be actively sponsored by the local Federal Housing Administration Better Housing Committee, and the support and cooperation of the following local groups must be enlisted:

- (a) Real Estate Board
- (b) Chamber of Commerce
- (c) Construction Industry
 - Architects
 - Contractors and Builders
 - Material and Supply men
 - Building Trades Council
- (d) Garden Clubs and Womens' Clubs
- (e) Park Board
- (f) Local utility Electric League or organization of electric appliance merchandisers.
- (g) Florists.
- (h) Landscape architects and nurserymen.

3. Full attention must be given by the local sponsors to the reduction of space rental rates to the lowest possible minimum.

4. The promoter or manager of a home show should be experienced in this type of exposition. His plans must be submitted to the Exhibition Unit of the Federal Housing Administration at Washington, D. C. for approval.

5. Participation should be adequate to represent the major interests of the industry and limited to manufacturers and distributors of building materials and equipment and home furnishings and no over-the-counter deliveries are to be allowed. This regulation does not apply to that section of the exhibit devoted to food and refreshment stands.

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6. Duration of the show - minimum of 8 days with the exception of cities of 500,000 or over and optional up to 15 days, which is to be the maximum duration of the Show.

7. Admission Charge - Minimum 25¢ - Maximum 40¢.

8. No solicitation should be made on the part of the exhibitors in the interest of a prize or contest that might involve a prize. No contest will be in order except contests that will be instrumental in the promotion of the building industry.

9. Committee believes that in order for a show to be successful it must be timed. In this connection, it was unanimously agreed by the Committee that an analysis be made by the Federal Housing Administration of the various locations and the FHA should utilize all statistics available in order to arrive at an intelligent conclusion as to locations and the Committee will be guided by such selections. It is the recommendation of the Committee that careful standards be set up for each show so that each one will get a fair trial.

10. The addition of a model house to an exhibit such as the Committee is experimenting with necessarily means additional expense and is, therefore, entirely a local matter being dependent upon local conditions.

11. It is recommended that local committees sponsoring housing shows adopt a directing organization somewhat like the following:

Managing Director
Assistant Director
Exhibit Director

(The above three people to be "professionals" familiar with exposition problems.)

Architectural Director
(A local architect probably put on a salary basis for this job.)

Master Builder
(Local builder who would serve as a consultant together with the Architectural Director.)

A Board of Directors should be established to cooperate with this management group with one or perhaps two representatives of each of the following groups:

Real Estate Board	Chamber of Commerce
Architectural League	Construction League (Or
The Florist Group	similar organizations
Garden Clubs Group	using other names).
Park Board	Other organized groups in
Mill and Lumber	the construction industry.
Dealers Associations	
Local Utility Electric League or organization of	
electric appliance merchandisers.	

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From this group of directors, officers should be chosen and it is suggested that a President, 2 Vice Presidents, a Treasurer and a Secretary be elected.

In addition to the above skeleton organization, the local Federal Housing Administration Office and Better Housing Committee should, of course, be actively represented in all administrative matters.

12. All shows to be approved by the Council shall use the educational display material made available by the Federal Housing Administration.
13. All shows are to be strictly local in character.
14. In order to make the advertising and other promotion work intended to build attendance for the show effective, the Committee suggests that the promoters of the show arrange for all such matters and that the so-called cooperative advertising between manufacturers and local distributors be not a part of it except for those manufacturers who now have a national plan of this nature in effect.