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OPERATING MANUAL  
FOR CONDUCTING A LOCAL MODERNIZING CAMPAIGN

(Prepared by the Advisory Committee on  
Reconditioning, Remodeling, and Modernizing,  
Division of Building and Housing.)

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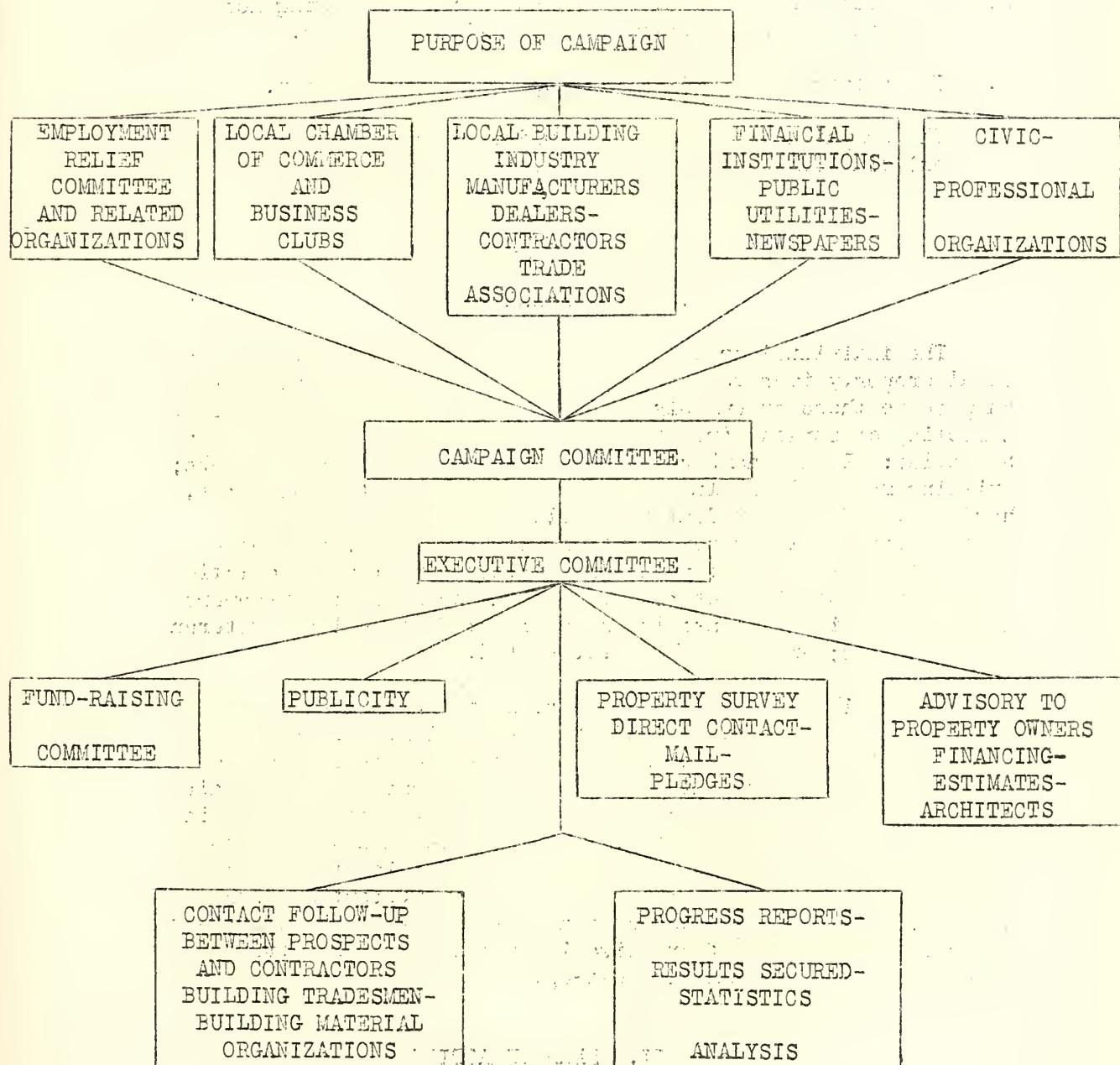
## INTRODUCTION

This manual is intended to assist cities and towns to develop working programs with major objectives of (1) providing work to those directly and indirectly involved in the modernization and repairing of homes and other properties; (2) helping individual home owners and rental property owners to keep up their property values by making needed repairs and improvements during periods of prevailing low costs; (3) in general to promote community clean-up and beautification activities.

The information contained herein is based on a careful study of successful home modernizing campaigns conducted between January 1 and December 31, 1932, in some 82 cities in the United States, which reported expenditures by property owners of approximately 66 million dollars for labor and materials resulting directly from these community improvement activities.

More detailed information will gladly be furnished to those interested, in so far as it is available, by the Committee on Reconditioning, Remodeling, and Modernizing of the Bureau of Standards, Department of Commerce.

ORGANIZATION CHART



### PURPOSE OF CAMPAIGN

1. To stimulate employment and business.
2. To assist in maintaining property values by making needed improvements and repairs at prevailing low costs.
3. To encourage community clean up and beautification.

The campaign organization should maintain active contact with existing employment relief or related organizations.

### ORGANIZATION PROCEDURE

#### I. PRELIMINARY STEPS

The individual or organization interested in initiating a local property improvement campaign should briefly explain the purpose to those presumably interested, by letter or otherwise. A meeting of persons from the following local groups should then be called: Local chamber of commerce and other business clubs; building material and lumber dealers and manufacturers; paint, hardware, and similar dealers; building contractors, sub-contractors and labor representatives; architects; insurance and real estate agents; banks and building and loan associations; local public utility interests; trade associations; newspapers and local radio stations; luncheon clubs; fraternal and veteran organizations; and any others interested.

If possible, a temporary chairman and secretary should previously be selected to conduct this meeting. Several authoritative speakers should be appointed to present the need of carrying on a civic-minded community modernizing and repair campaign, and to furnish data on beneficial results secured in other cities over the country. It should be emphasized that this proposed local effort will be successful in direct measure to the amount of cooperation given by the contributing organizations. The interest expressed at this meeting should largely determine the extent of organization which should be attempted in establishing the campaign set-up.

#### II. PLAN OF ACTION

After this meeting, it should be relatively simple to choose a representative group as members of the general campaign committee, from which should be selected the executive committee, preferably from among the leading business organizations. The business group represented on the campaign

committee should be asked to contribute a nominal sum to cover campaign expenditures, and the Fund-Raising Committee should solicit others not present.

(Note: A study of twenty typical cities where successful improvement campaigns have been conducted, where the population ranges from 10,000 to 300,000, shows campaign expenditures varying from \$100 to \$5,000, and an average per capita expense of less than two cents producing an average per capita investment in property improvements of \$14.)

#### Duties of Committees

##### 1. Executive Committee

This administrative body of the campaign should be responsible for carrying out all the details of the campaign organization and particularly to centralize the work of the various other committees so as to furnish the necessary leadership of the whole activity.

##### 2. Fund Raising Committee

This committee should be composed preferably of representatives of the different groups active in the campaign. It will determine the estimated budget required to carry on the local improvement drive and directly sponsor the solicitation of necessary funds, through correspondence and personal contact. Solicitation should include organizations materially benefiting from the campaign, particularly local building material and lumber dealers and manufacturers; contractors; merchants handling tools, home equipment, and remodeling materials; and other interested organizations. Every business organization should be welcomed as a contributor, regardless of its size. In some communities extra campaign funds have been raised through benefit amusement programs. Successful campaigns have been organized in various cities with individual contributions ranging from \$5 to \$500.

##### 3. Publicity Committee

This committee should include members trained in newspaper and publicity work. It should supervise the preparation of news stories, radio talks, and advertising copy on modernizing for the local newspapers. Live news stories about the campaign activities should appear prominently and frequently in the papers. They should include news items regarding owners who are modernizing their property and photographs showing the progress of the work. Placards or neat window cards may be used at all modernizing jobs to stimulate public interest. Billboards, theater screens, store window cards, and truck placards are other publicity mediums used for spreading the movement.

Some communities have stirred local enthusiasm through public mass meetings, float parades featuring present low costs of building materials and equipment, and with huge thermometers or dials prominently displayed.

Sample proof sheets of newspaper advertising, window emblems, suggested radio talks, statistical news stories, and other publicity suggestions may be obtained from the Committee on Reconditioning, Remodeling, and Modernizing. (See samples of material pages 11 to 35)

Public interest in the property improvement campaign has also been developed in various communities by having campaign speakers address luncheon and civic community clubs; by urging, in the churches, the cooperation of the public; and through conducting competitive essays in the local junior and senior high schools. As expressed by one campaign organization: "Every possible means of reaching the public and creating a condition of house consciousness was utilized."

Effective public interest has been aroused in some localities through "before" and "after" modernized demonstration homes. These houses have been remodeled, from plans carefully developed by local architects, and then made available for public inspection. A particularly interesting demonstration may be held where it is possible to find two homes close together and practically identical, and both in need of improvement. The improvements may be completed in one house only and the other used as a "before" illustration. Cooperation of the owners in permitting such demonstrations can generally be secured by the committee through concessions made on costs of materials for prospective work.

The committee may also use a home inspection plan and notify home owners that free inspection service is available to them, and that a written report, signed by the committee, will be delivered to them after careful inspection has shown certain needed home improvements or repairs. This service can well be managed through the Advisory Committee, and in turn handled through representatives of building material companies or contractors. They should be instructed, however, that this is a home service and not a direct sales approach.

When the inspection report is delivered to the home owner, permission may be secured from him to have a dealer's or contractor's representative call to offer cost information and other specific advice. These prospects should be turned over to the Contact Committee for assignment to the proper business concerns.

4. Property Survey Committee

This committee should include real estate men, building material and equipment dealers and manufacturers, leaders in past community drives, and other members particularly familiar with home properties in the community. Careful consideration should determine the best method of conducting an intensive house and small commercial property canvass. This property check-up has been handled successfully in other cities by the following methods:

(a) Through mailing check cards, listing suggested repairs and improvements, from campaign headquarters to a selected list of home owners, briefly explaining the purpose of the campaign. The citizen is asked to check, sign, and mail the self-addressed return card.

(b) Asking students in public schools to carry home check list cards, each with a tear card to be returned to campaign headquarters, through the schools.

(c) Making a systematic house-to-house canvass, using voluntary workers, equipped with pamphlets listing suggested repairs and improvements and pledge cards to be signed by home owners. Communities have carried out this city-wide home canvass by several means, examples of which are as follows:

Dividing the city, according to school or other districts, and making house-to-house calls through district assigned members of local women's clubs, veteran service organization members, junior chamber of commerce members, city employees, junior scouting organizations, neighborhood clubs, unemployed salesmen, office workers, and others available for this work.

When the group to make the house canvass has been chosen, the members should be well posted on the purpose and aims of the canvass through advance and daily campaign meetings conducted along the same general lines as other community drives. The effective organization of this group of voluntary canvassers, strongly imbued with a sense of civic responsibility, and intelligently familiar with the proper approach in urging home owners to make needed improvements, is of primary importance in assuring a successful campaign. The home improvement pledge cards, secured by the voluntary workers from home owners, should be turned over to the Executive Committee for careful indexing and proper follow up by the Contact Committee.

### 5. Advisory Committee

This committee should include members from local banks and building and loan associations, contractors and dealers familiar with local costs of home improvements and repairs, and architectural and engineering societies, or individual representatives who will furnish advice to prospects on proposed improvement plans. One of the important duties of this committee is to work out the best possible method for making extended payments possible to responsible owners for needed improvements. This has been accomplished in other communities through loans made by existing financial institutions cooperating in the campaign; by establishing special loan funds handled through interested business organizations; and in some cases by material supply dealers financing the jobs on a series of short-term notes. In some localities corporations have instituted loan funds for home improvements limited to their own employees. In other cases contractors have financed work in their field. In some of the smaller communities a type of honor system has been used successfully. One town set up an "Honor Loan Organization," incorporated to engage in home loans. Different persons interested agreed to be responsible to the corporation up to a certain amount of money for the payment of any loans approved by the Honor Loan Committee. No person was allowed to borrow over \$200.

In a number of communities these committees strongly emphasized to all the local financial institutions the desirability, from a business standpoint, of making credit available for improvements to responsible home owners. It was also pointed out that, wherever possible, requests for curtailment of mortgages should properly be reconsidered by the bank when needed improvements, which would add to the value and "desirable risk" features of the property, were intended.

This committee should be prepared to offer sound advice to home owners on proposed improvement plans, to assure that intended projects would be wise economically as well as increase family comforts. In general, it should undertake to see that the movement as a whole is carried on with the most scrupulous regard for the best interests of the home owners, and to guard against individuals being induced to go ahead with work of an extravagant or architecturally undesirable character.

This committee should also be prepared to furnish estimates of costs covering proposed repairs or improvements, and it may prepare an estimated price list, subscribed to by local contractors, covering a number of the more common home improvements. If such a list is used it should be available to the Survey Committee for general distribution. (Note: A list of

government publications of special interest to home owners may be secured from the Committee on Reconditioning, Remodeling, and Modernizing.)

#### 6. Contact Committee

This committee, preferably, should include members representative of all the business organizations interested in the campaign. The responsibility of carefully handling the pledge cards so as to protect home owners against indiscriminate solicitation, to distribute fairly requests for contractors, and yet to secure the largest possible amount of employment and business, rests on its shoulders.

In some communities this committee may sponsor a census of unemployed building tradesmen, making the lists that are compiled available for the jobs resulting from the campaign, through a local existing employment bureau or one set up by the Campaign Committee.

The home improvement pledge cards require careful indexing to divide them into their proper classifications. Some owners request that a preferred contractor call; others ask for a qualified workman to make some small repair; and others merely list needed improvements and state that the representative of a material dealer or contractor may call on the owner to offer specific information and suggestions.

Each classification of cards will require prompt action by the Contact Committee. In some communities, these cards, listing needed improvements with permission for the representative of a material or equipment dealer or contractor to call, may be assigned in rotation to contributing members in those lines of work, and a sales representative and contractor may call on the owner together. Where permission is not given by the property owner to have the representative of a business organization call, a follow up may be diplomatically made by the committee to secure this permission, pointing out to the home owner the fact that no obligation will be incurred, and that the information secured will be helpful for future planning even if no work is to be undertaken at once.

It is also the duty of the Contact Committee to emphasize to all the committee members that while every effort is made to distribute equitably the request cards from home owners for information, it is physically impossible to assure each member an exact share of the prospective business. In fact, contractors and dealers who are not cooperating in the campaign are practically certain to benefit by it. Instead of letting such items receive undue attention, however, the point to stress to all concerned is that this is a civic improvement program, which will, in addition to securing direct business

and employment during the campaign, have a strong beneficial influence in making citizens of the whole community conscious of the desirability of attending to needed repairs and improvements periodically and thereby securing them as sound prospects for continuous purchases of labor and materials.

### 7. Progress Committee

This committee, preferably, should include members experienced in business statistics. A careful record should be kept of all matters pertaining to the campaign, a report should be prepared, showing methods used in the campaign organization, and estimated results secured in terms of business and employment. Recommendations could also be included in the report for future reference and guidance.

If it is practical to do so, it is desirable to keep an estimated record of improvement and repair jobs classified as to kinds of jobs, materials, and equipment, in proportion to the work resulting from the campaign. For example - in one of the large mid-western cities such a record shows the following classification of materials and trades employed in its modernizing campaign, describing work under way, or under contract, between March 14 and April 23, 1932:

Carpenter work .....	\$348,772.92
Painting .....	150,030.00
Interior decorating .....	136,244.87
Plumbing .....	119,348.28
Masonry work .....	98,084.00
Roofing .....	79,475.04
Electrical .....	39,561.50
Cement work .....	29,478.00
Plastering .....	26,850.90
Flooring .....	17,923.75
Landscaping .....	16,459.00
Heating .....	15,637.00
Sheet metal .....	8,730.50
Total -	\$1,086,595.76

Such a report is particularly important as a guide for other communities interested in conducting similar activities.

### III. MATERIAL USED BY LOCAL COMMITTEES

The following material represents samples of publicity and pledge cards used in various community modernizing campaigns:

Example 1. Self addressed card used for distribution through school students and returned to campaign committee through school. This campaign used the "Create Employment" appeal.

\_\_\_\_\_, July 18, 1932

Dear Fellow Citizen:

The Chamber of Commerce, in collaboration with other agencies, is sponsoring a Building Modernization Campaign. The purpose of the drive is to create work for unemployed building craftsmen through a campaign of publicity and advertising in an effort to get owners of homes and other property to repair, remodel or modernize such structures NOW. Building materials are at least 20% cheaper now than for many years, experienced and skilled building artisans are plentiful, and they need the work. If given employment now, it will reduce very considerably the amount of money which the citizens of \_\_\_\_\_ will be called upon to subscribe and pay out for relief for the unemployed in our city next winter.

Will you, as a citizen of, and a civic booster for our city, fill in the accompanying card, and return it to the school through which this communication reached you.

In this way you will be aiding very materially in this campaign, and your assistance will be greatly appreciated.

Cordially yours,

\_\_\_\_\_  
Chamber of Commerce.  
\_\_\_\_\_  
Secretary-Manager.

(Tear here)

-----

Do you own the home in which you are now residing? \_\_\_\_\_  
If not, give name of party or owner from whom you rent \_\_\_\_\_  
What repairs, remodeling, or modernization is necessary in or on your home to make it modern? \_\_\_\_\_

If there is any other property, such as a garage, stable, shed, etc. on the premises you occupy, which needs repairs, tell what repairs are needed. \_\_\_\_\_

If you own any property, do you need or want financial assistance to repair or remodel it? \_\_\_\_\_

Date \_\_\_\_\_ Name \_\_\_\_\_  
Address \_\_\_\_\_

Name of School \_\_\_\_\_

To be returned to school through which it was received for  
Chamber of Commerce.

Example 2. Self addressed card used by contractors and dealers to report work undertaken by home owners to local campaign headquarters. (4 by 6 in. card)

Modernizing Bureau Date \_\_\_\_\_

Gentlemen:

This will advise you that modernizing, repair or reconditioning work is being undertaken by:

Name \_\_\_\_\_  
Address \_\_\_\_\_

We would like to receive all proper publicity in connection with this job of

State type of work

### Subscriber

Example 3. Letter sent by Property Survey Committee to home owners who are starting work, as reported by contractors or dealers. A service star emblem or suitable placard for display during the campaign is also inclosed.

## Modernizing Bureau

Dear Sir:

We are very pleased to know that you are undertaking modernizing work at this time. An effort of this kind in supplying employment is the finest type of civic service. We are, therefore, sending you an unemployment relief emblem, which we hope you will post in your window or in some other place where it will be equally well displayed, as an evidence of your contribution to those who are in need of work.

By displaying this you will set an example to all who see it, which may induce others to join in the unemployment relief work of the Modernizing Bureau.

Sincerely yours,

**Chairman**

Example 4. Service emblem. Suggested as honor emblem for display by home owners, and also to be prominently displayed in business places of organizations cooperating in the campaign. (See next page)

MODERNIZE FOR



I AM A  
CAMPAIGN BOOSTER  
ARE YOU?

This Emblem Awarded By



Example 5: Home Canvasser's manual used by volunteer workers largely drawn from local women's clubs, in a representative city:

#### INSTRUCTIONS FOR CANVASSERS

You, as canvasser for the Modernizing Campaign, will be asked numerous questions regarding the purposes and the methods of the campaign. Some of those questions can be anticipated. An attempt is made hereby to set down a number of them with their answers. If these and other pieces of literature with which you are supplied do not give you a satisfactory answer, take the questioner's name and address and refer the question in written form to Campaign Headquarters, \_\_\_\_\_; or, if you prefer, telephone the question immediately to Headquarters.

Q. Is the modernizing and repair canvass a fund-raising campaign?

A. No. Nobody is called upon to contribute cash or a pledge of cash. The property owner is asked to supply work by having done immediately jobs or real estate improvement; hence, he will release purchasing power so that employment may be furnished, directly, or indirectly, to persons employed in manufacturing, distributing, and selling the goods purchased.

Q. Who are sponsoring the campaign?

A. The Federation of Women's Clubs of \_\_\_\_\_, The Mayor's Unemployment Committee, The American Legion, The Better Homes Association, The Builders Exchange, and \_\_\_\_\_.

Q. How is the campaign being financed?

A. The expenses of mailing, printing, stationery, stenographic services, and other items of similar nature are being paid by a fund contributed by civic-minded citizens and corporations. The canvassers receive no pay, but are giving their services in behalf of this movement to put \_\_\_\_\_ (city) on a self-supporting basis.

Q. What good does the plan do me?

A. For every dollar you put into your property now, you will get back two or three times that amount when times get better. You are doing things that ought to be done before they get worse and cost much more to fix up. If you exercise your normal buying power, buying the things you need and want, but the purchase of which you have been putting off, you can be getting them now at the most favorable prices which have prevailed for a long time. Besides, an improvement in your house, new equipment etc., give you great personal satisfaction.

Q. How can such purchases stimulate employment?

A. When you fix up your house, the workmen receive wages, the people who supply the materials receive compensation from which they in turn can pay wages, and that money is spent in the stores of (name of city) and then distributed through various other channels, helping many people to keep their jobs. It is only by circulation of money that business can go on.

Q. I wish to have certain improvements made to my property. Will the sponsors of this campaign recommend any particular contractor or group of contractors?

A. You may have the work done in accordance with your own individual needs and with a contractor of your own choice, or you can have for the asking the cooperation of Campaign Headquarters, located at (number and street). The Headquarters will do all that is possible to get your needs satisfied.

Q. Will the list of those who agree to have work done be published?

A. No. Only the total amount of the pledges and the total number of the people who signify their intention to have the work done and to use their normal purchasing power will be published.

Q. Where can I get in touch with workmen to do particular jobs that one or two men can do?

A. Campaign Headquarters, (number and street), in cooperation with various other civic agencies set up to supply capable personnel will be glad to see that skilled workers do the job you want done.

Q. Is there any conflict between the property improvement movement and the man-a-block, or other campaign?

A. No. The man-a-block plan aims to provide employment of a specific sort to unemployed men, assigning a man to a designated block, the residents of which agree to pay a specified sum to the man each week in return for his cleaning walks, carrying out ashes, etc. It is primarily an odd-job movement. The modernizing movement is more general in scope and aims to give employment to the skilled worker as well as to the unskilled. In addition it tends to contribute toward the beautification of the metropolitan area.

Example 6: Self addressed check list card left with home owner by canvasser together with detailed list of suggested improvements, for return to campaign headquarters. (4 by 6 inch card)

(Front)

MODERNIZE AND REPAIR NOW

To \_\_\_\_\_ COMMITTEE,

Believing that an investment in home improvements will help stimulate business and build for prosperity, I hereby signify my intention to improve my home, or other real estate I own, by purchasing desirable equipment or making needed repairs and alterations.

It is understood that I am under no obligation to employ any concern or individuals, nor purchase from any source, other than of my own choice.

Name \_\_\_\_\_

Date \_\_\_\_\_ Address \_\_\_\_\_

(Back)

CHECK LIST

It is my intention to devote \_\_\_\_\_ Dollars (\$\_\_\_\_\_) to this purpose and I need the following things done:

Bathroom fixtures \_\_\_\_\_ Painting: \_\_\_\_\_

Carpentry & cabinets \_\_\_\_\_ Papering & decorating \_\_\_\_\_

Electrical work \_\_\_\_\_ Plastering \_\_\_\_\_

Hardware \_\_\_\_\_ Plumbing \_\_\_\_\_

Hardwood floors \_\_\_\_\_ Roofing & sheet metal \_\_\_\_\_

Heating \_\_\_\_\_ Tile work \_\_\_\_\_

Landscaping \_\_\_\_\_

Masonry and cement \_\_\_\_\_

Example 7. Suggested improvements and repairs listed in inexpensive folder used by local modernizing committee for distribution to property owners within the community concerned. (Note: The 1928-1932 comparative prices, of course, apply to one locality only. They would have to be changed to conform with prices in any other community where such a list is used.)

DEAR FELLOW CITIZEN:

READ THIS FOLDER CAREFULLY

Read these figures and see how much your dollar will buy to-day, compared to 1928.

	1928	1932	Savings
Lumber - (Hemlock)	\$40.00 to \$45.00 M	\$19.00 to \$22.00 M	50% 35-40%
Brick - (Common)	\$16.00 per M	9.00 per M	42%
(Face, ordinary ily used)	\$25.00 to \$40.00	\$16.00 to \$25.00	40%
Indiana Limestone	\$3.50 cu. ft.	\$1.80 cu. ft.	50%
Plastering -	\$1.00 per yd.	50¢ yard	50%
Plumbing - (Fixtures) i.e., bathtubs, etc.	\$75.00	\$32.00	50-60%
Painting-Exterior (Average 6 room home)	\$150.00	\$75.00	50%
Interior			40%
Electrical Work -			35-40%
Glass -			30-40%
Cement -	\$3.40 a bbl.	\$2.00 a bbl.	35%
Interior Decorating - Floor Covering - drapes-curtains -			40%
Rugs - all types			40-50%
Furniture			50-60%

CHECK LIST OF SUGGESTED IMPROVEMENTS

OUTSIDE

1. REPAIR THE ROOF. REPAINT CANVAS OR TIN ROOFS. Nothing can have more serious consequences than a leaky roof. Reshingle or reslate the roof.
2. REPAIR THE CHIMNEY. Point up joints; rebuild top of chimney if necessary.
3. IMPROVE DRAFT OF CHIMNEY. Clean flues. Raise height of chimney. Add chimney pots or a sheet metal ventilator. Repair smoke-pipe connections to flues. Clean out soot or ashes from the bottom of chimney. Install ash-pit door if there is none.
4. REPAIR, RENEW, OR ADD TO GUTTERS AND CONDUCTORS. Leaky gutters and conductors, or gutters that are stopped up with leaves so that they overflow, make unsightly stains on light-painted walls and are likely to cause a wet cellar. Add more conductors if necessary.
5. DO ALL EXTERIOR MINOR REPAIRS. This applies to cornices, water tables, blinds, porches, floors, steps, and so forth. If these are kept in repair each year the cost will be little, but if neglected they soon mount up to an appreciable repair bill.
6. INSTALL STORM WINDOWS, storm doors, or a storm vestibule for exposed conditions. Hang these on special hooks at top so they will be easily removable.
7. REPAIR AND REPAINT SCREENS or order new ones for spring.
8. SCREEN THE PORCH with removable screens.
9. SCREEN A FLAT ROOF on the second floor for use as a sleeping porch. If the roof is of metal or tar and gravel, lay a wood floor to walk on.
10. PUT AWNINGS ON SPECIAL WINDOWS, over a terrace or a second floor flat roof. Order now for delivery next spring.
11. WEATHERSTRIP ALL OUTSIDE DOORS and windows, at least on the exposed side of house.
12. ADD NEW BLINDS to windows having none where these might improve the appearance of the house.
13. REPAIR BULKHEAD. See that cover is strong and tight and that the steps are in good condition.
14. BUILD DRIVEWAY OR WALKS or repair old ones.
15. BUILD A SHELTER OVER THE FRONT DOOR to give protection from rain.

16. BUILD A COVERED WAY TO THE GARAGE.
17. REPAIR FENCES or build new ones.
18. MAKE STORAGE SPACE for garden furniture, screens, storm windows, a baby carriage, sleds, bicycles, garden tools and so forth, in the cellar.
19. Build a garage or remodel a present one.
20. Repair clapboard or siding.
21. Build a play house.
22. Point walls and masonry.
23. Repair present walls.
24. Put cement floor in garage.
25. Modernize exterior of house by applying shingles, brick facing or stucco over present exterior.
26. Add new porch or enclose existing porch.
27. Erect new gates, arbors, pergolas, trellises, bird house, dog house, window boxes.

INSIDE

1. Make cellar dry. A damp cellar is bad for a house as well as for its occupants.
2. Repair or lay new concrete floor in cellar.
3. Firestop in the cellar over sills and girders and around pipe openings, and plaster ceiling over heater with hard plaster for fire protection. Provide at least one fire extinguisher above the basement.
4. Insulate underside of rafters to make the attic warmer in winter and cooler in summer.
5. Install a disappearing stairway in place of a trapdoor to reach storage space in the attic or over the garage.
6. Finish off room in attic or cellar for playroom. Walls can be covered with wallboard or insulating board with wood battens to cover the joints.

7. Cut dormer or skylight in roof to give more light and air in the attic.
8. Lay a new floor. Lay a waterproof floor in a vestibule, bath, or kitchen or a hardwood in place of a softwood floor.
9. Improve the kitchen arrangement or equipment. If the kitchen is large, concentrate cooking equipment at end near pantry or dining-room and develop the rest of the room with table and seats into a maid's sitting area or place for children to eat.
  - (a) Lay a new linoleum or rubber floor.
  - (b) Install a second drainboard beside the sink if there is only one.
  - (c) Build new storage or cooking cupboards to the ceiling with continuous counters.
  - (d) Buy a new stove.
  - (e) Buy a new electric or gas refrigerator and put it in the kitchen for convenience.
  - (f) Install a garbage incinerator in kitchen or cellar.
  - (g) Build a folding ironing board.
  - (h) Paint the woodwork and walls a light, clean, cheerful color.
  - (i) Arrange plenty of light outlets, one for general lighting and one over the sink.
  - (j) Build in a new sink and mixing faucet with or without an electric dishwasher.
  - (k) Install a marble slab for pastry making.
  - (l) Build a screened cupboard for cooling foods.
  - (m) Build a cold cupboard ventilated to the out-of-doors for keeping vegetables.
  - (n) Build a rack for platters and trays and a larger one for table leaves in the pantry or in a closet.
  - (o) Buy new pots, pans, kettles, towels, brooms, mops, pails, etc.
10. Build or alter closets, shelves, or cupboards for the following uses:
  - (a) Build a long wardrobe closet at the end of a bedroom, divided into separate compartments for riding, evening and everyday clothes. When the doors are shut they will give the effect of a wood-paneled end to the room.

- (b) Build a man's dressing case into the owner's closet, with special places for shirts, ties, socks and so forth.
- (c) Line at least one closet with cedar on walls, ceiling, floor and back of door, and weatherstrip the door to make it moth-resisting.
- (d) Build extra clothes closets as needed. If these are built with wood walls to look like built-in wardrobes, they can be easily put into any bedroom or a hall.
- (e) Fit up existing closets with such things as an umbrella rack for damp umbrellas, shelves for shoes or rubbers, clothes poles (including clothes poles of proper height in children's closets), hat shelves, linen shelves, china-closet shelves, telephone closet shelf, and so forth.
- (f) Plan a special storage place, easily accessible, for old boxes, string and wrapping paper, and one for bags and suitcases, sewing machine, and so forth.
- (g) Install a cupboard for clean towels and supplies in each bathroom, as well as a medicine cabinet.
- (h) Equip a broom closet on each floor with special broom hooks and shallow shelves for cleaning supplies.
- (i) Build a preserve and vegetable closet in the cellar or in an unheated back entry. This should be ventilated.
- (j) Build in new book cases where desired, with or without cupboards below for magazines and games, a wood cupboard near the fireplace, a radio cupboard where the radio will be out of sight when not in use, a cupboard for filing away card tables between vertical partitions, or a special cupboard for large books or portfolios.
- (k) Build a toy cupboard in the playroom to make tidiness possible.

11. Install a clothes chute. This can be done where a second floor closet comes over one on the first floor.
12. Install a folding ironing board in a bathroom or sewing room for upstairs pressing.
13. Install a built-in package receiver for delivery of milk or packages when no one is at hand to open the door.
14. Build in a small safe.
15. Install a full-length mirror on one or more doors in a bedroom, bathroom, or sewing room.

16. Replace some old glass with glass giving ultra-violet rays in a sun-room or children's playroom.
17. Build a work bench in the cellar or in the garage.
18. Look over all windows and doors and make them work properly.
19. Combine two rooms into one, changing or removing partitions.
20. Provide extra bedroom by subdividing large room, by using waste space or by extra addition.
21. Install door bed in sewing room, library or extra room (having a closet) to make a convertible bedroom.
22. Build a breakfast nook in unused part of kitchen or pantry or build new breakfast porch.
23. Install handrails on stairs, (cellar, attic, service or main) and reconstruct stairs for greatest safety.
24. Repair cracked, loose or fallen plaster on walls or ceiling.
25. Plaster basement ceiling or metal lath for fire protection and cleanliness.
26. Install pine, oak or other paneled walls in dining or living rooms.
27. Modernize obsolete trim and doors.
28. Install tile floors and walls in bathroom and kitchen.
29. Make suitable provision for fuel supply near living or dining room fireplaces.
30. Repair or replace hardware, sagging, or faulty doors and windows.
31. Add extra doors and windows.
32. Construct new shelves, bookcases.
33. Repair worn out or creaking stairs.
34. Fix warped or sagged joints.
35. Fix woodwork and floors.
36. Fix dresser drawers.
37. Build coal and ash bins in cellar.

PLUMBING

1. Install new bathroom. Change present bathroom fixtures.
2. Tile present bathroom.
3. Install washtubs in basement.
4. Fix leaky pipes and water taps.
5. Install first floor lavatory.
6. Install wash-basin in bedroom.
7. Convert large closet into extra toilet or shower room.
8. Replace any old plumbing fixture that is shabby or worn out. Consult your plumber about which new one will best fit the old situation.
9. Install a pantry sink for washing dishes.
10. Install an extra lavatory in one or more bedrooms.
11. A cellar toilet is often valuable for the use of a maid or those not living in the house.
12. Install a shower fitting and curtain in connection with an existing bath tub.
13. Install a separate shower stall. This can be a tiled compartment or a ready-made metal shower.
14. Replace old worn-out faucets and fittings with new ones.
15. Replace old toilet seats with new ones.
16. Chromium-plate old nickel-plated faucets and fittings which are unsightly.
17. See that there are plenty of towel rods in the bath room.
18. Install a new, automatic hot-water heater, using gas, oil or electricity for fuel.
19. Install a water softener.
20. Install additional sill cocks for watering garden or lawn or for washing the automobile.

## ELECTRICAL

1. Buy new or repair faulty electric motors, radio, refrigerator, stoves, heaters, vacuum cleaners, irons, lamps and cords, toasters, and other electric appliances.
2. Buy new electric refrigerator, stove, vacuum cleaner, dishwasher, heaters, or other electric appliances.
3. Erect radio aerial and lightning arrestor. Place additional wiring in house.
4. Install lights in garage.
5. Fix or install electric door bells and buzzers.
6. Install remote control for radio receiver, built-in speakers, etc.
7. Install wall switches at entrances to eliminate pull cords.
8. Modernize lighting system, relocate fixtures, substitute wall brackets for chandeliers, provide new fixtures.
9. Provide low voltage current in playrooms for operating electrical toys.
10. Install extra electric outlets. A clever electrician can snake wires through unbelievable places to provide all the outlets wanted at reasonable expense. Every bed should have a light high enough and conveniently enough placed to allow reading in bed. Lights in closets, switches on lights which have none, vacuum cleaner outlets in halls, special lighting over bookcases, pilot lights on switches to lights that are apt to be left burning by mistake - these and many others are often forgotten when a house is built.
11. Add a light outside the front door or the garage and one at the gate.
12. Replace old electric fixtures with new, and perhaps relocate some of these.
13. Install modern improvements for the radio. Aerial and ground can be concealed in the walls, the radio can be controlled from different locations in several different combinations to eliminate an extra piece of furniture. The radio set may be placed in a cupboard under book shelves with door opened when it is in use.
14. Install conduit in the walls for telephone extensions above the first floor. This does away with the unsightliness of a telephone wire carried on the outside of the wall in finished parts of the house.

15. Replace batteries with a small transformer for bells or house telephones where the current is suitable.
16. Install an electric ventilator in the kitchen. This can be placed in the upper sash of a window, or better, in an outside wall.
17. Install an electric plate warmer in the pantry.
18. Install a built-in electric bathroom heater. There is often need of extra heat in the bathroom.
19. Add new laundry equipment, such as washing machine, mechanical ironer, or a clothes drier for drying the clothes by artificial heat on rainy days.
20. Have electric wiring checked up for safety to accord with requirements of National Board of Fire Underwriters and of your insurance company.

#### PAINTING

1. Paint the outside of the house.
2. Exterior wood floors and door thresholds should be oiled frequently.
3. Whitewash the cellar and paint cellar partitions white. The cellar is lighter and easier to keep neat and clean if it is white, or a light color.
4. Paint the inside of the garage to encourage neatness and cleanliness.
5. Calcimine the ceiling in a room which is to be redecorated, or paint the ceiling in the kitchen or a bathroom where steam would affect calcimine. Patch ceiling cracks before calcimining, or cover a badly cracked ceiling with muslin and paint. If cracks are too bad or plaster around them is loose, a plasterer will have to be called in to do the patching.
6. Paint or refinish the woodwork in a room which is to be redecorated. If varnished or dark-colored woodwork in a kitchen or laundry is painted a light, neutral color, it will give an active feeling of cheerfulness to one who works in these rooms. Color interest can be acquired by painting the glass divisions in windows or glazed cupboard in a contrasting color.

7. Paint the walls of kitchen, laundry, bath or any other room desired. If the walls have been painted before and the color is to remain approximately the same, one coat will be sufficient. If the color is changed, two coats will be necessary, and new walls will require at least three coats besides a coat of sizing.
8. Redecorate the walls with wallpaper, plastic paint, calcimine, or a washable wall covering.
9. Refinish the floors. Floors should be kept up by having them taken care of frequently. At such times they should be thoroughly washed with soap and warm water. Worn places should be touched up with stain or paint as needed, and then the floors should be given a coat of shellac, varnish, floor polish, oil, wax or floor paint, as the case may be. A concrete floor can be given a coat of chemical floor hardener to lay the dust, or can be painted any desired color with special paint made for the purpose.
10. Paint radiators, preferably with non-metallic paint.
11. Paint base receptacle plates and switch plates to match the color of the woodwork or wall against which they are placed. Paint lighting fixtures to match walls or in an accent color to suit the scheme of the room. Old tarnished fixtures can be made to look like new.
12. Paint handles of garden tools, wheelbarrow and lawn mower.
13. Paint fences and lattices.
14. Paint garage.
15. Repaint woodwork, floors, bookcases and shelves.
16. Rewax floors and woodwork.
17. Polish all furniture.

#### HEATING

1. Install a new boiler or furnace. One of the newest designs may save enough fuel to pay for itself in a few years.
2. Add forced circulation to an old warm-air system, by installing cold-air return registers from various points in the house, by installing a fan to force air through the whole system, or by installing a fan in a single pipe to correct sluggishness in a special pipe to a room that is hard to heat.

3. Replace old valves on a steam system by more modern, efficient ones.
4. Install a thermostat to control your heating system automatically. This can be done with any type of fuel. With a clock thermostat the heat can be shut down at night, if desirable, and will automatically come up to give a higher temperature at a predetermined time in the morning.
5. Attach an indirect heater to a steam boiler to heat the hot water for the plumbing system while the heater is in operation.
6. Install concealed radiators in important rooms in place of free-standing ones where these are objectionable in appearance. These can be either in cabinet form or built into the walls with grilles in front.
7. Heat the garage. If the garage is built into the house, or is near enough to it, it can be heated from the house boiler, provided the boiler is large enough to take the extra load. Otherwise a separate heater will have to be installed in connection with the garage.
8. Cover a boiler or heating pipes in the cellar with some good pipe covering to conserve heat and to make the cellar cooler.
9. Check boiler and hot-water heating system for all necessary safety appliances.
10. Correct heating of cold room by--
  - (1) Weatherstripping, or
  - (2) Insulate side walls and ceiling, or have fibrous insulation blown into dead spaces.
11. Increase size of existing radiators.
12. Install auxiliary built-in electric or gas heaters.
13. Relocate or replace radiators in one or more rooms.
14. Install additional radiators.
15. Install gas or electric log in fireplace.

#### LANDSCAPE WORK

1. Arrange an outdoor living space, a terrace with comfortable waterproof furniture, to encourage a maximum of outdoor living in the sun.
2. Arrange a place to eat breakfast out of doors in the sun.
3. Arrange a play space for the children where they have a sand box and a swing or two, well separated from the rest of the grounds.
4. Arrange a laundry drying yard which shall have morning sun if possible.
5. Plant a large tree for shade over the terrace or elsewhere. The cost of a good-sized tree is not prohibitive.
6. Plant a hedge along the street boundary or to divide separate areas in the ground plan.
7. Plant a garden or at least a flower bed.
8. Prune trees and shrubs, remove dead wood, and keep existing trees repaired.
9. Install a water line from the house to one or more hose outlets in the garden.
10. Fill or drain stagnant spots in the grounds to prevent mosquitoes.

#### MISCELLANEOUS

Upholster - Davenport, chairs, lounges.

Clean - Draperies, rugs and upholstered furniture.

Wash windows, woodwork, etc.

Example 8. Demonstration modernized home contest conducted during home improvement campaign of a typical southern city. (Note: This contest was particularly interesting as a "before" and "after" example, in that two practically identical houses, located close to each other, were used, one of which was modernized throughout, under architectural supervision, and the other was left in its original condition during the inspection period.)

HOME MODERNIZATION AND IMPROVEMENT  
DEMONSTRATION  
CONTEST

Sponsored by \_\_\_\_\_ Parent-Teachers Associations  
HOMES LOCATED NUMBER \_\_\_\_\_ and \_\_\_\_\_ STREET

With the approval of the \_\_\_\_\_ P.T.A. Council all individual associations will participate in a contest to secure the largest number of visitors to the Modernized Home demonstration conducted by the Home Modernization and Improvement Committee of the \_\_\_\_\_ Chamber of Commerce.

Rules of Contest:

No. 1. The contest will be to determine which Parent-Teachers Association can get the largest number of people to inspect the Modernized Home. Registrants need not be members of a Parent-Teachers Association. The whole idea is for each Association to get as many people out to see the Demonstration Home as possible.

The Associations registering the largest number under the rules will receive the following prizes: First prize \$25.00, Second prize \$20.00, Third prize \$15.00, Fourth prize \$10.00, and the Fifth prize \$5.00.

No. 2. The contest will begin Monday morning, September 7th, and will continue each day through September 11th.

No. 3. The houses will be open for public inspection each day during the above week at the following hours: 11:00 A.M. until 2:00 P.M. and 5:00 until 10:00 P.M.

No. 4. Prizes will be awarded on attendance secured by each individual association on a percentage basis, i.e., the total enrollment in each school and the number of children over 10 years of age in each school.

No. 5. Parents who register will count for each school in which they have children provided they put a check on the card beside each school in which they have children.

No. 6. All school children 10 years of age and over who visit the homes will count one point in the contest.

No. 7. All adults regardless of whether or not they are members of the P. T. A. may be invited to inspect the homes and Adult registration will count two points for the Association credited with such registration.

No. 8. The president of each association will be supplied with registration cards for members to distribute and may secure additional cards by calling Mr. \_\_\_\_\_ at the Chamber of Commerce - phone \_\_\_\_\_.

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Suggestions to Presidents and Workers:

Contact with all members of your Association and find out exactly how many you can count on to work in the contest. Get all of your own association members to register before some other association registers them. Assign each worker a certain number of people to invite visitors to inspect the Modernized Homes and register. About the middle of the week contact with all workers and make sure that they have registered their quota; if they have, assign them an additional quota. It is not necessary that the worker be present when visitors register in the name of that worker's association. Get the people to go by at lunch time - on the way home from work or after the show at night. Contact with the people by telephone and ask them to register for your Association. BE SURE TO WORK THROUGH THE SCHOOL CHILDREN AND INDUCE THEM TO GET THEIR PARENTS, BROTHERS, SISTERS, and FRIENDS TO REGISTER FOR YOUR ASSOCIATION.

The results will be checked by a certified public accountant and prizes will be awarded on the basis of his report.

Example 9. Radio address delivered in connection with a local aggressive home improvement program. (Note: Other similar talks are available from the Committee on Reconditioning, Remodeling, and Modernizing.)

DIVIDENDS FROM MODERNIZING YOUR HOME

Radio address delivered in connection with local modernizing campaign over Station \_\_\_\_\_ Monday evening, March 21, 1932, at 7:45 P. M.

Good evening, ladies and gentlemen - It is with considerable pleasure that the Philadelphia Federation of the Construction Industry and the Philadelphia Chamber of Commerce begin this series of radio broadcasts for the purpose of quickening the interest of home owners who still have a dollar or two to spend in improving and modernizing their homes. I am certain that you will find this series of broadcasts entertaining and different - different in the sense that each radio address will have in it something of material benefit to you designed to add to your comfort and to save

you money. During the past two years you have been appealed to in behalf of many interests other than your own, and invariably you have responded sympathetically and generously. But this appeal is entirely different. Now you are being asked to do something for yourselves and to do it with the primary purpose of benefiting yourselves. The object of this appeal is to get you to take a greater interest in your outstanding investment, that is, your home.

Neither this radio talk nor the subsequent broadcasts in this series are seeking to persuade you to draw down your savings account against your better judgment. Despite this last unwelcome touch of winter, spring is just around the corner, and the example set at this time by nature getting ready to adorn herself in her new garb of blossoming trees and velvety greensward is one which can be profitably followed by the home owner in redecorating and restoring his home. Not in a decade have you had the opportunity to add so much to the convenience, the comfort, the appearance of your home at such low cost. For more than two years the American people have been putting off practically everything in the nature of home improvements. In a desperate effort to keep business at reasonable volume, business enterprises handling materials which enter into home improvements to-day are quoting lower and still lower prices. This situation has made an opportunity for the home owner which will not last much longer.

So when the opportunity is ripe, seize it. Make an inspection trip through your home and list the things to be fixed or renewed. Check carefully with me the following list of items. But don't be like the lazy man with the leaky roof who always drawled that his roof didn't need fixing when the sun was shining, and who was always too fearful of a drenching to repair the leak when it was raining. For example, repair your porch columns; redecorate your rooms; repair leaking roofs; beautify your floors with linoleum or hardwood surfacing; refinish the sorely neglected chimney or fireplace throat; renew or repair your sidewalks; make your creaking or rickety stairs neat and noiseless; paint or refinish your woodwork; fix your doors and windows; repair water taps that drip, rusted gutters or downspouts; remodel your furniture. Or, if the money is available for a slightly larger job, build the new sun porch that you have long wished for, erect the garage or remodel the front facade of your house.

There are many aspects to this program which makes it worthy of your serious consideration and immediate action. In the first place, the cost of the materials involved are the lowest that they have been for fifteen years, and with the declines in wages which have occurred in the past two years, the labor costs are today 25 to 50 per cent cheaper than they have been for a decade or more. This means that to-day your average costs incurred in making the necessary repairs or improvements to your home will be from 50 to 100 per cent cheaper than they have been at any time since 1920, and, if our business forecasters are to be believed, much cheaper than they will be in the next five or ten years to come.

In the second place, resorting to your savings account or even borrowing to-day, if your job and salary are reasonably well assured, will create a tremendous amount of employment for men in the building industry and allied fields of craftsmanship, and thus give a decided stimulus to business at large. When one considers that about 75 per cent or more of the dollar spent in modernizing the home goes to labor instead of materials, the tremendous importance of this home modernization plan in helping unemployment in the Philadelphia area immediately becomes clear. Moreover, repairing and improving and redecorating your home at a time like this will tend to increase the business of those concerns which supply materials for this work. And when you recollect that Philadelphia is classed as the world's workshop throughout the commercially civilized world, again the vital meaning of a home modernization program to the industries in this community is evident. In this connection, this is not a new and untried idea. Cities like Muncie, Indiana; Rochester, New York; Greensboro, North Carolina; Springfield, Ohio; Shreveport, Louisiana; Portland, Oregon, and many others are shining illustrations in point. The experience in each of these cities demonstrates that no sounder program to create employment has ever been offered. Everyone benefits. Retail trade is brisker. Food and clothing are more in demand. Need for relief work is diminished. Sums of money collected for charity are less.

In the third place, improving and modernizing your home as previously suggested will result not only in beautifying the general appearance of your neighborhood, but more important to you as a home owner, you will increase enormously the value of your home as a business proposition. It has been estimated that a run-down property that can be bought now for \$3,000 will be worth \$6,000 eventually if \$1,000 is put in to remodel and modernize it to-day. Money taken from the savings account provided it can be spared, or even money borrowed where your circumstances definitely assure you of repaying it, will go into the soundest investment you can possibly make at this time, if with it you modernize and improve your home. Listen to the Vice-President of the Emigrant Industrial Savings Bank of New York City when he says "Keep on deposit all you should have as a reserve against emergencies. If you have a surplus above all likely need, make careful purchases of things you want for permanent use while prices remain low. See that your home is put in good repair." So, following this advice if you invest now in improving, modernizing, repairing and reconstructing your home you will save money for yourself as a property owner.

And incidentally, you will be adding substantial sums to the value of your property as a piece of real estate. You will increase in every way the possibilities of placing a mortgage against your property, or if one already exists, of increasing it. You will make your home much more desirable collateral for a loan at the bank. You will strengthen the nation's financial structure through the beneficial influence which your home improvements will have on realty values.

This plea for modernization and improvement is basically designed to benefit your pocketbook. It is a plea enthusiastically supported by bankers, economists and industrial leaders throughout the United States who are unanimous in expressing their opinion that now is the time to repair and to improve. Certainly, you, like every other home owner, have at some time pictured to yourself the changes or additions which if made to your home would give it that added touch of comfort and beauty which means so much to the restfulness and contentment that a home can afford. Consequently, when you are listening to subsequent speeches in this series of broadcasts, keep your ear alert to catch the suggestions made first hand by dealers and expert building craftsmen concerning materials and methods to be used in bringing your home up to date.

In other words, it is not simply a question of making necessary repairs, but of improving your home. By the wise expenditure of a few dollars now you can secure the benefits of some modern device developed in the past ten years that will add a thousandfold of comfort and convenience to your home. For example, the new system of insulating buildings by means of fibrous or felt materials will save from 20 to 40 per cent on your winter fuel bills, and at the same time this insulation will make the interior of your home ten degrees cooler in summer. It is perfectly possible to apply insulation of this type to homes already built, for several leading manufacturers have perfected a blowing process by which loose-fill insulating material is forced into the walls between sheathing and plaster lath by compressed air. Similarly, anyone of the modern types of floor covering, whether asbestos or rubber tiles, or the newer designs in oilcloth or linoleum may well be used to convert what once was a tawdry room into a room of charm and artistry. Again, ceramic tiles are a most versatile building material. With ceramic tile your kitchen can be made one of the most attractive rooms in the house, and the beautiful spotless floors of Dutch, Flemish, French and Old English dining rooms give us countless examples of the appropriateness and beauty of ceramic tiles for dining room, breakfast room or entrance hall. Likewise, the modern heating systems to-day are designed to supply moisture to the air in your home for the benefit of your health and comfort. Improvements in this line have almost completely transformed the warm-air heating system that was in vogue ten years ago, not only in the quantity of heat but in its complete diffusion throughout the room.

So before coming to the important announcement, let me summarize briefly why you should begin to repair, improve and modernize your home to-day - right now. It can be done at lowest cost. You will find the workmen are more efficient because they have ample time to do the job right. You can make of your home a place where the nicer refinements of this modern age remove all of the petty inconveniences and at the same time add significant touches of artistry and comfort to your daily life. You will improve your home as an investment, increase realty values, decrease unemployment and stimulate business generally - in a word for every dollar you spend to-day on home improvements you will set in motion a series of favorable forces in business that will all come back to you in the next two or three years in double - yes, triple dividends.

And, here is the announcement you have been waiting for. To prove the good faith of the building and material interests in Philadelphia in this home modernization and improvement program, and as evidence of their willingness to contribute their bit to arouse your interest in this plan, there will be offered each week fifty dollars in prizes for the best essays showing how improvements in heating, plumbing, ventilation, roofing, painting, decorating and so forth would modernize the home, and why these improvements should be made now. The first prize offer will be made at this same time next week. The home owner in Philadelphia or its suburbs submitting the best essay will receive a fifty dollar prize in the form of a work order entitling him to have that amount of work done to his home by accredited craftsmen in the building industry. So listen in next Monday evening to hear a speaker discuss the topic MODERNIZE YOUR HEATING, PLUMBING AND VENTILATION. After you hear his radio talk, then prepare your essay in accordance with the details which will be announced and send it in for a prize.

Example 10. Sample news release on modernizing activities, Department of Commerce Press Staff to newspapers and trade magazines.

#### HOME IMPROVEMENT CAMPAIGNS SEEN AS GOOD COMMUNITY INVESTMENT.

That an organized home-improvement campaign is a worth-while community investment is revealed in a study of the costs of such campaigns conducted in twenty cities throughout the country. These cities were selected as typical from a list of eighty-two which have reported results of campaigns to the Commerce Department's Home Modernizing Committee.

The population of the cities studied ranged from 10,600 to 300,000 with campaign costs varying from \$100 to \$5,000. Actual pledges toward property improvements obtained as a result of the campaigns varied from \$40,000 to more than \$10,000,000.

The average population of the twenty cities was 74,000; the average per capita expenditure on the campaigns less than two cents, with an average per capita investment in property improvements around \$14.00.

While each citizen of a community conducting a modernizing campaign naturally does not either contribute to its expense or benefit directly by its results, it is pointed out that no city can spend amounts ranging from \$40,000 to \$10,000,000 locally without stimulating local business and improving the local labor situation.

The eighty-two cities which conducted modernizing campaigns in 1932 and reported to the home-modernizing committee have obtained pledges for property improvements aggregating \$66,000,000. About 70 other cities conducted campaigns, but did not report amounts spent.

The Committee on Reconditioning, Remodeling, and Modernizing, Division of Building and Housing, of the Bureau of Standards, Department of Commerce, will be glad to furnish detailed information on methods of conducting home-improvement campaigns.

Example 11. Report showing business and employment which resulted from local home improvement campaigns in 1932.

Summary of Estimated Expenditures for Labor and Materials  
Reported by Local Modernizing Campaign Committees  
from Jan. 1, 1932, to Dec. 31, 1932.

(Prepared by advisory committee on reconditioning, remodeling, and modernizing, Division of Building and Housing, Bureau of Standards.)

State and City	Population	Amount	State and City	Population	Amount
Ala. Birmingham	259,678	\$1,000,000	N.J. Trenton	123,356	\$ 200,000
Ariz. Phoenix	48,118	157,678	N.Y. Buffalo	573,076	2,000,000
Ark. Little Rock	81,679	2,680,000	" Clinton	1,475	20,150
Cal. Riverside	29,696	120,955	" Huntington	25,582	351,000
" Sacramento	93,750	2,294,371	" Kingston	28,088	300,000
" San Jose	57,651	50,000	" Kips Bay*		200,000
Conn. Fairfield	17,218	90,000	" Poughkeepsie	40,288	669,977
" Meriden	38,481	600,000	" Rochester	328,132	6,000,000
Fla. Lakeland	18,554	15,000	" Saranac Lake	8,020	75,000
Ill. Danville	36,765	300,000	" Tarrytown	6,841	20,000
" Evanston	63,338	500,000	" Utica	101,740	1,738,000
" Freeport	22,045	500,000	N.C. Asheville	50,193	267,000
" Galesburg	28,830	1,005,000	" Wilmington	32,270	75,000
" Streator	14,728	125,000	Ohio Chillicothe	18,340	2,622
" Urbana	13,060	100,000	" Cincinnati	451,160	4,500,000
Ind. Elkhart	32,949	500,000	" Columbus	290,564	2,000,000
" Jasonville	3,536	17,768	" Dayton	200,982	100,000
" Muncie	46,548	333,333	" Hamilton	52,176	43,000
Iowa Keokuk	15,106	100,000	" Marietta	14,285	12,000
Kan. Manhattan	10,136	83,896	" Marion	31,084	55,000
Ky. Owensboro	22,765	5,000	Okl. McAlester	11,804	70,000
Mass. Gloucester	24,204	50,000	" Ponca City	16,136	250,000
" Holyoke	56,537	124,000	" Tulsa	141,258	100,000
" Orleans	500	12,500	Ore. Bend	8,848	5,000
" Taunton	37,355	327,000	" Corvallis	7,585	300,000
Mich. Detroit	1,568,662	220,242	" Portland	301,815	10,548,135
" Jackson	55,187	343,113	" Salem	26,266	300,000
" Lansing	78,397	40,625	Penn. Carlisle	12,596	104,000
" Saginaw	80,715	10,000	" Sharon	25,908	471,000
Minn. Duluth	101,463	3,700,000	" Titusville	8,055	50,000
" Minneapolis	464,356	7,387,618	S.C. Charleston	62,265	750
" St. Cloud	21,000	500,000	Tex. Houston	292,352	205,000
Miss. Jackson	48,282	110,000	Va. Richmond	182,929	2,527,000
Mo. Carthage	9,736	100,000	" Roanoke	69,206	3,061
Nebr. Lincoln	75,933	1,798,248	" Staunton	11,990	4,164
" Omaha	214,006	500,000	Wash. Spokane	115,514	4,099,869
N.J. Collingswood	12,725	66,000	" Yakima	22,101	150,000
" Elizabeth	114,587	400,000	W.Va. Clarksburg	28,866	400,000
" East Orange	68,020	200,000	" Wheeling	61,659	568,810
" Montclair	42,017	138,000	Wis. Oshkosh	40,108	175,650
" Morristown	15,197	62,000	" Superior	36,113	300,000

Total for 82 cities ----- \$65,928,535

(\* The Kips Bay district is a part of New York City - 14th to 59th Streets, Fifth Avenue to the East River. Population is not separately stated.)