

FEDERAL HOUSING ADMINISTRATION
WASHINGTON

STEWART McDONALD
ADMINISTRATOR

November 9, 1938

Honorable Marriner S. Eccles, Chairman
Board of Governors of the
Federal Reserve System
Washington, D. C.


My dear Mr. Eccles:

I believe the attached booklet "Planning Profitable Neighborhoods" will be of interest to you as visualizing the practical work which the Federal Housing Administration is carrying out with the developers of subdivisions throughout the country.

As you may realize present conditions in nearly every city in the United States show conclusively that neighborhoods go to pieces long before the houses. This booklet is based upon the experience we have gained in examining more than 5,000 residential subdivisions throughout the country and shows the type of suggestions we are making in an effort to increase marketability, reduce development costs and protect neighborhoods against deterioration and blight.

Our experience so far in this work gives every indication, in my opinion, of a successful contribution to the future of housing in America.

Sincerely,


Stewart McDonald
Administrator

Enclosure

November 15, 1938.

My dear Mr. McDonald:

This is to thank you for your letter of November 9th enclosing the copy of the booklet, "Planning Profitable Neighborhoods", which is of interest to me, as I am sure it will be to many others, because it so vividly portrays the need for intelligent residential development to protect both the home owner and the investor. So far as I am aware, no other such studies available to the general public have been published, clearly bringing out the important factors which should be taken into consideration in planning home developments.

This is a practical and worthwhile contribution on which I feel the Federal Housing Administration should be congratulated.

Sincerely yours,

M. S. Eccles,
Chairman.

Honorable Stewart McDonald, Administrator,
Federal Housing Administration,
Washington, D. C.

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