

DEPARTMENT OF COMMERCE

Letter
Circular
LC-361

BUREAU OF STANDARDS

DIVISION OF BUILDING AND HOUSING

WASHINGTON, D.C.

March 1, 1933

TYPICAL HOME MODERNIZING

AND COMMUNITY IMPROVEMENT CAMPAIGNS

Prepared by the Advisory Committee on
Reconditioning, Remodeling, and Modernizing

INTRODUCTION

During the year 1932 home modernizing campaigns conducted under the leadership of local civic organizations were successfully completed in 144 cities and towns over the country, according to reports from local committees. These community drives prompted home owners to make desirable improvements, provided employment for a number of building trades workers, and created a substantial amount of additional business in materials. Approximately 70 million dollars was reported as spent by home owners on labor and materials in 81 of these cities, according to information submitted to the Committee on Reconditioning, Remodeling, and Modernizing.

Community leaders and others who may consider it desirable to develop group action in promoting home modernization and repair work, should find the following information helpful. The examples of successful home improvement campaigns furnish a brief summary of the methods employed.

HOME MODERNIZING CAMPAIGN OF LITTLE ROCK, ARKANSAS

In the spring of 1932 the local Chamber of Commerce organized the Building Material Dealers of Greater Little Rock to conduct a building and labor survey. Men experienced in the building field were assigned to make a house to house survey of the entire community, inspecting homes that bore exterior evidence of needing repair, checking on cards which they carried those parts of the home and grounds in need of attention, such as roofing, painting, foundation work, plastering, and sidewalk work. The inspection was generally made without entering the property or disturbing the home owner, and consequently was somewhat superficial. This was a development of what might be termed a home modernizing and repair prospect list, chiefly to serve as a basis for estimating potential work. The Chamber of Commerce sponsored the movement because it gave promise of increased local business and employment.

At that time the Mayor of Little Rock had appointed a committee on unemployment relief which was asked to devise some practical plan of reducing unemployment, using whatever resources were available. In order that this committee and the material dealers organization might work together there was organized the Employment and Labor Development Committee of Greater Little Rock, having as its program the creation of employment through the stimulation of home remodeling and repair work as well as other building activities.

Divisions of this committee attended to the securing of necessary publicity through local newspapers and radio stations, raising a part of the needed expense through a benefit concert, and an additional small fund from the material dealers to finance a cooperative publicity campaign in the newspapers.

The campaign was carried on intensively for about three months, with a campaign expense of \$1,650. Home improvement work secured amounted to \$245,600 of which approximately \$184,000 was spent directly for wages.

In the late summer of 1932 civic leaders felt it was desirable to revive the campaign program. The Social Welfare Bureau, Little Rock's principal charity dispensing agency under the community chest, had reported that applications for aid were now increasing, while at the time the modernization campaign was in progress during the spring months the number of relief applications had decreased by 500---rather conclusive evidence to the local leaders of the modernizing campaign that the campaign was worth while. The Employment and Labor Development Committee was recalled and, after several meetings, organized a new campaign, including in it the idea of canvassing home owners to pledge a roughly estimated amount for the improvement of their property, and also pledges on purchase or repair of home equipment in order to interest more local business men.

In some instances the banks recommended to depositors the desirability of investing in needed home improvements and repairs. Mortgage holders in some cases were persuaded to give property owners an extension of time for payment, in order to enable them to make needed improvements or repairs. The

following tabulated report of the Employment and Labor Development Committee gives details of the early spring campaign:

- 43,600 needed repair and paint jobs were listed by the building and labor survey;
- Estimate of needed repair work was \$2,680,000;
- Estimate of total number of jobs secured, 6,034;
- Estimate of average cost of small jobs, \$28;
- Estimate of average cost of small jobs needed, \$63;
- Total amount of repair work secured, \$245,600;
- Total amount spent for materials, \$61,400;
- Total amount spent for labor, \$184,200;
- Number of men employed, 657.

The following pledge card was used in the second campaign with a tear card attached for return to the Development Committee:

MY PLEDGE ON REAL PROPERTY

I realize that better times are returning, and that I personally can "speed-up" this return in Little Rock, as well as effect a saving, by having my real estate repaired or modernized NOW. I, therefore, pledge that I will spend \$..... before December 1, 1932, in repairing or modernizing my property as indicated below:

Carpentry	Tiling	Sidewalk	Paperhanging
Painting	Sun Porch	Brickwork	Sleeping Porch
Guttering	Plumbing	Garage	Electrical
Roofing	Flooring	Plastering	Landscape

Signed..... Address.....

(Return Card)

FULFILLMENT OF PLEDGE CARD

I have fulfilled my pledge to expend \$..... for improvements to real estate or for the repair or purchase of other property. This will entitle me to a place on your HONOR ROLL.
Cost of improvements to real estate, \$.....
Cost of equipment or furnishings, \$.....
Signed..... Address.....

TO: Employment and Labor Development Committee,
114 1/2 West Second Street,
Little Rock, Arkansas.

HOME MODERNIZING CAMPAIGN OF LINCOLN, NEBRASKA

The campaign in Lincoln, conducted early in 1932, was considered very successful. An outline of activities follows:

I. PURPOSE OF CAMPAIGN.

To solicit every business man and every other individual who could be reached for the purpose of urging him to indicate what he or his firm would be willing to do during the following three months to create jobs, permanent or temporary.

It was believed that a great deal of idle labor could be put to work by hoarded dollars if the right kind of educational and promotional campaign were conducted. Such a campaign, if rightly conducted, would alleviate the unsatisfactory employment conditions and would aid in the return of normal business.

This campaign asked for no charity, but was planned to save money for the property owner, to relieve unemployment conditions, to stimulate all lines of business, and to allow the worker to pay his bills. It was designed to lessen the requirements for direct relief funds.

II. SPONSORS.

The above plan was sponsored and directed jointly by the:

American Legion
Chamber of Commerce
Junior Chamber of Commerce
Community Chest
Commission on Stabilization of Employment
Lincoln Builders Bureau
Nebraska Manufacturers Association
Lincoln Manufacturers Association
Lincoln Engineers
Lincoln Architects
Lincoln Contractors
Lincoln Civic Clubs
Veterans of Foreign Wars, Fraley Post, 1450
Railroad Brotherhoods
City and County Officials
Building Trades

III. EXECUTIVE CHAIRMAN AND COMMITTEE.

A. Committee on Publicity

To secure the cooperation of the press and radio facilities in promoting the campaign;

To secure cooperation of civic clubs;

To conduct a speakers bureau;

To promote a general educational campaign;

To circularize property owners, indicating that statistics showed that the time was most favorable to make needed repairs and improvements or to begin new construction.

B. Committee on Technical Information, Advice, Surveys, and Free Home Inspection Service

Made up of engineers, architects, and contractors to give technical advice to committees, to the public and individuals in the promotion of the campaign, and to make preliminary surveys of needed public and private improvements. Requests for this service were filed with the Lincoln Builders Bureau. This service was in no way designed to provide plans or designs which should be provided by individual crafts or engineers.

C. Campaign Committees

To divide the city into districts;

To secure and direct the army of solicitors to call upon property owners and secure signed pledges to expend money in repairs, improvements, odd jobs, and new construction, as their part in taking care of the unemployed.

D. Placement Committee

To direct or advise on the placement of men in jobs created with the persons who agreed to give the work. The Municipal Employment Bureau, where there was a list of unemployed, classified responsibilities and was used as the Central Employment Bureau;

This Placement Committee had jurisdiction over the filling of jobs created directly through the campaign and gave special attention to the men receiving relief from the welfare agencies, if they were qualified to do the particular piece of work specified. Requests for free home inspection service, contractors, etc., were cleared through the Lincoln Builders Bureau. The Committee worked closely with the Builders Bureau to follow up requests for its services for the placing of men with the contractors. The Committee selected a worker to represent them at this Employment Bureau, and he was responsible for the carrying out of placement work, in accordance with the direction of this Committee.

RESULTS:

The local campaign committee, developed from representative members of active civic groups, set a goal of \$1,500,000. It estimated that approximately \$1,800,000 was expended for labor and materials on home improvements and repairs, including some commercial construction. In all 300 individual employment pledges were secured which provided approximately 14,000 hours of labor on odd jobs during the 90 days following the campaign. As a result of this improvement campaign the Lincoln community chest reported a decline of 50 per cent in applications for relief during the period of special activity.

(Pledge Form Used)

GIVE A MAN A JOB COMMITTEE
Lincoln, Nebraska

JOINT COMMITTEE TO ENLIST AID OF IDLE DOLLARS

Believing that a dollar invested in employing labor will hasten business recovery and help decrease the amount of direct relief needed, I hereby pledge that I will, during the next three months (or before _____ 1932), expend \$ _____ in improving my home, factory, store, building or grounds, by purchasing desirable equipment or making needed additions, repairs, or alterations. It is understood that I will employ any local contractor or citizen in Lincoln to do this work, but will appreciate it if you will aid me through:

- The free home inspection service.
- In furnishing me _____ workers for _____ to do the work I have in mind.

Name.....
Address.....
Telephone No.....

PROPERTY CLEAN-UP CAMPAIGN CONDUCTED BY THE KIPS BAY
NEIGHBORHOOD ASSOCIATION OF NEW YORK, N.Y.

This campaign was conducted in a tenement district and was aimed to improve the community and create employment for building tradesmen through interesting owners and agents in making necessary repairs and renovations and improvements to their buildings. An endeavor was also made to have dilapidated vacant buildings demolished. The survey of the neighborhood as well as calls on property owners and agents were made by women workers of the Kips Bay Neighborhood Association.

Approximately 2,407 building tradesmen, including painters, plumbers, carpenters, masons, electricians, and laborers were given a total of approximately 41,000 days of work in making various repairs and improvements to the apartment buildings in this territory. The total wages paid to the men was approximately \$200,000. The activity was endorsed by the Emergency Unemployment Relief Committee of New York.

The Emergency Work Bureau of the Neighborhood Association was organized to include 20 qualified women workers who started a house to house inspection of dwelling places in the Kips Bay district. They initiated clean-up activities by noting violations of the Sanitary Code, and by interviewing or writing letters to the owners of the different buildings, some of whom resided in other cities, calling their attention to the violations and asking diplomatically that they be corrected. The numerous violations they discovered had resulted in conditions detrimental to the health and safety of tenants.

The personnel of the Bureau during 18 months (from March 15, 1931, to September 15, 1932) reached 39,394 families, made 39,331 visits and revisits, and succeeded in having 5,142 violations out of 6,092 corrected. The work secured involved interior and exterior alterations and improvements, clean-up of sidewalks, yards, areaways, fire escapes, halls, stairs, and basements, and the correction of more than 2,000 unsanitary conditions.

More than 400 letters were written to owners of buildings asking them to make renovations or repairs and more than 700 calls were made for the same purpose. That these efforts were generally successful is indicated by the fact that 676 buildings were reconditioned. Many buildings were torn down and the lots were cleared for other uses. Vacant lots were cleared, cleaned, and made sanitary and beautiful.

Considerable employment was created by these Emergency Bureau workers. In the tearing down of dilapidated buildings, the clearing away of debris, and the reconditioning of buildings that were left standing, more than 1,000 general workmen and about 1,400 skilled workers were employed. In the building trades, 713 painters were given 14,938 days of work within the 18 months; 233 carpenters 6,305 days of work; 249 plumbers 4,702 days of work; 124 masons 1,841 days of work; and 82 electricians 1,036 days of work. The 1,001 general

workmen were given 11,990 days of work within the 13 months, although in the last six months of the campaign they and many of the others worked only 4 days a week.

Interesting developments arose in having smoke nuisances corrected; in having a corner lot cleared, leveled, and turned into a playground for children; in improving two entire blocks on First Avenue; and having all the old buildings on one block thoroughly renovated and modernized. A statement from the Emergency Unemployment Relief Committee indicates that the need for activity is still great, and the Emergency Bureau Women Workers are planning to carry on this improvement activity.

HOME MODERNIZING CAMPAIGN OF PORTLAND, OREGON

The Portland, Oregon, campaign was developed by the Oregon Building Congress. The nominal campaign expenses were subscribed by the local clearing house, utility companies, various labor organizations, building material dealers, real estate firms, and architects and contractors groups. Bill board space, street car and motion picture advertising, as well as considerable printing was donated.

Local radio stations donated time, with speakers furnished from the Junior Chamber of Commerce, East Side Commercial Club, and city officials and prominent citizens.

Practically every house, apartment, store, office building, theatre, church, and factory in certain districts was canvassed by trained voluntary workers. The city was divided into districts in accordance with fire station limits, and the fire stations were designated as district headquarters.

The district on the east side of the river was handled by the East Side Commercial Club. Members of this organization worked as leaders, and members of the district parent-teachers organization and other voluntary neighborhood associations worked as house solicitors.

On the west side, the districts were handled by veterans' organizations, women's clubs, and members of the city fire department. City firemen and policemen in civilian clothes checked over their districts for needed repair work or improvements which could be determined by visual inspection from the street.

The campaign drive was not started until sufficient publicity had been given, through newspapers and other mediums, so that the people of Portland were informed concerning the object of the campaign before they were approached by home canvassers.

The campaign committee headquarters office maintained an advisory Bureau particularly for home owners seeking advice on different building materials and construction methods as well as cost estimates. Inquiries concerning reliable architects, contractors or building tradesmen were handled by furnishing a registered list from which the property owner could make his own selection.

The campaign committee office had space on the ground floor of one of the down-town buildings. Its display windows were filled with samples of various building materials and with display cards showing costs from 1926 to 1929 compared with 1932. The pledges by property owners for home improvements totaled \$10,548,135.

A careful check by the campaign committee showed approximately 75 per

cent of the pledges carried out. A considerable number exceeded the original pledge.

Quoting from a statement by one of the campaign directors:

"We held the pledge cards confidential. We then developed in the headquarters a list of accredited contractors and subcontractors, took only records of contractors who had references from people for whom they had done work, classified them in the standing counter index and called attention particularly in the press that such information could be had at headquarters.

"If a person called us up and asked for a recommendation we might give him names of several people and give their references so that the customer was making his own deal, but we only did this on request.

"We asked newspapers to join their business departments in developing a group of advertisers on full page classified ads, practically card pages, showing the people who were general contractors, subcontractors, and those who were able to put in gardens and those who could repair down spouts and so on, and so forth. All the papers had joined in giving us, as a civic and completely unselfish enterprise, an almost unprecedented use of their news column. This was not a matter of building business for any one selected group of people. It was a matter of building a volume of business within the city which would make for employment directly and indirectly, and make for greatest possible volume of improvement at the very lowest cost.

"The confidential nature of the pledge cards was maintained throughout and at the last they were sealed up and placed in the files of the Chamber of Commerce for any further reference in the future. The pledge file was definitely set out as a part of the publicity program. In other words, people knew they were not, as a result of their cooperation, going to be pestered by itinerant salesmen. That was a pledge of the campaign.

"The whole basis of the newspaper front page cooperation which we had was that of creating interest and action in a public civic campaign. Had we gone out on a strictly selfish interest campaign it is doubtful if we would have received a total of over \$3,000,000 in pledges at the best. The psychological reaction of the person who is living at home and who resents salesmen calling at the house or over the phone must be considered in any contemplation of a campaign of this type."

As the campaign was carried out, the whole city was benefitted. The committee reported that the \$10,500,000 of listed pledges was sorted out from approximately \$15,000,000 turned in. Pledges which indicated work already committed, work of a highly speculative nature, or work of natural origin were eliminated in the amount of approximately one-third of the total listed, so that the \$10,500,000 figure represents actual bona fide pledges resulting from the campaign activity.

MODERNIZING CAMPAIGN IN SALEM, OREGON

A committee from the Building Congress, working with a committee from one of the community clubs, laid the plans for a local home modernization campaign. Seven prominent citizens were interviewed. They consented to serve as an executive committee on the drive. Then all civic organizations in Salem were called together at the Chamber of Commerce, the idea was presented, and all agreed to participate in the drive. Some 17 organizations put committees of 5 to 15 people at the disposal of the executive committee. The town was divided into 14 sections and an organization assigned to each section, although in three cases weaker organizations were combined. Practically every house in the city was visited.

The local committee stated that the form of organization was simple and particularly adapted to a town the size of Salem (population 26,266), or to smaller communities. The whole project was carried on without any requests for contributions other than the individual's time and the donation of supplies. Pledge blanks were printed by one newspaper; the reminder cards by another; the paper was donated by the paper supply houses, and the time of the secretary was donated by the Material Dealers Credit Association.

Four luncheon meetings of the captains of organization teams were held, and a meeting was held for all solicitors, where pep talks were given by prominent citizens. A playlet was presented which described the proper procedure for the solicitor to follow. The newspapers gave excellent editorial support, and about a column a day on the front page. About 165 men and women participated in the drive. All team members and captains gathered each night at the Chamber of Commerce to report their accomplishments for the day, to ask questions and to discuss their experiences. Many of the solicitors worked at night, some through necessity, and some from preference, declaring that they obtained the best results when both the husband and wife were at home.

The results of the campaign were considered satisfactory. Approximately \$214,000 was pledged during the three weeks of the campaign. Most of the work was completed, with an average expenditure of 43 per cent above the amount originally pledged.

"RENOVIZE PHILADELPHIA CAMPAIGN," PHILADELPHIA, PENNSYLVANIA

Description of the Renovize Exposition
Shown in the Architects Building, Philadelphia,
As a Preliminary Feature of the Renovize Campaign

Contrasting Up-to-Date Interiors and Exteriors with Older Types

The exhibit held in Philadelphia showed both old and new rooms, cellars, attics, and exteriors. Visitors to the exhibit found an information department office, installed particularly for their benefit.

One corridor in the exhibit, laid out to represent a street, permitted visitors to view exteriors on both sides of the "street." Another exhibit showed an old living room fitted out to resemble the ordinary living room of about the period 1900 to 1915. Immediately adjoining was a modernized living room, having three sides complete with mantel, wall treatment, sash, drapes, etc. On the fourth side were shown various states of construction and finish, including lathing, plastering, painting, and the application of wood work, and other materials and equipment.

Another feature of the exhibit was a modernized kitchen. It was reached by first going through an old type kitchen that had an interior and fixtures like those of many kitchens built prior to the last decade. The completely modernized kitchen was equipped with standard fixtures considered desirable today. In a space adjoining this kitchen exhibit kitchen and plumbing equipment was displayed. Three demonstration bathrooms were also shown. The first was an out-moded type of bathroom, next to which was placed an economically priced new bathroom, and finally a more elaborate set of plumbing fixtures. Each bathroom showed appropriate wall and floor finishes and other accessories.

A special exhibit had a suggested lay-out for making waste attic and cellar space attractive and useful.

In this part of the exhibit the visitor proceeded through an old attic into a new room salvaged from waste attic space, continuing through an old cellar into a modernized cellar containing space saving equipment, heating and laundry facilities, and on into an adjoining space where various materials, appliances, games, etc., were shown.

Another exhibit permitted close inspection of wall exteriors, contrasting old and new walls and showing methods of securing new effects on existing walls, models of window and door frames showing places which were caulked to stop air leakage or water penetration. Other features of this exhibit showed methods of renewing fences, rain conductors, down spouts, and other equipment designed to conserve property investment and increase comfort. Another exhibit of exteriors featured terrace flooring, roofs, awnings, garden furniture and equipment, and an inclosed porch with proper equipment.

The visitors were also shown moving pictures of various materials and construction methods particularly applied to home modernization as well as drawings and photographs illustrating before and after views of remodeled interiors and exteriors.

The Nature of the Campaign

The desirability of organizing a civic community better housing campaign was recognized by the executive committee of the Philadelphia Federation of the Construction Industry, which includes the principal trade associations of the building industry in this district. The movement was further endorsed by the Housing and Mortgage Financing Committee of the Third Federal Reserve District. At a special luncheon called on October 17, 1932, several hundred civic community and trade organizations unanimously endorsed the campaign.

Organization of the Campaign

A committee headquarters office was established in a conveniently located building where executive details of the activity were handled.

The committee organization consisted of 22 divisions designated by symbols. Seventeen of these divisions were in the city proper and five in portions of adjacent suburban communities. Each division directed its activities from a headquarters office which was usually located in the home of the division leader, who was designated as a colonel.

Method of Conducting Campaign

The metropolitan district of Philadelphia was subdivided into geographic divisions, to which technically trained groups of volunteer solicitors, coming from the membership of interested civic and trade organizations and under the guidance of competent captains and lieutenants, were assigned for a house to house canvass.

This canvass of every home and business property owner in Philadelphia was conducted during the period January 3 to January 21, 1933, inclusive.

The home owner was asked to indicate on a signed pledge card the amount of money which he believed he could see his way clear to spend in repairing and modernizing his home or business property. The pledges of work to be done and money to be expended therefor were made for specific items and in specified amounts. To be certain that the owners of homes and business properties fulfilled their original pledges, as indicated on the signed pledge card, a comprehensive follow-up procedure was extended over a six-month period.

The property owner was urged to have the work done through contracting firms in his neighborhood. In fact, the guiding principle of the campaign was to have this work done through the regular channels of business without

favoring any particular trade group or individual contracting firm. Thus the momentum of this community-wide campaign for repair and modernization work was of benefit to every business firm in Philadelphia.

To aid the property owner in the solution of his particular problem, an Architecture and Engineering Bureau was set up which gave preliminary architectural and engineering advice, and assembled exhibits to assist home owners and others to visualize modern building methods. A Construction Bureau also was established which gave advice on estimates and letting of contracts thereunder. This architectural, engineering and construction advice was definitely of a preliminary nature, and only for the purpose of enabling the property owner to reach a decision to proceed with the renovize work; it did not include plans, working drawings and specifications, and therefore did not interfere with the regular services of the architect and engineer.

Working Cards Used in Making the House Canvass

Working cards were prepared showing names and addresses of residents in the territories surveyed for use by the voluntary workers. Each division colonel was given a quota of working cards to be subdivided and distributed to the leaders designated as majors, who in turn allocated a proper number of cards to each of the several team captains. All the working cards were completely distributed to the majors, team captains, and by them to the workers before the opening of the campaign in order that the canvass would be carried out early. This was worked out particularly in order to permit necessary call-backs.

Classification of Returns

The voluntary workers house canvass resulted in four classes of returns, as follows:

- Class A. Pledges. Those on which the tenant or owner pledged work.
- Class B. Transferred. Those on which the tenant or occupant gave information as to the agent or owner.
- Class C. Refused. Those on which the home owner or tenant refused to pledge anything or give information.
- Class D. Vacant. Those on which the surveyed properties were found to be vacant.

Returns by Workers to Team Captains

These returns were divided into four classes marked A, B, C, and D, as previously outlined.

Returns by Captains to Majors and by Majors to Colonels

The A, B, C, D, classifications were used by the team captains and majors in compiling and forwarding to the colonels the returns received daily from their associates.

Copy of Card Used When Enlisting Services of Voluntary Workers

RENOVIZE PHILADELPHIA CAMPAIGN

I am very glad of the opportunity to contribute my services as a worker in the Renovize Philadelphia Campaign during the period from January 3 to 21, 1933, and pledge my best efforts in behalf of its success.

Date..... Signed.....
Address.....
Phone..... City.....

Copy of Card Used by House Canvassers to Show Property Owners They Were Properly Authorized to Solicit Support in the Campaign:

RENOVIZE PHILADELPHIA CAMPAIGN

January 3 to 21, 1933

Card No.....

.....is a volunteer worker authorized to solicit your support in the effort to RENOVIZE PHILADELPHIA at today's low building costs and as direct unemployment relief.

(Signed).....
General Chairman

Note:- This is not a money raising campaign; hence workers are not authorized to collect money.

Copy of Pledge Card, Approximately 11 by 5 Inches, Which the Voluntary Workers Presented to the Home Owners, Tenants, or Agents:

Address.....
(House No.) (Street) (City or Town) Card No.....

Name of Occupant (Tenant) Type of Building.....
(Owner)

RENOVIZE PHILADELPHIA CAMPAIGN

N.E. Cor. 17th & Sansom Sts., Philadelphia, Pa.
(Bell) Ritenhouse 0880 - (Keystone) Race 5248.

If occupant is tenant
give name of (Agent)(Owner)
.....
Address.....

To give needed employment to fellow citizens, stimulate business activity, and take advantage of low prices in making needed improvements to this property, I intend to spend within the next (6) six months, at least \$..... in improvements to this property, distributed over the following items checked:

- | | | | |
|-------------------------|------------------|------------------------------|--------------------|
| 1...Carpentry | 5...Heating | 11...Plumbing--gas fitting | 14...Alterations |
| 2...Concrete and cement | 6...Landscaping | 12...Roofing and sneet metal | 15...Additions |
| 3...Electrical work | 7...Masonry | 13...New construction | 16...Miscellaneous |
| 4...Flooring | 8...Painting | | |
| | 9...Paperhanging | | |
| | 10...Plastering | | |

Remarks on above work.....

- | | | |
|---|--|---|
| (A) I will get my own estimates from local contractors.
...Check here for yes. | (B) I want campaign headquarters to supply lists of qualified contractors for..... | (C) I want preliminary architectural and engineering advice concerning..... |
|---|--|---|

Pledge secured by.....

Division.....Unit.....Team No.....Date.....

Tenant)
Owner) Signs here.....
Agent)

Notice:- DO NOT PAY ANY MONEY; CAMPAIGN WORKERS ARE NOT ALLOWED TO ACCEPT FUNDS. Payments should be made only directly to those satisfactorily completing work.

It is preferable to get estimates from and award the work to local firms with which you regularly deal; or you may consult the classified telephone directories and newspapers.

On request Campaign Headquarters will gladly furnish preliminary architectural and engineering advice, or lists of contractors from whom a selection can be made.

A brief manual in the form of a small booklet was prepared for the instruction of the voluntary campaign workers and listed suggestions for approaching the prospect, for convincing the home owner to participate in the campaign, and also listed a number of examples of probable questions and answers which were likely to occur. Examples of these questions and answers follow:

Q. No.1. What are the general objects of the Renovize Philadelphia Campaign?

A. The Renovize Philadelphia Campaign contemplates an intensive community effort to promote the repair, modernizing, and remodeling of residences and business properties in the metropolitan Philadelphia district.

Q. No.2. What are the benefits of the Renovize Philadelphia Campaign?

A. (1) It will save money for the owner whose property needs repairs and improvements. (2) It will enhance the value and income producing power of the renovated property. (3) It will provide badly needed employment at this critical time. (4) It will stimulate business generally throughout the Philadelphia district. (5) It will indirectly restore the value of all homes and business properties by reason of the increased business created in all lines of trade and commerce.

Q. No.3. How will "Renovizing" enhance the value and income producing power of my property?

A. Considering the present day low costs previously pointed out, the undertaking of this type of work now affords a real opportunity to the property owner to increase his own comfort and satisfaction in his property and, in so doing, add to its value should he desire to sell it. Should this property be one held for rent, taking advantage of present day conditions affords a distinctive and unusual opportunity for the property owner to make this property more readily rentable and thus able to earn an increased return on his investment. During the last three years, property owners have generally postponed needed repairs and improvements to their properties. The ravaging effects of wear and tear, rust and time, continue to lessen the value of property. Undertaking this work now is a sound and sensible step, since if this is postponed much longer, the costs of such needed repairs and improvements will be greater.

Q. No.4. How will the Renovize Philadelphia Campaign afford employment?

A. If you improve your property at this time and enter into this concerted drive, with others in the community, work will be afforded for thousands of unemployed craftsmen in various lines of industry. You may be sure that these men would rather do a good day's work than receive some form of charitable aid. This campaign is heartily endorsed and participated in by citizens of Philadelphia and neighboring communities, and the need for charitable assistance by the unemployed will thereby be appreciably reduced.

Q. No.5. How will this campaign stimulate business generally throughout the Philadelphia district?

A. Every dollar put into the regular channels of trade, by property owners spending money on their property, will be multiplied, in the course of a year, 20 to 30 times in purchasing power for the business community and workmen hitherto unemployed will be able to buy the goods of manufacturers, wholesalers and retail merchants, and in turn put others back to work. In this expanding process workmen will be able to pay rent and in so doing stabilize real estate and all other values. Such stabilization of real estate values will make your property more readily rentable or saleable. Further, general improvement of business conditions will redound to your benefit.

Q. No.6. Who is sponsoring the Renovize Philadelphia Campaign?

A. This campaign is under the direct leadership of William A. Law, Chairman of the Third Federal Reserve District's Committee on Housing and Mortgage Financing, originally appointed by the Federal Government. This campaign is being actively supported and all of the actual work is being done by members of several hundred civic, community, church and trade organizations in metropolitan Philadelphia, under the leadership of the Philadelphia Federation of the Construction Industry, an organization created to promote intelligent cooperation in the building industry.

Q. No.7. Is the modernizing and repair canvass a fund-raising campaign?

A. Emphatically no!! No person is called upon to contribute cash. The property owner is simply asked to supply work to artisans and craftsmen by having done, at this time, jobs involving the repair and modernization of homes and business properties, thereby enhancing the value of such property.

Q. No.8. Why ask me to contribute to another campaign? I cannot agree to spend any money in this campaign since I have already contributed to two or three others.

A. The Renovize Philadelphia Campaign is different from all other campaigns that have been conducted in Philadelphia, because it is strictly a campaign to help yourself. One of the mottoes of the campaign is "Help Others by Helping Yourself." Any money spent by you is directly made for your own benefit, for the benefit of the unemployed, and for the stimulation of business. What I wish to point out to you positively is that every dollar you spend as a householder will pay you dividends directly.

Q. No.9. How will I get estimates of cost on the repair work which I wish to have done?

A. I suggest that you get your own estimates of cost from several local contractors, and that you be sure you are getting the benefit of reduced labor and material prices. If you do not know such local contractors, I suggest that you either: (1) Consult the classified telephone directories or newspapers for firms or individuals doing the class of work required; or

(2) Request campaign headquarters to supply lists of contractors or firms qualified to do the work.

(Note of instruction: In the last named case, you will enter this request properly on the pledge form.)

I also suggest that in addition to securing competitive prices, you should satisfy yourself concerning the reliability of the firm to which you give the work, by first inquiring from other people, if necessary, whether its work has been satisfactory.

Q. No.10. Will campaign headquarters send me a list of firms qualified to do the work?

A. Yes, if specifically requested, such a list will be sent by campaign headquarters.

(Note of instruction: In which case you should properly indicate it on the pledge form.)

Q. No.11. Will the sponsors of this campaign favor any particular firm or individual in the distribution of this repair work?

A. Positively no. You are urged to deal with the local contracting firms with which you are familiar, or to consult the classified telephone directories or newspapers. The Renovize Philadelphia Campaign will maintain at all times a strictly impartial attitude and favor no particular firm or individual.

Q. No.12. I would like certain work done but do not know whether it is practical.

A. If you specifically request it, campaign headquarters will furnish preliminary architectural and engineering advice.

(Note of instruction: The owner must not be led to expect free professional services from architects and engineers any more than he can be led to expect free bricks or lumber. Do not encourage the use of this service for trifling matters. It is intended only to serve those who contemplate major changes, revisions, additions and the like. Where this service is applicable, make the proper entry on the pledge form.)

This architectural, engineering and construction advice and counsel definitely will be of a preliminary nature and only for the purpose of enabling the property owner to reach a decision to proceed with the renovize work; it will NOT include plans, working drawings and specifications, and therefore will not interfere with the regular services of the architect and engineer.

Q. No.13. I am a tenant--not the owner--of this property. Why should I improve another's property?

A. You are the person living in the house, and through the Renovize Philadelphia Campaign we are offering you a means whereby you may increase your own comfort and satisfaction in this property and also cooperate with a worthy community-wide undertaking. Or possibly because of reduction in rent you cannot expect the landlord to make repairs you would desire.

(Note of instruction: Even though the tenant agrees to proceed with repairs and modernizing work, make record of the owner's or agent's name and address as called for on the pledge form.)

Q. No.14. Where can I hire a laborer or competent workman to do miscellaneous work around the house?

A. You should get in touch with the local relief or welfare organization in your community, or with the State Employment Commission, Steel Building, 15th and Cherry Streets, Telephone: Rittenhouse 5301. The Renovize Philadelphia Campaign has made arrangements with this disinterested commission to handle all requests of this type.

Q. No.15. If I agree to have work done will my name be published?

A. Only if desired, otherwise only the total amount of pledges and the total number of people who signify their intention to have work done will be published. The individual pledge will be kept confidential by campaign headquarters.

Q. No.16. How is the campaign being financed?

A. The expenses of the campaign are being defrayed by public spirited citizens and farsighted firms and trade associations who accept the wisdom of cooperating in a civic movement of this nature with the one idea of bettering employment and with the full understanding that no leads will be given from campaign headquarters, nor will influence be used to favor them or their members in any way.

Q. No.17. Will I be asked to pay any money now?

A. Campaign workers are forbidden to accept money for work done. Payment must be made for work performed only to those contracting for and completing the work.

Q. No.18. Who are the campaign workers?

A. The campaign workers are recruited from several hundred civic, community, church and trade organizations, including the Philadelphia Federation of Women's Clubs and Allied Organizations. They are voluntarily giving their time in promoting this campaign for the good of the entire community.

Q. No.19. Is such a campaign a new or untried venture?

A. Such a campaign is not visionary and untried, but has been successfully accomplished in over 100 communities including Rochester, New York; Portland, Oregon; Duluth, Minnesota; Cincinnati, Ohio; Spokane, Washington; and Minneapolis, Minnesota. Even though the pledge of each property owner is small, in the aggregate it will amount to many millions of dollars, which will provide employment and stimulate business. Whatever you may spend is for your own good, but spent in this way, it will serve to aid others and the entire community.

Q. No.20. When shall I display the window sticker which indicates my cooperation with the Renovize Philadelphia Campaign?

A. With your permission, I shall attach it now to the front window.

Q. No.21. Where can I obtain other information about methods of home modernization?

A. Special educational exhibits are available in the Architects' Building, N.E. corner of 17th and Sansom Streets, Philadelphia, and, in addition, various manufacturers and distributors of materials maintain special exhibits of practical value to property owners.

A check list of suggestions for modernizing the home, based on a list contained in the government publication "Care and Repair of the House," listing a number of suggested improvements and repairs, was made up in leaflet form and left by the voluntary canvassers with the home owner.

The campaign was organized to continue for six months, beginning January 3, but with an actual period of solicitation of only four weeks. The pledge form which is kept by the property owner after the pledge is signed has a stub attached. This stub is returned to campaign headquarters by the property owner after the pledge has been fulfilled. This provides a direct check upon the work done and the amount of money thereby released.

The local committee engaged a number of unemployed young architects and engineers who during the six-month period will call upon signers of pledges who have not returned stubs. They are trained at headquarters to ask questions of the property owner so as not to give offence, and, because of their professions, they are able to give the property owner further advice as to the nature of the work to be done. So far they have brought in very satisfactory results.

The campaign officials feel that they could not secure effective results by reminding people of unfilled pledges by telephone calls, letters or post-cards. Hence they are using the system of personal calls outlined above. The volunteer members of soliciting teams are also helpful in this follow-up work as many of them obtained pledges from neighbors and friends.

Results

According to the reports available early in February, over 20 million dollars was pledged by property owners for remodeling and repair work to be completed within the next six months. One of the methods which resulted in considerable work was the special low prices offered by most of the local contractors and home equipment dealers as an added inducement to property owners during the period of the campaign.

Quoting from a statement made by Mr. A. E. Horst, Chairman of the Campaign Construction Committee and member of the executive committee of the Philadelphia Federation of the Construction Industry:

"One of the guiding principles of the local activity has been to have the modernizing and repair work done through the regular channels of the construction industry, without favoring any particular trade group or any individual contracting firm. Each private business firm or craftsman in the industry qualified to do reputable work has thus been given equal opportunity for meeting his own unemployment problem by exercising his own business initiative. This Renovize Philadelphia Campaign is quite distinct from the 'Made Work' movement. It was definitely decided not to try to control the army of unemployed craftsmen in the building trades by attempting to allot to them specific jobs developed by the campaign. It was recognized that the unemployment problem applies also to the contracting or jobbing firm, and the campaign was intended to help both types of unemployment locally, without setting up any machinery which would break down the regular method of doing business. The entire publicity program handled by one of the prominent local advertising agencies was conducted without cost to the Renovize Campaign organization except for absolutely unavoidable expenses involving printing and artist work. Newspaper space, space in the railroad suburban lines and trolley lines, as well as busses, subways, and elevated lines, window displays by prominent department stores, bill board coverage, spots in radio announcements, even advertising by airplane, all were given gratuitously and willingly. The campaign organization expects to reach a total of over 25 million dollars in pledges by property owners before winding up the activity.

"Authoritative studies of the Federal Reserve System clearly show that every dollar put into circulation multiplies 25 times in the period of a year. This means that if the Renovize Philadelphia Campaign brings back into the channels of trade \$25,000,000 additional it will give rise to a gross annual amount of business totaling \$625,000,000. Mark well that this is in the metropolitan Philadelphia district. Visualize if you will what stimulation, what driving power, would be given to the wheels of industry of the United States if other metropolitan centers took a cue from Philadelphia and sought to do for their own communities what it has been demonstrated can be done successfully in a metropolitan city."

Additional Information Available

The Home Modernizing Committee of the Commerce Department has available on request more detailed information covering methods which have been used in various cities which have conducted home modernizing and repair work campaigns, in addition to bulletins and reference material of particular interest to home owners.

The Committee is composed of 17 voluntary members who are experts in their respective housing field and acts as an advisory group of the Division of Building and Housing in the Bureau of Standards.

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