

FEDERAL HOUSING ADMINISTRATION
MEMORANDUM

DATE 4-20-36

TO: Honorable Marriner S. Eccles
Governor, Federal Reserve Board
SUBJECT— Washington, D. C.

••• 16-8401

Dear Governor Eccles:

Through the assistance of the Federal Housing Administration, Home Shows have been held, and are being held, as per attached schedule.

This is all by private capital.

These are becoming increasingly popular, and are developing a tremendous amount of home building.

Stewart McDonald
Administrator

CLASS "A" HOME SHOWS ALREADY HELD

Baltimore, Maryland - - - - - January 4th to 11th.
Houston, Texas - - - - - January 11th to 19th.
Miami, Florida - - - - - January 25th to February 1st.
Fort Worth, Texas - - - - - January 25th to February 2nd.
Kansas City, Missouri - - - - February 10th to 15th.
Detroit, Michigan - - - - - February 14th to 23rd.
San Bernardino, California - February 20th to March 1st.
Philadelphia, Pennsylvania - February 22nd to 29th.
Louisville, Kentucky - - - - February 28th to March 7th.
Cincinnati, Ohio - - - - - March 7th to 15th.
Minneapolis, Minnesota - - - March 9th to 14th.
Columbus, Ohio - - - - - March 21st to 28th.
Omaha, Nebraska - - - - - March 23rd to 27th.
New York, New York - - - - - March 23rd to April 4th.
Des Moines, Iowa - - - - - April 1st to 8th.
Buffalo, New York - - - - - April 13th to 18th.

CLASS "A" SHOWS TAKING PLACE AT THE PRESENT TIME

San Diego, California - - - - February 12th to September 9th.
Indianapolis, Indiana - - - - April 16th to 26th.
Pittsburgh, Pennsylvania - - April 18th to 26th.

CLASS "A" SHOWS SCHEDULED

Akron, Ohio - - - - - April 25th to May 2nd.
Toledo, Ohio - - - - - May 2nd to 9th.
Los Angeles, California - - - May 2nd to 17th.
Binghamton, New York - - - - May 9th to 16th.
Newark, New Jersey - - - - - May 9th to 16th.
Chicago, Illinois - - - - - May 16th to 24th.
Syracuse, New York - - - - - May 18th to 23rd.
Long Beach, California - - - May 23rd to 30th.
Richmond, Virginia - - - - - May 23rd to 30th.
Troy, New York - - - - - May 25th to 30th.
Little Rock, Arkansas - - - - May 30th to June 5th.
Boston, Massachusetts - - - - June 13th to 20th.
Memphis, Tennessee - - - - - June 9th to 13th.
Schenectady, New York - - - - June 29th to July 4th.

CLASS "B" HOME SHOWS ALREADY HELD

Salisbury, Maryland - - - - - March 30th to April 4th.
Marion, Ohio - - - - - April 7th to 10th.
New Haven, Connecticut - - - April 13th to 18th.
Henderson, Kentucky - - - - - April 13th to 18th.
Sycamore, Illinois - - - - - April 14th to 18th.
Fort Wayne, Indiana - - - - - April 16th to 21st.

CLASS "B" SHOWS TAKING PLACE AT THE PRESENT TIME

Albuquerque, New Mexico - - - Week of April 19th.
Durham, North Carolina - - - April 20th to 24th.
Stamford, Connecticut - - - - April 20th to 25th.
Passaic, New Jersey - - - - - April 20th to 25th.
Lawrence, Massachusetts - - - April 20th to 25th.

CLASS "B" SHOWS SCHEDULED

Utica, New York - - - - - April 27th to May 2nd.
Reno, Nevada - - - - - April 28th to 30th.
Jersey City, New Jersey - - - May 5th to 15th.
Rochester, New York - - - - - April 18th to 25th.
Warren, Ohio - - - - - April 21st to 24th.
La Porte, Indiana - - - - - April 22nd to May 11th.
Allentown, Pennsylvania - - - May 4th to 10th.

CLASS OF SERVICE DESIRED	
DOMESTIC	FOREIGN
TELEGRAM	FULL RATE CABLE
DAY LETTER	DEFERRED CABLE
NIGHT MESSAGE	NIGHT CABLE LETTER
NIGHT LETTER	WEEK-END CABLE LETTER
SHIP RADIOGRAM	RADIOGRAM

Patrons should check class of service desired, otherwise message will be transmitted as a full-rate communication.

Postal Telegraph

THE INTERNATIONAL SYSTEM



ALL AMERICAN
CABLES

ALL AMERICAN
CABLES

Illustration

Radio

RECEIVER'S NUMBER

CHECK

TIME FILED

STANDARD TIME

Send the following message, subject to the terms on back hereof, which are hereby agreed to

Form 2

NIGHT LETTER

APRIL 14, 1936

L R GIGNILLIAT DEPUTY ADMINISTRATOR
FEDERAL HOUSING ADMINISTRATION
WASHINGTON D C

BUFFALO NATIONAL HOME SHOW ATTENDANCE 10,129 FOR OPENING NIGHT 7 TO 10:30 PM APRIL 13TH STOP SIGNED REPORTS OF EXHIBITORS SHOW SALES CLOSED \$14,788 WITH 473 PROSPECTS FOR POTENTIAL BUSINESS OF \$850,965 WHICH INCLUDES 206 PROSPECTS FOR PURCHASE OF NEW HOMES TOTALING \$704,550 STOP FEA DISTRICT DIRECTOR W GRANT KING REPORTS SEVEN MORTGAGE APPLICATIONS FOR \$37,850 WITH \$45,000 POTENTIAL IN ADDITION STOP ALL ABOVE FIGURES FOR OPENING NIGHT ONLY STOP DIRECTOR KING REPORTS RESULTS FOR TODAY TUESDAY TEN APPLICATIONS SIGNED FOR \$51,900 WITH ELEVEN PROSPECTS FOR \$35,000 IN MORTGAGE APPLICATIONS

F D MCDONALD JR
MANAGING DIRECTOR BUFFALO NATIONAL HOME SHOW

#474-MS