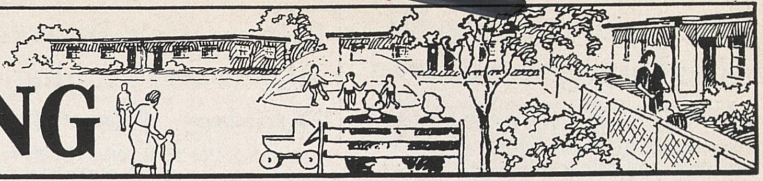


FW3.7:2/8

PUBLIC HOUSING



Federal Works Agency - John M. Carmody, Administrator Vol. 2, No. 8 - August 20, 1940 U. S. Housing Authority - Nathan Straus, Administrator

President Authorizes More Defense Housing

President Roosevelt recently approved loans and allocations of \$13,773,000 of United States Housing Authority funds to build 3,601 homes for families of defense workers in eight vital defense centers.

The loans, totaling \$6,548,000, went to four local housing authorities to construct 1,876 homes for families attached to three naval stations and one Army post. In addition, allocations totaling \$7,225,000 were made to the War and Navy Departments for construction by them of 1,725 more homes at three other naval stations and one Army post.

The loans and allocations bring the total amount set aside for defense housing to \$19,443,000, which will provide 5,151 dwellings for married enlisted men and workers in defense activities in 12 communities. The loans are as follows:

Bremerton, Wash.—Loan of \$2,003,000 to the Housing Authority of the City of Bremerton for two projects, recommended by the Navy Department, totaling 600 dwellings near the Puget Sound Navy Yard.

Charleston, S. C.—Loan of \$1,416,000 to the Housing Authority of the City of Charleston for project, recommended by the Navy Department, of 400 dwellings near the Charleston Navy Yard.

Columbus, Ga.—Loan of \$2,024,000 to the

(Continued on page 4)

Wilmington, N. C., Project Opens; New Brooklyn Homes First in State

With the opening of the New Brooklyn Homes housing project in Wilmington recently, Benjamin Jenkins, his wife, and their 9-year-old son became the first family in the State of North Carolina to move into a USHA home.

The Jenkins family (see picture below) formerly lived in a substandard house not 50 feet from the location of their new home. Mr. Jenkins is a bag printer for a Wilmington fertilizer plant, and his salary is not sufficient to obtain decent housing for himself and family from private enterprise. At New Brooklyn Homes, the Jenkinses' rent bill (between \$12 and \$15 a month) will include the cost of heat, refrigeration, lighting, cooking, and water.

Associate Justice A. A. F. Seawell of the North Carolina Supreme Court, speaking at the dedication ceremonies on July 3, said the project was a monument to "an aroused consciousness of public social duty, a monument to a new conception of the relation of government to the social life and needs of the people for whom government exists."

Located in a semi-slum section, New Brooklyn Homes affords decent housing for 246 Negro families in two-story row houses and two-story flats. Built of brick and tile with reinforced concrete foundations and

floors, the sturdy dwellings are fire-resistant, attractive, and commodious. The estimated over-all cost of the development, including the cost of land, construction, and nondwelling facilities, is only \$3,878 a dwelling. Net construction cost, including structural, plumbing, heating, and electrical costs, is only \$2,570.

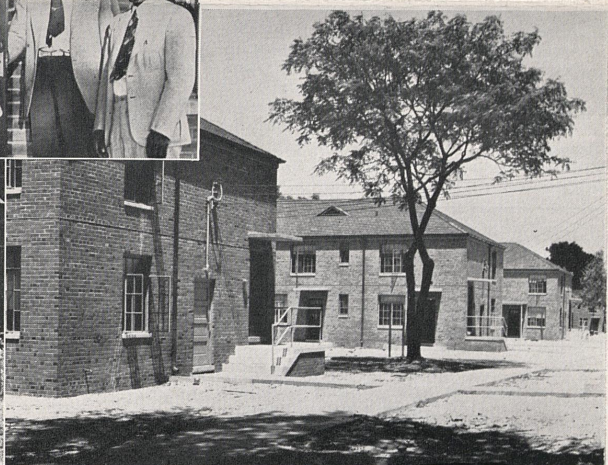
Wilmington (population 32,270) is the seat of New Hanover County, in the southeastern part of the State. A river-port city for more than two centuries, it has old houses of which the townsmen are justly proud (The Cornwallis House and St. James Church) and old houses, such as those in the picture on this page, of which they are not so proud. Of the latter variety, the percentage is fairly high. A survey made by the Wilmington housing authority before it received a USHA loan revealed that 1,266 white and 2,025 Negro families were living in substandard houses. Residential construction in the city in the past few years has been confined largely to dwellings for families in the middle- and upper-income brackets. New homes, for the most part, are constructed in the suburbs. Construction of homes for low-income families, according to the local housing authority, has been "sadly neglected."

(Continued on page 4)

Before moving into their new home the Jenkins family lived in the shack below. All sanitary facilities are in the back yard.



Manager William E. Burnett (second from right, inset) and the Jenkins family at their front door. See dwelling below.



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William P. Seaver Is New Management Head

The Senate Committee on Education and Labor recently approved President Roosevelt's nomination of William P. Seaver, architect, real estate man, and banker, as Assistant Administrator of USHA in charge of management.

As assistant to Nathan Straus, USHA Administrator, Mr. Seaver will be responsible for the successful operation and management of public housing projects providing homes for about 640,000 persons in communities from Maine to California, and in Puerto Rico, the Virgin Islands, and Hawaii.

"The job as I see it," said Mr. Seaver, commenting on the confirmation, "involves making homes of houses, neighborhoods of projects. USHA is helping local housing authorities to replace slums with planned communities where low-income families may live in safety and comfort. My job is to see that only low-income families become tenants, and that as tenants they are made to feel completely 'at home.' We in USHA are convinced that a man's home is his castle, and all management policies are keyed to that idea."

Mr. Seaver is well qualified for his new work. An architect and engineer by profession, registered and licensed in the State of New York, he has designed, built, financed, and operated practically every kind of residential development.

Early in his career, Mr. Seaver estimated cost and supervised construction of all multi-family dwellings on which loans were made by the New York Title Company. During this period he handled three hundred 4- to 12-story apartment buildings. He also supervised the rehabilitation of old multi-family dwellings. As an engineer in this early period, he designed and built the approach to the Manhattan Bridge, a section of subway, a small section of elevated railroad, sewers, utilities, and a 1,300-foot pier.

Since 1935 Mr. Seaver has been an official of the Federal Housing Administration. Beginning as Architectural Inspector, he was soon promoted to Acting Chief Architect, then Acting Chief Underwriter, District Director of the White Plains office, and, finally, Zone Manager in charge of rental housing in 13 northeastern States. His work during this period consisted chiefly in developing the rental housing program—training office staffs, selecting locations, preparing market analyses, and supervising design, construction, and management of multi-family structures. In addition, he was in charge of promotion work with banks—lecturing to trustees and mortgage departments of lending institutions.

Site Occupants Given Preference

According to a recent release of the New York City Housing Authority, 82 percent of the 447 tenants who have moved into South Jamaica Houses "were either occupants of buildings on the site of the project and were forced to move because of construction of the project, or are families who were living in buildings with major fire hazards, who had no private toilets, or whose apartments contained illegal interior rooms."

Information Director Discusses Planning of Housing Literature

"Planning Public Housing Literature"—a study designed to aid in the preparation of reports, brochures, handbooks, and bulletins by local housing authorities—has recently been issued by the Memphis Housing Authority. The study was compiled by James R. Lee, Informational Service Director of the Memphis authority, and it was "prepared for the express purpose of assisting persons unfamiliar with the publication and printing industry to understand . . . the mechanical and esthetic factors which should be considered in the construction of printed matter." PUBLIC HOUSING presents here in greatly condensed form some of the highlights of this publication.

The author has singled out 16 important points for discussion:

1. First Impression. The first impression value of any booklet should be attention, forcefulness, and interest. The elements that are primarily responsible for this impression value are the cover, pictures and titles, headings, and illustrations.
2. Cover. The cover is of great importance, and it embraces three vital considerations: (1) The title, which should be short, fitting, fresh, dynamic, understandable; (2) the design, which should suggest importance, quality, and interest; (3) the stock—structure, weight, and color. A cover illustration may have merit but should be used with caution.
3. Appeal Value. There are primarily only two types of appeal for this kind of literature, (1) the heart interest or sympathetic type, and (2) the appeal to public or civic pride. Too often the continuity of appeal is broken by such elements as floor plans, quotations, statistics, etc.
4. Coherence. Copy should be written in a reasonably clear style with simple language; presentation should be logical, brief.
5. Unity. Build the publication step by step and page by page from a basic theme.
6. Headings. Each heading should contain a thought that will arouse interest.
7. Subheadings. You may break up a long message or article by inserting subheadings which may take the form of pertinent statistics or short quotations.
8. Cut-Lines. The space beside or beneath a picture affords opportunity to give much vital and interesting information in condensed form.
9. Layout. Continuity and simplicity with plenty of white space are important. Pages must not be congested. Simplicity of layout makes for a forceful publication.
10. Art Work. Leave art work alone unless it can be done by real artists.
11. Photographs. Photographs are valuable, but poor pictures weaken rather than strengthen the appeal. Pictures need action and life. Every picture should illustrate a major point in the publication.
12. Engravings. If high finish folding enamel stock is used, any type of engraving—woodcut, line-etchings, or halftone—will print.
13. Use of Color. Color, properly used, adds warmth and strength to the appeal. Light shades of either blue or red, confined

Jacob Crane Accepts Defense Housing Post

Jacob Crane, for two years Assistant Administrator of the USHA, has recently been released in order to work with the National Defense Advisory Commission as Assistant Coordinator of Defense Housing, under Charles F. Palmer, Coordinator.

Mr. Crane has been a consulting engineer in Chicago for 18 years; he has been active in city planning work in various parts of this country and in foreign countries; and he has served as consultant for the Federal Housing Administration, the National Resources Board, and other governmental agencies. In 1918 and 1919 Mr. Crane worked on U. S. Housing Corporation projects.

The United States Housing Authority feels that the release of Mr. Crane constitutes a real contribution by it to the Defense Commission, in view of the very valuable experience which Mr. Crane has gained in the work of the USHA almost since its inception, and in view of his intensive participation in the development of USHA-aided defense housing projects under very recent enabling legislation.

The United States Housing Authority regards the interest shown by the Defense Commission in securing Mr. Crane's services, although it involves the severance of his connections with the USHA, as further recognition of public housing's place in a well-rounded program of national defense.

Mr. Crane is the third USHA official to become associated with the Defense Commission. The other two are John Edelman and Dr. Robert C. Weaver.

The Civil Service Commission has recently classified USHA as one of the National Defense Agencies.

to headings and subheadings, can be used to advantage.

14. Typography. A plain legible type face such as Caslon Oldstyle, Garamond, or Bookman is a safe choice and may be used to advantage in conjunction with Bodoni bold or a similar type for display purposes. Use 10-point type or larger. Use at least 2-point leads with an 18-point lead between columns, illustrations, photographs, and headings. A line should not exceed 55 characters. Lower case should be used in preference to "caps."

15. Presswork. Almost every city supports a well-equipped printing establishment that can satisfactorily produce good booklets.

16. Paper Stock. Antique, English, and Machine paper stock will give good results. Coated enamels, calendared, and super-calendared stocks should be used for illustrations.

Mr. Lee's manual closes with these words: "It must be remembered in preparing a booklet that its main object is to sell an idea. . . . People in general are not particularly interested in institutions or organizations or statistical information; nor do they want to read too much about agencies, functions, and services."

9/25/40

Perspective On Housing

Ordinarily we look with a jaundiced eye upon publications of government bureaus which are laudatory glossy paper, copper halftone apologies for a particular agency's existence. Bureaucrats who protest too much are to be regarded with suspicion.

The 12 page booklet just issued by the Akron Metropolitan Housing Authority, "Public Housing Comes To Akron," does not fall into this category, however. With the Elizabeth Park project taking rapid form, and with the Edgewood avenue development on the way, there was a valid excuse for publication. The pamphlet marshals all pertinent facts, surveys pre-housing conditions in the Elizabeth Park district and states precisely wherein not only tenants but the entire community will benefit by the project.

We suggest that critics who fought the public housing program in Akron avail themselves of the new booklet, read it, then use it as a Baedeker for a tour of the Elizabeth Park section. It should give them new perspective.

—Akron Beacon-Journal—July 30.

Public Housing Programs are Good News in their communities. Clear, straightforward statements such as *Public Housing Comes to Akron* (below) are always effective.



Public Housing COMES TO Akron
ENLIGHTENED SELF INTEREST
MOVES AKRON TO GET RID OF ITS SLUM DISTRICTS

Monograph on Planting Prepared by USHA for Landscape Architects

APPROACH TO PLANTING AND THE SELECTION OF PLANT MATERIALS—A monograph on the design of low-rental housing projects. United States Housing Authority. July 1940. 34 pp. Processed.

The USHA has recently issued this instructive monograph for the information and use of landscape architects engaged in planning housing project design. The monograph is not available for general distribution. The following is a summary of the most useful data.

In working on a public housing project the landscape architect must adjust himself to new conditions and new objectives. He must keep in mind the heavy wear and tear that planning for use implies, as perhaps 120 people will be using each acre of open space. The following points may be used as a check list of reminders that project planting must be adapted to difficult conditions and must be economical in first cost and upkeep:

1. Examine existing trees on the site and make use of as many as possible in the plan.
2. Use a *short* list of plants and materials.
3. Avoid choice and delicate plants.
4. Plant for breadth and an effect of simple practicality.
5. Do not plant close, or overplant.
6. Budget the planting job, reducing the number of plants rather than saving in soil preparation.
7. Make planting appropriate to special situations, as: don't use wide-spreading shrubs close to walks.
8. Give the planting effective protection.
9. Keep economical maintenance in mind, and plan for tenant maintenance where possible.
10. Use vines freely.
11. Avoid both excessive and insufficient use of trees.
12. Study the lawn areas for size and shape.

The monograph contains notes on the plant material groups — trees, shrubs, hedges, vines, ground covers, grass, and flowering plants—notes which would be helpful to the landscape planner but which do not lend themselves readily to condensation for purposes of this summary. In addition, there are notes on the use of specific trees and plants:

1. The ailanthus tree is hardy and may be used to advantage in informal rows or groups to provide shade.
2. The black locust may be used in poor soil and is a fast grower.
3. Weeping willows, which can be effectively grouped with ailanthus, may be used away from the project's utility lines.
4. The crack willow will produce shade rapidly and economically.
5. The mulberry might be used near playgrounds, as it is tough and lends itself to climbing.
6. The chinaberry, a rapid grower producing a dense shade, may be used effectively in the South.

Other shrubs and plants are discussed at some length, and a "use-with-caution list" contains 20 items which may be used under favorable conditions.

Seven Beaver County Defense Centers Have Only Fifty-nine Vacant Dwellings

A recent survey of housing conditions in Beaver County, Pa., one of the Nation's most important industrial centers, found only 59 vacant dwellings (either for rent or sale) in 7 communities where live 125,398 persons, 80 percent of the county's population.

Basic industry of the county is steel (most important of all defense materials) and steel products. The Jones & Laughlin Steel Corporation, the American Bridge Company, Babcock & Wilcox Tube Company, the Pittsburgh Crucible Steel Company—these and several other plants in Beaver County are of vital importance in the defense program. Aliquippa, one of the seven communities included in the survey, ranks fourth in industrial production among all communities in the State of Pennsylvania.

The inevitable increase in plant personnel due to the defense program in these communities will create serious housing problems. Beaver County has a housing authority supported by each of the seven communities. The authority has been assured that as soon as funds are available, USHA assistance can be counted on.

Following is a tabulation of population and vacancies in the seven communities:

Community	1940 population	Vacancies
Aliquippa.....	27,625	24
Beaver Falls.....	22,411	7
Ambridge.....	23,526	15
Rochester.....	25,036	9
Freedom.....	5,086	0
New Brighton.....	11,897	2
Midland.....	7,267	2
Totals.....	125,398	59

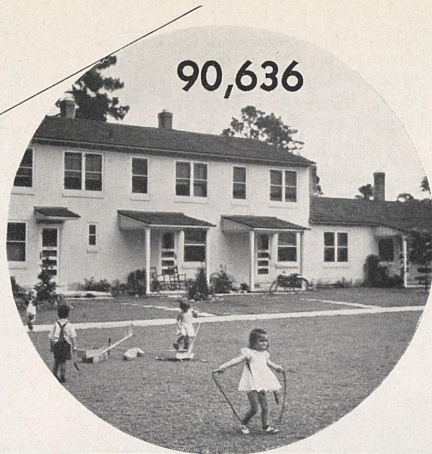
More New Homes



1939

WEEK ENDING AUG. 12

Since Aug. 12, 1939, 54,002 USHA Homes have gone into construction



1940

WEEK ENDING AUG. 9

J. Edgar Hoover Says Crime Begins in Homes that Fail

Under the title "Criminals Are Home Grown," Chief G-man J. Edgar Hoover, writing in *The Rotarian* for April 1940, discusses the home and its relationship to crime. "When the dinner table and the woodshed fail to teach decency," says Mr. Hoover, "the cycle which lands boys in jail often begins."

"In the files of the Federal Bureau of Investigation in Washington, D. C., repose the fingerprints of 14,000 men and women whom the Bureau regards as especially dangerous criminals, and the fingerprints of 4,750,000 other criminals. What a commentary on the failure of the family and the community to meet the crime problem!"

Editor's Note: In PUBLIC HOUSING, I:14, p. 8, is the report of Judge W. H. Berkham of the Miami Juvenile and Domestic Relations Court. After a thorough check of his records, Judge Berkham said that not a single case of juvenile delinquency had reached his court from the Negro housing project at Liberty Square. The project had been operating more than 2½ years. During the same time Negro delinquency cases had continued to be heavy from other sections of the city.

New Brooklyn Homes

(Continued from page 1)

A survey of housing conditions for Negro families of low income revealed vicious overcrowding and a complete lack of sanitation. Of 938 dwellings inspected, only 1 in every 25 had either a bathtub or shower, and 42 percent had no indoor toilets.

The Wilmington authority has USHA funds (\$1,737,000) for the construction of two low-rental communities: New Brooklyn Homes and Charles T. Nesbitt Courts. The latter is for white tenancy and will provide homes for 216 low-income families.

In a recent publication, *USHA Housing in San Antonio, Texas, June 1940*, a pictorial supplement to the San Antonio authority's 1939 report, pictures and tables are used very effectively to tell the story of the community's public housing program.

A new departure from the conventional report technique, the supplement relies almost wholly on pictures and brief, factual captions. To save money (evidently only a limited number of copies were prepared), pictures were not engraved but merely mounted on good cover stock; tables, printed on bond, were inserted; and the whole bound in an attractive folder.

Weekly Construction Report

Item	Week ended August 9, 1940	Week ended August 2, 1940	Week ended August 12, 1939
Number of projects under construction ¹	245	244	87
Number of dwellings under construction ¹	90,636	90,436	36,634
Total estimated over-all cost ² of new housing.....	\$394,520,000	\$394,198,000	\$170,445,000
Average over-all cost ² of new housing per unit.....	\$4,353	\$4,359	\$4,654
Average net construction cost ³ per unit.....	\$2,731	\$2,734	\$2,912

¹ Includes projects which have been completed.

² Includes: (a) Building the house, including structural costs and plumbing, heating, and electrical installation; (b) dwelling equipment, architects' fees, local administrative expenses, financial charges during construction, and contingency expenses; (c) land for present development; (d) non-dwelling facilities.

³ The cost of building the house, including structural, plumbing, heating, and electrical costs.

Defense Loans

(Continued from page 1)

Housing Authority of the City of Columbus for project, recommended by the War Department, of 614 dwellings near Fort Benning.

Newport, R. I.—Loan of \$1,105,000 to the Housing Authority of the City of Newport for project, recommended by the Navy Department, of 262 dwellings near the Newport Naval Station.

The allocations, to provide for development of projects by the War and Navy Departments with funds transferred by the United States Housing Authority, were made as follows:

Army—\$1,625,000 for 325 dwellings at Anchorage, Alaska, where a large air base is under construction.

Navy—\$1,600,000 for 400 dwellings in the Panama Canal Zone.

Navy—\$1,600,000 for 400 dwellings at the Portsmouth, N. H., Navy Yard.

Navy—\$2,400,000 for 600 dwellings at the Mare Island, Calif., Navy Yard.

Schedule of Bid Opening Dates¹

Project location, number, and name (when available)	No. of units	Date of opening
Caguas (P. R.—3-4): Jose Mercado.....	152	8-29-40
Charleston (S. C.—1-7, Defense).....	400	8-29-40
Columbus (Ga.—4-3, Defense).....	614	8-29-40
Columbus (Ohio—1-4): Mt. Calvary.....	350	8-23-40
Ft. Wayne (Ind.—3-1)...	120	8-23-40
Gary (Ind.—11-2): Ivanhoe Gardens.....	317	8-26-40
Gary (Ind.—11-3): Duneland Village.....	165	8-26-40
Hopewell (Va.—5-1).....	96	9-15-40
Marietta (Ga.—10-1): Clay Homes.....	108	9-3-40
Marietta (Ga.—10-1): Fort Hill Homes.....	120	9-3-40
New Orleans (La.—1-1, Pt. II): St. Thomas Street.....	36	9-11-40
Newark (N. J.—2-8): Felix Field Court.....	300	9-13-40
Newport News (Va.— 3-1): Harbor Homes.....	252	9-5-40
Philadelphia (Pa.—2-3)...	1,250	9-12-40
Rock Island Co. (Ill.— 10-1, Defense): East Moline.....	101	8-26-40
San Antonio (Tex.—6-3).	796	8-22-40
Toledo (Ohio—6-4): Albertus Broun Homes.....	134	8-24-40
Washington (D. C.— 1-7): Navy Yard.....	314	8-28-40

¹ There is usually a 30-day period between bid advertising and bid opening.

Publication is approved by the Director, Bureau of the Budget, as required by rule 42 of the Joint Committee on Printing.

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