

HOW TO CARRY ON AN "OWN YOUR HOME" CAMPAIGN.

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talk on what it meant to use home-made products.

All these addresses were, of course, published in the newspapers.

I will give you a very brief idea as to what has been accomplished in the National Campaign during the past four months.

Over 200 cities have put on "Own Your Home" campaign or have their organizations under way. 1563 cities have become interested to the extent of making inquiry about the movement. The cities putting on "Own Your Home" campaigns represent a very large percentage of the total population of the United States. The cities included are among the largest in the country and represent 38 states. If this work had started two months earlier it would have saved the jam we will have this Fall caused by housing shortage.

The building permits for the month of April and May in many cities of the United States where campaigns had been started, show an enormous increase over the corresponding month of the previous year.

We have circulated about 10,000 "Own Your Home" manuals to various interested committees in something like 1600 cities. We have prepared a great many thousand posters which were sent to committees; the following are some of the slogans used, all of which were signed by Secretary of Labor, W. B. Wilson:

"I want to see every wage earner own his own home."

"Own a home for your child's sake."

"Save your money by building a home; a man can borrow money on what he puts into a home, he can't on what he pays out for rent."

Over 3,000,000 posters were printed and distributed throughout the country; 200,000 stickers were printed and used on envelopes, letterheads, and packages leaving stores, etc.

Our Publicity Department circulated a great many hundred thousand articles on the merits of the movement to 14,258 newspapers throughout the country and 148 building trade magazines, many of the latter class being supplied with specially illustrated articles.

The National Y. M. C. A. is to have a Thrift Week next January, one of the days to be devoted to the "Own Your Home." This will be co-operated in by 2,000 local associations throughout the country. The Realty Boards and building industries will be asked to handle the "Own Your Home" day.

A conference of the Governors of all the states and the mayors of one hundred of the large cities was called in Washington by President Wilson in which our division took part. Mr. Ernest T. Trigg, President of the Philadelphia Chamber of Commerce, represented our section in this important conference and his "Own Your Home" address created an unusual amount of interest. Through the co-operation of the U. S. Housing Corporation, we distributed to local committees a great many sets of plans used by them in their various projects during the War period. In the campaigns put on before the Government undertook this work, the intention was only to create a desire for home ownership. Since our National campaign was started many of the larger employers and influential business men have appreciated the importance of the movement and are rendering more substantial assistance to those desiring to own their homes by organizing local corporations to lend money up to a large percentage of the value at low rates of interest.

It would be difficult to estimate with any degree of accuracy the enormous amount of publicity and interest shown in this movement during the short time it has been under way. It has grasped the attention of a great number of the influential professional and business men of the Nation, who have written a great many very forcible arguments in favor of home ownership.

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