

UNITED STATES  
DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

ADDRESS ONLY  
THE DIRECTOR, NATIONAL PARK SERVICE

WASHINGTON  
Washington

March 28, 1940.

MEMORANDUM FOR MR. MACNAMEE:

Re: RC, STATE DEPARTMENT  
Motion Pictures

Following up memorandum from Dr. Thomson of March 20, have contacted Mr. P. M. Crapo of the local office of Western Pine Association. He indicated willingness to comply; however, is contacting the home office for definite approval.

Motion Pictures

Project as outlined in my memorandum of February 8, supplemented by memorandum of Mr. Candland March 20, in status quo awaiting developments your New York trip and general approval, at which time we are to transmit proposal in writing to RC, State.

Photographs

Informal conference with Mr. Pierson, RC, relative series of photographs with captions depicting the scenic, recreational, historical and industrial attractions of the United States, together with human interest shots, as per my memorandum of July 14. Mr. Candland, by arrangement with WPA Writers' Project, has secured approximately one hundred glossies, captions of which are now being added.

Mr. Pierson has given general approval of subject matter with definite approval of the project awaiting our communication to RC, State Department, outlining same.

It is now suggested that these photographs be compiled in folders and placed in consulates and embassies of Latin American countries and Ottawa, Canada. Individual photographs would be made available to appropriate interests as a loan, to be returned to individual offices, thereby keeping entire series intact. Supplemental distribution from this office of appropriate subjects as they become available is suggested and duplicates supplied when needed because of wear and obsolescence.

This project enlarged in Mr. Candland's memorandum of March 20, which awaits developments your New York trip and general approval, at which time we are to transmit proposal to RC, State Department.

Literature and Publications

Informal conference with Mr. Pierson, RC, relative distribution of Calendar of Events to consulates and embassies in Latin American countries and Ottawa, Canada. Same relative placing of these offices on regular mailing list for copies of OFFICIAL BULLETIN. Through cooperation of Mr. Pierson, formal requests for both have been received as of January 9 and 30, respectively. Confirmation of same forwarded State Department from this office and copies of CALENDAR OF EVENTS and of current issue of OFFICIAL BULLETIN have already gone out.

List of consulates and embassies, Latin American countries and Ottawa, Canada, have been supplied this office and have been added to the regular mailing list for subsequent issues of each publication.

Re: BUREAU OF PUBLIC ROADS  
Photographs

Contacted Mr. A. C. Rose, Senior Highway Engineer, Division of Information, and he has offered this office the full facilities of their photograph section. They have a comprehensive file of technical and scenic photographs covering the United States generally. A number of the scenic photographs are being supplied at once, with other to follow at such time as we wish to make a complete selection. Same to be supplied this office without cost.

Re: NATIONAL RETAIL DRY GOODS ASSN.

Informal discussion with Mr. Saul Cohn, former President, and Mr. Young of the local office, relative participation among their 5700 affiliated stores. This feature would comprise display in such departments as men, women and children's wear, equipment, luggage, photographic supplies, books and publications. This feature ties in with suggestions contained in my memorandum of January 30, relative Times-Herald feature, and has been given general approval. However, nothing further has been done awaiting your approval and suggestions. In the meantime, Mr. Frank Mayfield, President of Scruggs, Vandervoort & Barney, one of the NRDGA affiliates, has been elected President at their annual conference held in New York January 15-17.

Appointment with Mr. Young, of the local office, and possibly with Mr. Mayfield early next week to follow up the above outlined program. (Please note letter of February 13 to Mr. Frank Mayfield.)

Re: CHAMBER OF COMMERCE  
NACOS

Miss Norma McKelley, Secretary and Director of NACOS, has offered the facilities of this organization insofar as policy will permit. This organization is made up of State and community Chambers of Commerce

representatives who deal directly with commercial interests. Miss McKellep has sent this office a selected list of these representatives and especially requested the OFFICIAL BULLETIN be mailed to each. Mr. Candland added a flyer" asking for a response to those not already on our mailing list. General commendation of the program of the Travel Bureau was received, with appropriate cooperation offered from each.

Have suggested to Miss McKellep and a number of NACOS officials who have visited here during the past year that the Travel Bureau program be presented direct to them at one of their conferences. Inasmuch as it is this group of representatives who could be directly responsible for the development of the travel program in their individual States, it would seem to be a logical approach.

Their annual convention is held in October; however, it is suggested that subsequent to passage of legislation, an earlier presentation might be made at one of their executive sessions held periodically throughout the year.

A Delaware official, confidentially, has indicated that the DuPont Interest might consider the production of a color motion picture, depicting the scenic, industrial and recreational attractions of their State. Mr. Lamont DuPont would be the one most amenable to a suggestion of this nature. With your approval, would like to develop this contact subsequent to passage of legislation.

Re: CHESAPEAKE AND OHIO RAILROAD

Conference with Mr. Singer, Advertising Manager, Cleveland Office, regarding changes which they anticipate making in their film, "George Washington's Railroad." There was a preponderance of advertising which detracted not only from the excellent theme of the picture but was generally objectionable to officials of RC, State Department, and others at the showing.

Mr. Singer advises that Chesapeake & Ohio will use the President's Proclamation in their new "time table", to be released in the near future. He requested this office to supply their advertising department with several photographs of Skyline Drive and especially one of the Ohio River. Contact has been made with Division of Information, WPA, with Public Roads, and the Times-Herald. Several of each shot are available and have so advised Mr. Hilliard of the local office, who will make a tentative selection subject to Mr. Singer's and Mr. Spain's approval.

Discussed a program particularly directed to women's organizations, schools, and colleges and they consider it has merit. This is much the same program which I have outlined in "Travel Guild". Mr. Spain particularly thought this worthy of their consideration and expects to take it up with passenger traffic officials at an early date and report progress upon his next visit to Washington.

Re: SHELL OIL

Following up my letter to Mr. Charles A. Foster, District Sales Manager, Shell Oil, Baltimore, Maryland, their London representative for seven years, he advises that Mr. D. C. Marschner, Advertising Representative, will be in Washington this week. With your approval, wish to discuss with him the "See America Series". Shell Oil might sponsor this project, thereby providing the necessary funds of around \$200,00. Good will for their interests should ensue if this series of films were made available to RC, State Department, as outlined in my memorandum of February 8.

In the meantime, "Shell Touring Service" was used in the OFFICIAL BULLETIN, February issue. (Please note my letter of February 15 to Mr. Foster and excerpts of his letter of March 21.)

Re: TIMES-HERALD FEATURES

The status of this project to date is for special resort edition on April 14 with features as outlined in my memorandum of January 30, together with certain ones developed by Mr. Glaser within the past ten days. Feature article by you has been supplied Mr. Glaser by Editorial Section of the office.

If, when published, this issue appears to be a really good piece of advertising promotion, it might well be circulated among a selected list of State and municipal travel agencies as a "suggestion".

Re: WOMEN'S PROGRAM

Following up activities of last spring, have continued contact with officials of the General Federation of Women's Clubs and the D. A. R. relative the participation in 1940 travel program. Subsequent to passage of legislation, it would seem advisable to develop this project and present a concrete program for consideration of their directors who meet in the executive session in late spring. At this time, their programs are made up for the coming year.

Attachments.

Florence Jones Vining.

FV:sm

cc: Mrs. Vining  
Mr. Candland

Washington , D.C.  
April 22, 1940

Mr. Oscar Ewing ,  
Room 2000,  
# 1 Wall Street ,  
New York City.

My dear Mr. Ewing :

The enclosed material is self-explanatory. Believe that I could be of real service to your organization in connection with the Institute of Government , clipping enclosed .

I have worked with the members during the past six years and have spoken to many local groups throughout the United States . Many of the officials are friends of mine and I have a fair working knowledge of their organization and policies . You will note in the folder , reference to the Reporter Group and the part played in the educational program of the Federal Housing Administration .

If assigned duties which might interfere with my present duties with the United States Travel Bureau , it will be possible to take leave with the full approval of my immediate chief , Mr. W. Bruce Macnamee . He knows of my original contact with Mr. Stanley and approved .

Will appreciate the early return of the folder . I am hoping for an appointment to accompany members of the General Federation of Women's Clubs on a Goodwill Tour of Latin America , sailing from New York May 31 and you will understand therefore, the constant need for this material .

Trusting that I may hear from you favorably, at an early date , I am ,

Sincerely yours,

WASHINGTON  
NATIONAL BANK SERVICE  
DEPARTMENT OF THE  
UNITED STATES  
(Mrs.) Florence Jones Vining ,  
1107 16th Street , n.w.  
Tel. Met.0654 .

Washington, D. C.  
December 14, 1939.

Proctor and Gamble Company,  
Cincinnati, Ohio.

Gentlemen:

The enclosed material self-explanatory; however, I wish to use it to illustrate, in part, a suggestion which I have wanted to make for some time. It seems to me to have merit and I shall appreciate your comments and consideration.

The current style advertising of toilet soaps and creams, while carrying unquestioned appeal to a certain portion of the market, largely overlooks the wide market represented by the business women and smart young housewife who may combine a career with the duties of a wife and home. These women to whom I refer are of the well-to-do group middle and upper income group, but are not of the luxury group. They are intelligent shoppers and know quality as well as their personal tastes.

A series of advertisements along the line of the "debutante" theme, carrying photographs and testimonials, but with outstanding personalities in the above-mentioned group, would, I believe, produce gratifying results. I should be glad to enlarge upon this sketchy idea upon learning your reaction. Would be in a position to suggest and contact, on a national scale, such personalities.

Trust that I may hear from you in the very near future.

Sincerely yours,

Florence Jones Vining  
1106 Sixteenth Street, N. W.

————— So pleasant to handle - not too large - 7  
So easy 9  
yet not too small to be economical - a truly ex- 9  
quisite soap for general toilet use - just fragrant 8  
enough for feminine tastes - not too fragrant for 8  
masculine tastes - a cool wholesome perfume with 7  
appeal for every member of the family - each of whom 10  
will demand that smooth creamy lather - like a fluff 9  
- no more - but it soothes taut nerves- and cleans 9  
and cleans and - cleans - 13

————— Intelligent marketing makes it readily 5  
accessible - for the usual purchases and for the 8  
emergency - at department stores - specialty shops- 6  
at the neighborhood drug and grocery stores - no 8  
bother to hunt for a distributor other than your 9  
favorite - buy it by the dozen and store it in neat 11  
rows on linen closet shelves - in its own simple 9  
sanitary wrapper - no other sachet is needed - 7

————— For the fastidious shopper - busy house- 6  
wife or business women - so easy to order - by tele- 9  
phone - so easy to say ————— CAMAY 6

Please enter in current contest - appropriate week .

Wrappers enclosed ( 3 ) as noted .

December thirteen

( Mrs. ) Florence Jones Vining,  
1107 16th Street,  
Washington , D.C.

FEDERAL HOUSING ADMINISTRATION  
WASHINGTON, D. C.

My dear:-

Of all the times I have started to talk to you, to tell you just how deeply appreciative I am of what you have done for me - but there is always someone coming in, or others are here - Nevertheless, can't let the week go by without telling you that I realize that if it wasn't for your graciousness in including me in conferences, in telling others of the things that I might have done that pleased you, in giving me credit for everything to others - in general just being most generous in every way - and in giving me recognition - Dam well I know that if it hadn't been for all these, that I wouldn't have gotten my grand boost, and I so have told all the committee, with the exception of Mr. Neville, whom I don't know well enough -

Anyway, please believe that I think you are perfectly grand, and I'll never have anyone more pleasant and thoughtful to work with - I know that. Any time that I can ever do anything for you - to show materially my appreciation - I hope you will let me.

Short, but to the point, but nevertheless -  
I'm most sincere-

M. Ward.

7/11/36.



*Vining, Florence Jones*

THE ADVISORY COMMISSION TO THE COUNCIL OF NATIONAL DEFENSE  
FEDERAL RESERVE BUILDING  
WASHINGTON, D. C.

July 11, 1940.

MEMORANDUM

TO: Mr. R. W. Horton  
Director of Public Relations

FROM: C. A. Bishop  
Office of Leon Henderson

SUBJECT: Mrs. Florence J. Vining

Attached is an application filled out by Mrs. Florence Jones Vining, and copy of a letter signed by Mr. Gerrish Gassaway, Chamber of Commerce, Wilmington, Delaware, recommending her.

These papers are forwarded to you at the request of Mrs. Vining.

*C. A. Bishop*

C. A. Bishop.

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Y

CHAMBER OF COMMERCE, DELAWARE

Wilmington

Mullin Bldg.

June 21, 1940.

Dr. Leon Henderson,  
National Defense Council,  
Washington, D. C.

Dear Doctor:

This will serve to introduce Mrs. Florence Jones Vining, whom I have known for several years and was formerly Chief of the Womens Section of the Federal Housing Administration, directing the activities of fifty-four women field representatives assigned to States' district offices throughout the United States.

Mrs. Vining has had very broad experience in Liberty Loan Campaigns; merchandising director; consultant in house design and decorating; hostess at exhibitions at various world's fairs; editorial work; publicity director, etc.

With the F. H. A., besides directing the women's division, acting through the Federation of Women's Clubs, civic, social, church and school organization, as well as industrial groups, she directed women's activities in the housing program which resulted in the organization of some 1500 women's divisions of local better housing committees.

At the present time she is with the United States Travel Bureau of the Department of the Interior engaged in public relations work.

It is doubtful if the Department of the Interior will secure the passage of its bill appropriating for this Bureau. I am therefore suggesting to Mrs. Vining she should see you for it does occur to me that a woman with her experience and ability would be of value in your department.

With kindest personal regards and wishing you continued success in the work with the Defense Council, I am,

Cordially yours,

/s/ Gerrish Gassaway  
Manager

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UNITED STATES  
DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

ADDRESS ONLY  
THE DIRECTOR, NATIONAL PARK SERVICE

WASHINGTON  
Washington

July 12, 1940

Mr. Addison Foster,  
Executive Assistant,  
Executive Offices of the President,  
Washington, D. C.

Dear Mr. Foster:

As you know, Mrs. Florence J. Vining has been employed by the United States Travel Bureau from September 1938 to June 30, 1940. She was employed here in what is known as a non-certified capacity in connection with the WPA Project under the jurisdiction of this Bureau. During her service here she handled special assignments particularly in regard to motion pictures, still photographs, and cooperative projects with other government agencies.

At the close of the past fiscal year it was necessary to re-new the authority to operate a WPA Project under this Bureau. The application for this authority requested us to make a number of administrative changes, among them the definite classification, duties, and functions of the non-certified employees allotted to the project be classified as Supervisor and Chief Clerk, respectively. Mrs. Vining's experience did not qualify her for either of these positions. Consequently, since no other funds were available for continuing her employment, it was necessary that her services be terminated as of June 30.

Notice of the action taken by the WPA in our request for authority to continue the project was not received until July 6. This delay made it impossible to make any final decision on the disposition of personnel at an earlier date.

Mr. Addison Foster

2

July 15, 1940

It should be definitely understood, however, that this action does not jeopardize her opportunity for securing a permanent position with the Bureau at a later time. Although any funds appropriated subsequently will require all employees, with certain specified exceptions, to have a Civil Service status. It can be assumed that Mrs. Vining may have an opportunity in the meantime to secure such a rating.

I have the kindest personal regard for Mrs. Vining and sincerely regret that this situation has arisen. She has my assurance that I shall endeavor personally to be of every possible assistance to her. I would be pleased to give her any recommendation based on my knowledge of her qualifications.

Sincerely yours,

W. Bruce Macnamee  
Chief, United States Travel Bureau

BC: fs

cc: Mr. Gandland

PAUL V. McNUTT-FOR-PRESIDENT  
EASTERN HEADQUARTERS

SUITE 2532  
EIGHTY BROADWAY  
NEW YORK, N. Y.

WHITEHALL 4-3364

OSCAR R. EWING  
EASTERN MANAGER

EASTERN STATES AND  
ELECTORAL VOTES

MAINE	- - - -	10
NEW HAMPSHIRE	- - - -	8
VERMONT	- - - -	6
MASSACHUSETTS	- - - -	34
RHODE ISLAND	- - - -	8
CONNECTICUT	- - - -	16
NEW YORK	- - - -	94
NEW JERSEY	- - - -	32
PENNSYLVANIA	- - - -	72
DELAWARE	- - - -	6
MARYLAND	- - - -	16
VIRGINIA	- - - -	22
NORTH CAROLINA	- - - -	26

Room 655, Earle Building  
Washington, D. C.

January 17, 1940

Mrs. Florence Jones Vining  
1107 16th Street, N.W.  
Washington, D. C.

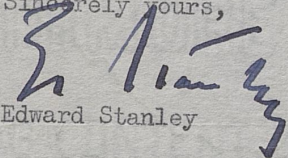
Dear Mrs. Vining:

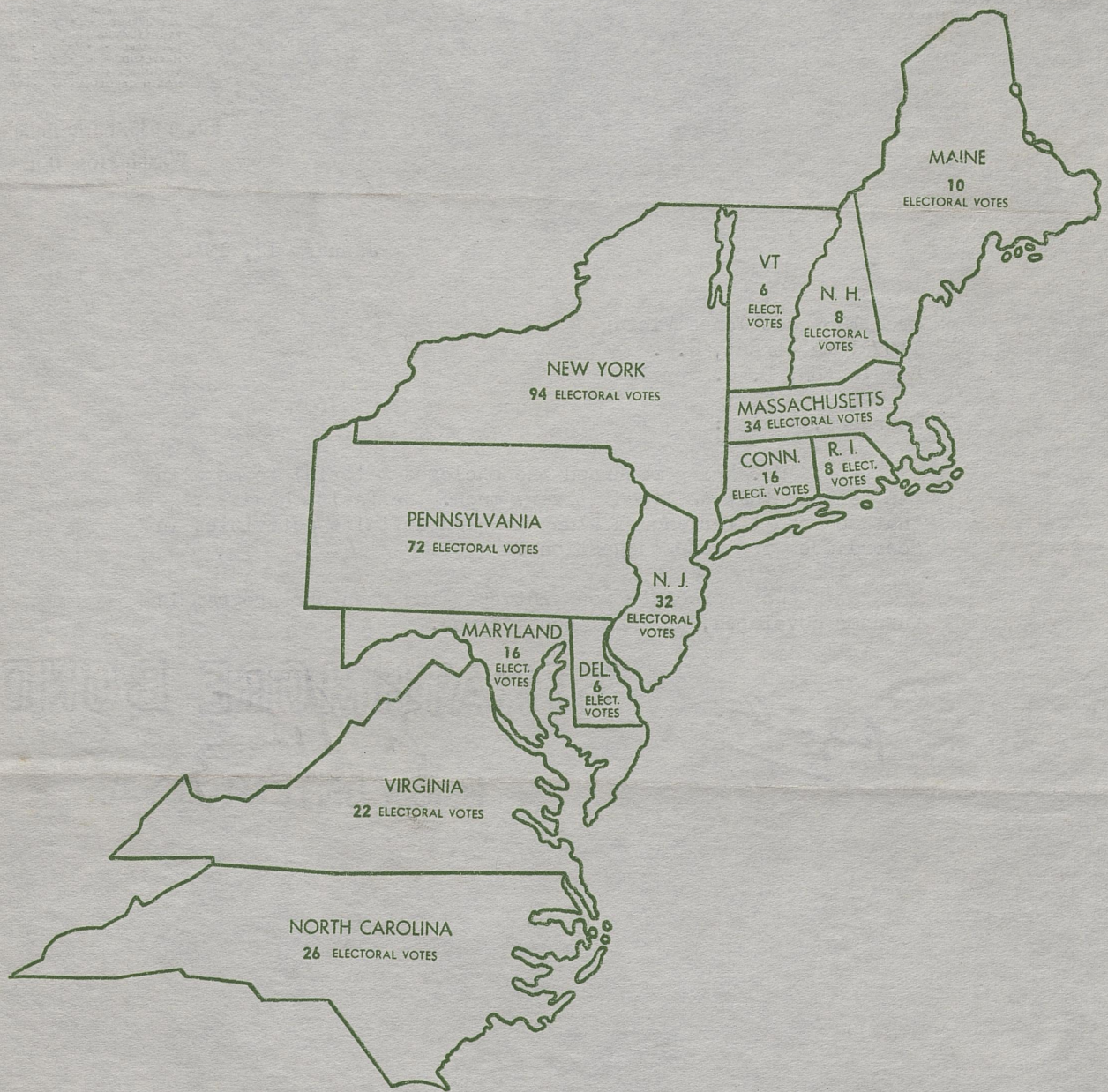
Mr. Ewing returned the enclosed material to me with the comment that he liked it very much. He feels, however, that we aren't far enough along to plan definite activities in accordance with your suggestions.

We appreciate your interest and when our program is further developed, we shall contact you.

Regards.

Sincerely yours,

  
Edward Stanley



References ----

Mr. Bruce Macnamme , Chief U.S. Travel Bureau , 1702 F St  
Mr. Gerrish Gassaway , Manager Chamber of Commerce , Wilmington, Del  
Mr. W. D. Flanders and Mr. Stewart McDonald , Federal Housing Adm , Wash.D.C.

( recent employers )

Mr. Lawrence Duggan , State Dept.

Dr. Irene Wright , " "

Mr. Pierson " "

Mr. Horton , Chief , Information , Defense Council

Mr. Howard Sykes , Asst ., to Mr. Stettinius , " "

Mr. Ward Canaday , vice- president of Willys - Overland , Detroit

Mr. Addison Foster , Asst to Mr. Lowell Mellett , Executive- Office of the  
( brother-in- law ) President

Gove. James M. Cox , publisher , Dayton , Ohio

Mr. Neville Miller , President of the Nat'l Assn. of Broadcasters , Wash., D.C.

Mr. Frank Page , vice- president of International Tel&Tel ., New York

Mr. Paul Morton , vice- president of Stokely Bros , Mayflower Hotel , D.C.

Mr. Cristy Thomas , Manager of Chamber of Commerce , Seattle , Wash.

Mr. Fitzpatrick , U.S Chamber of Commerce

Mr. South Trimble , clerk House of Representatives

Senator Barkley and Snator Capper , U.S. Senate

Mr. Emmett O' Neill , Kentuckey and Mr. Tom Hennings, Mo.

Miss Lelia May Styles , exec. staff , White House .

Miss Minerva Beradino , Chairman , Inter- American Comm. of Women.

Mr. James Farley and Mr. Ambrose O' Connell

( personal and business )

Washington, D. C.

December 22, 1939

Mr. Edward Stanley,  
Washington, D. C.

My dear Mr. Stanley:

In the interest of time, I am using as a guide for suggested activities, material prepared while with the Federal Housing Administration. This is indicative of the scope of a program which would be readily adaptable to campaign activities. The build-up and organization work would be relatively the same, with only the theme different.

Mr. McNutt has an enviable record of achievement along civic and welfare lines which would have general appeal to members of outstanding women's organizations. The activities of the agencies under his direction at present vitally concern the welfare and security of women and their families. He has personal appeal. These facts, together with the sound policies for which, undoubtedly, he would stand as a candidate, should make it a relatively simple matter to interest women nationally.

A broad educational program, developed slowly and thoroughly, should be productive of the best results. At first, appropriate literature, direct mail, and newspaper publicity and feature stories for national publications with wide consumer appeal, directed particularly to women. Subsequently, a more direct appeal with appropriate local organization work on a national scale, following carefully approved campaign policies. This activity should be under the direction of national, state and community leaders who have proven their worth in previous campaign work of a like or similar nature. These women would be the nucleus of the ultimate organization work which might well develop into thousands of local "McNutt for President Clubs".

If given the opportunity, I feel certain that I could do a really credible job of general contact, organization work and public speaking if desired. As indicated by the enclosed material, I have excellent contacts in almost every metropolitan community in the United States as well as in many rural communities. I have on file the names of six hundred and eighty newspapers together with the names of city, feature, and women's page editors, who have in the last several years used my material. Many I know personally and have been their guests on feature programs of their own as well as features which have been developed for them under my direction with the help of women field representatives.



Also on file are the names of over twenty thousand women, which list would be subject, of course, to current revision. These include the names of all the Reporter Group Leaders, a function of the Women's Division of the Democratic National Committee, many of whom I know personally, through appearances on their programs. Also included in the list are the names of the Chairmen of Women's Divisions under my direction in the housing program, many of whom are active leaders in Democratic circles in their communities. I have kept in touch with these women and visited in their communities at least once a year during the duration of our program.

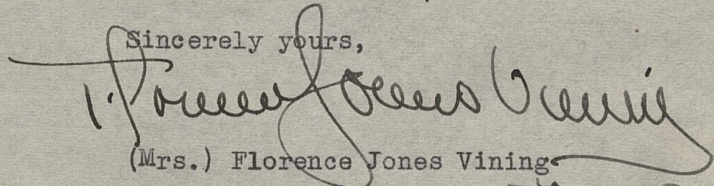
Contacts with radio stations in most every part of the country have been in connection with personal broadcasts while on speaking tours. The women field representatives were even more active in this field and from this contact I have been able to maintain close relations with the studios. This is particularly true of the small urban stations.

I am at present working with motion picture, hotel, transportation, and travel interests in general, in liaison with other governmental agencies as a representative of the United States Travel Bureau. Have a good understanding of office routine and contacts, a working knowledge of the typewriter and am accustomed to strenuous programs and daily routine.

I am free to devote the necessary time to produce results, and am also free to travel within reason, if reimbursed for the expense. Can work in New York as well as here, however, wish to maintain my headquarters in Washington, where I am agreeably domiciled. In this connection, I should like to state that it would seem to the best interest of all, were I to begin on a small scale in the Washington office, in order to gain information and experience along campaign lines. In this manner I would be at no additional expense immediately and would be able to finish up my work at the Travel Bureau in a commendable way.

It is my understanding that you are to take up the matter of my suggested appointment, discussed with you previously, and will advise me of the results. I trust that this material will prove adequate and assure you that I shall be glad to enlarge on any point, at your suggestion.

Sincerely yours,

  
(Mrs.) Florence Jones Vining

1107-16 " *the J.P.*

Mrs. Florence Jones Vining , United States Travel Bureau ,  
1702 F Street ,n.w., Washington , D.C.

Born in Chillicothe , Ohio . Educated in public schools , grammar  
and high , Chillicothe and Cincinnati Ohio . Special studies , Hughes  
High School , Cincinnati , <sup>Unpublished</sup> Lawrence , Kansas and George Washington Un-  
iversity , Washington , D.C. during the year 1939 and 40 . At the lat-  
ter a special Latin - American Study under the direction of Dr. George  
Howland Cox .

Active officially in the first Liberty Loan Campaign . President  
of the Women's Auxiliary at Camp Sherman , Ohio , one of the first or-  
ganized during the World War<sup>Y</sup>; later hostess at the Community House there.  
Active in Parent - Teacher organizations and volunteer service in Y.W.C.A.  
Currently active in headquarters group , Urgent Relief for France , Wash-  
ington , D.C.

Engaged in merchandising and interior decorating in Washington,  
Court House , Ohio , Columbus and Dayton ; Interior decorator and depart-  
ment manager of leading firms in Columbus and Dayton , Ohio ; consult-  
ant in house design and decorating , same . Hostess at the Masonite and  
Florida houses at the Century of Progress , Chicago , first year ; in  
charge of table displays of Rogers , Lunt and Bolan, silversmiths, at  
their exhibit there . Associate Editor of " Tower Town Topics " , a  
Chicago society magazine , in Miami and Palm Beach , Florida ; later  
contributor to "Guest Book " a weekly there . Publicity director for  
Rehobeth Beach , Delaware , with a weekly column for the Washington  
Times - Herald .

Became associated with the Federal Housing Administration in  
1934 as field representative and was active in Better Housing programs

in Hartford , Connecticut and Washington , D.C. Later as Special Ass't to the Director of the Field Division , Mr. W.D. Flanders , directed the activities of 54 women field representatives assigned to state and district offices , throughout the United States . Appointed, Chief of Women's Section , continued direction of women's activities in the housing program which constituted the organization of 1500 Women's Divisions of local Better Housing Committees, the members, key women of the affiliated clubs of the Federation of Women's Clubs, civic, service, social, church and school groups, and many industrial groups; total membership represented approximately 4,500,000; stimulated and directed promotional features of interest to women at home shows and conventions. Engaged in a national educational program in the interest of better housing, covering almost every State in the Union, appearing as guest speaker before club organizations, conventions, building shows and exhibits; radio talks supplemented speaking engagements and during this period contributed feature articles on appropriate subjects to magazines and newspapers.

Upon resigning in 1938, became engaged in a special legislative program for Delaware interests during the Congressional session; duties special secretarial of a confidential nature; national and local contacts of a political and industrial nature.

At present with the United States Travel Bureau of the Department of the Interior, engaged in a public relations program of an educational nature among domestic interests; same in connection with a Latin-American program, liaison with the Cultural Relations Division with the Department of State; development of women's activities in the travel program.

Resides at 1107 Sixteenth Street. Telephone Number - Me. 0654

Mrs. Florence Jones Vining, Chief of Women's Section, Division of Education under the direction of Mr. Bruce A. Wilson, Federal Housing Administration, Washington, D. C. is directing a program designed to thoroughly acquaint the women of the country with the facilities at hand under the National Housing Act for financing the improvement and repair of homes, the construction of new ones, and the refinancing of existing mortgages.

Mrs. Vining has under her general direction 27 Women Field Representatives assigned to state and district offices throughout the United States who are engaged in the educational program. During the past year assisted in organizing some 1500 Women's Divisions, the members of which include "key women" of all the affiliated clubs of the Federation of Women's Clubs, and all civic, service, social, church and school groups, and some industrial groups composed of women. Members of these groups have participated by featuring Better Housing Programs at their fall and winter meetings, sponsoring demonstration homes and have inaugurated special programs featuring local and national authorities on such subjects as interior decorating, home planning and home improvement in general.

Reports indicate the support of 84,000 local units of 150 national organizations and a record of 1,000 miscellaneous clubs, participating, the Women's Clubs of the Federation, Parent-Teacher Associations, American Legion Auxiliary, Business and Professional Women's Clubs, Garden Clubs, Daughters of the American Revolution, League of Women Voters and Home Demonstration groups.

Mrs. Vining believes that the program of the Federal Housing Administration should appeal to every woman in America, and is covering much of the United States herself to further their interest.

She stresses, in urging home improvement, the advantage in placing once more into gainful occupation, those engaged in the building industry and allied trades many thousands of whom have been without employment for some years. By spending what one can afford NOW, these men will be given employment, their homes may be improved and the money spent will greatly assist early economic recovery.

Mrs. Vining is appealing to the women participating to put these home needs above everything else for the present. Due to the economic stress of the past few years, many homes have fallen into a state of disrepair - while many families are in need of new ones. The sound financing policies of the National Housing Act as administered by the Federal Housing Administration have proved the answer to many of these problems.

\* \* \* \*

Washington, D. C.

Headquarters

Florence Jones Vining

EC-12 - \$3800

Chief of Women's Section

Division of Education

Mr. Bruce A. Wilson, Director, Division of  
Education

General direction of 52 women field representatives, assigned to state and district offices, in an educational program among women's organizations, to acquaint them with the facilities of the National Housing Act. Coordination of activities of w. f. r., with current programs of the Division of Education.

Direction of women's participation, nationally, in local endeavors, such as Demonstration Homes, Information Booths at state and county fairs and department stores, Housing Forums, etc. Same relative Field, Subdivision, Mortgage and Small Home Planning Conferences when such participation is indicated.

Cover speaking and radio engagements scheduled by local units of national organizations throughout the United States; also at Home Shows, Expositions and Conventions, in connection with educational program. Preparation of radio and speech material.

Preparation of outline and compilation of material for series of articles for a Housing Study Course or Forum; research and preparation of bibliography, speakers' list and Plan of Operation; contacts and department stores, home economics departments of utility companies, officials of schools, colleges and Woman's Page editors of newspapers relative development and presentation of same.

Routine duties relative reports and activities of w. f. r.; general correspondence; inter-office conferences and general coordination of activities of Women's Section with those of other sections of Division of Education.

\* \* \* \*

Women's Section

General Program

General direction of women field representatives, assigned state and district offices, in educational program among women's organizations to acquaint them with facilities of National Housing Act; coordination of such activities with those of other sections of the Division of Education in which women's participation is indicated. Compilation of plan of organization for Women's Divisions of local Better Housing Committees; follow-up material for subsequent participation. Summary of reports and activities of women field representatives; correspondence; inter-office conferences and direction of Women's Section.

Direction of women's participation, nationally, in local endeavors, such as Demonstration Homes, Information Booths in department stores, utility companies, Housing Forums, Subdivisions, Mortgagee and Small Homes Planning Conferences. Speaking and radio engagements scheduled by local officials at Home Shows, Expositions, Conventions and Conferences.

Results

Number of Women's Divisions organized	
48 states, D. C. and Alaska	1,525
Approx. membership (total)	85,000
Approx. membership of clubs represented	
by the members	4,800,000
Approx. population covered by Women's Div.	45,000,000

Approximately 150 national organizations represented, those leading, Women's Clubs of the Federation, National Congress of Parents & Teachers, American Legion Auxiliary, Business & Professional Women's Clubs, Garden Clubs, Daughters of the American Revolution, Home Economic Associations, Home Demonstration groups, American Association of University Women; the members, generally, pledged to an early solution of their individual housing problems.

*Feature Program*  
Program in Process

The Housing Forum (Small Homes Program) - to be presented by department stores, utility companies, newspapers, schools and colleges; designed to stimulate the interest, particularly of women, in home ownership. Preparation of outline of Forum, Plan of Operation, articles; outline of charts and display material, bibliography and research; contacts and survey in field relative presentation.

\* \* \*

5/11/37

ALBEN W. BARKLEY  
KENTUCKY

## United States Senate

CONFERENCE OF THE MAJORITY

March 5, 1938

Hon. James A. Farley  
Chairman Democratic National Committee  
Washington, D. C.

My dear Mr. Farley:

I am pleased to recommend to your favorable consideration the application of Mrs. Florence Jones Vining of Lexington, Ky., for a position in the Government Service.

Mrs. Vining is a very competent and able person. She has done a great deal of organization work and has been most successful. I feel she is well qualified for a responsible position, and whatever you can do to aid her in this connection will be greatly appreciated.

Thanking you in advance, I am,

Very sincerely yours,

*Alben W. Barkley*



M. M. LOGAN, KY., CHAIRMAN  
KEY PITTMAN, NEV.  
CARL HAYDEN, ARIZ.  
W. J. BULLOW, S. DAK.  
JAMES P. POPE, IDAHO  
ELBERT D. THOMAS, UTAH  
JOSEPH F. GUFFEY, PA.  
RUSH D. HOLT, W. VA.  
EDWIN C. JOHNSON, COLO.  
HARRY H. SCHWARTZ, WYO.  
A. E. REAMES, OREG.

LYNN J. FRAZIER, N. DAK.  
JAMES J. DAVIS, PA.

## United States Senate

COMMITTEE ON MINES AND MINING

FRANCES SETTLE, CLERK

March 4, 1938

The Honorable Emmet O'Neal  
House Office Building  
Washington, D. C.

Dear Mr. O'Neal:

I have your letter written in the interest of Mrs. Florence Jones Vining, who is seeking a position with one of the federal departments or bureaus.

I am very glad to render her any assistance possible, and I am today recommending her to the Democratic National Committee as requested by you.

With kindest regards, I remain

Yours very truly,

*M. M. Logan*

F.

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Y

UNITED STATES SENATE

Committee on Mines  
and Mining

*for Mr.  
Farley*

March 4, 1938

The Honorable James A. Farley  
Democratic National Committee  
Washington, D. C.

My dear Mr. Farley:

I am writing you in the interest of Mrs. Florence Jones Vining of Lexington, Kentucky, but now residing at 357 North Glebe Road, Arlington County, Virginia.

Mrs. Vining is seeking a position with one of the federal departments or bureaus, and I should be very glad to see her receive an appointment. She is an excellent lady, capable and intelligent, and I feel sure she is well qualified for any position for which she may apply. She has had a varied business experience, and I take pleasure in recommending her to you.

Yours very truly,

(Signed)

M. M. Logan

DEMOCRATIC NATIONAL COMMITTEE  
NATIONAL PRESS BUILDING  
WASHINGTON

JAMES A. FARLEY  
CHAIRMAN

March 11, 1938

Honorable M. M. Logan  
Senate Office Building  
Washington, D.C.

My dear Senator:

This will acknowledge your recent letter in the interest of Mrs. Florence Jones Vining of Lexington, Kentucky, who wishes to secure a position with the Federal service.

Your letter is greatly appreciated, and you can be assured that your recommendation will receive every consideration in the event I am afforded an opportunity to be of assistance.

Sincerely,

  
Chairman

JAF:TD

Congress of the United States  
House of Representatives  
Washington, D. C.

February 16, 1938

Hon. James A. Farley , Chairman  
Democratic National Committee  
Washington, D. C.

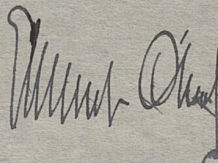
My dear Mr. Farley:

Mrs. Florence Jones Vining, who has been Chief of the Women's Section, Division of Education, in the Federal Housing Administration, is seeking to be reinstated in that organization, or to be favorably considered for employment in another government department.

I am glad to let you know of my personal interest in Mrs. Vining, whose excellent record while in the Federal Housing Administration shows that she would be a valuable employee to the government. I believe you have on file a detailed statement as to her education and experience, so I will not go into those matters. I wanted you to know, however, that I am interested in trying to assist her, and I hope that the committee may be able to place her.

With best personal regards, I am

Sincerely yours,



EO'N:J

EDWARD LEO O'NEILL  
11TH DIST. NEW JERSEY

COMMITTEES:  
CIVIL SERVICE  
CLAIMS  
DISTRICT OF COLUMBIA  
EDUCATION

Congress of the United States  
House of Representatives  
Washington, D. C.

March 2  
1938

Mr. Ambrose O'Connell,  
Post Office Department,  
Washington, D. C.

Dear Mr. O'Connell:

I was formerly associated in Federal Housing with  
Mrs. Florence Jones Vining.

I am sure that you will find her to be a woman of  
exceptional ability and I hope that you will be in  
a position to be helpful.

Kindest regards.

Sincerely yours,

*Edward L. O'Neill*

EDWARD L. O'NEILL

DEMOCRATIC NATIONAL COMMITTEE

NATIONAL PRESS BUILDING

WASHINGTON

April 2, 1938

JAMES A. FARLEY  
CHAIRMAN

Hon. Grover Whalen  
New York Worlds Fair of 1939  
New York City

Dear Grover:

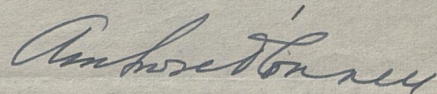
This will be presented by Mrs. Florence Vining  
of 357 North Glebe Road, Arlington, Virginia.

Mrs. Vining is desirous of obtaining an assign-  
ment with the New York Worlds Fair and has been highly  
recommended to us as competent and thoroughly qualified  
to fill the position for which she is applying.

Your favorable consideration in her behalf will  
be deeply appreciated.

With kindest regards, I am

Sincerely yours,



Ambrose O'Connell  
Executive Assistant

AO'C:K

DEPARTMENT OF THE INTERIOR  
UNITED STATES HOUSING AUTHORITY  
WASHINGTON

February 18, 1938

My dear "Colonel" Stiles:

I have your letter of February 15 enclosing a letter to you from Mrs. Vining and have had a careful check made of our personnel files but find that there is no application from her. Therefore, I would suggest that she fill out and return the enclosed application, though frankly, I cannot offer much encouragement for our personnel situation as I explained to Mrs. Vining, however, because of your deep interest we want to do everything we possibly can and you may rest assured that she will be carefully considered and your interest in her will not be overlooked.

With kindest regards, I am

Sincerely yours,



J. A. LATIMER  
Assistant to the Administrator

Enc.

Miss Lela Mae Stiles  
The White House  
Washington, D. C.

The News League  
Dayton, Ohio

THE DAILY NEWS  
DAYTON, OHIO  
THE DAILY NEWS  
MIAMI, FLORIDA

THE DAILY NEWS  
SPRINGFIELD, OHIO  
THE DAILY SUN  
SPRINGFIELD, OHIO

OFFICE OF THE PUBLISHER

October 5, 1934

My dear Senator Bulkley:

Mrs. Florence Vining is seeking a position in the housing organization under Mr. Gilchrist. She has lived in this community for a number of years and is a very industrious, competent woman.

Sincerely,

Hon. Robert J. Bulkley,  
United States Senate,  
Washington, D. C.





NATIONAL ASSOCIATION OF BROADCASTERS

NATIONAL PRESS BUILDING

WASHINGTON, D. C.

OFFICE OF THE PRESIDENT

Louisville, Ky.  
April 18, 1938

Mrs. Florence Jones Vining,  
357 North Glebe Road,  
Arlington, Virginia.

Dear Mrs. Vining:

As you no doubt realize my connection with radio is temporary. My chief job is to set up a temporary organization and to get the finances. I hope after that to get a paid President.

The feeling of all of us is that he should be allowed to pick his staff. I shall probably be on the Executive Committee until the end of the year at least and will, therefore, know about any vacancies that might arise into which you might fit. That is the most I can say at the moment. The truth of it is that none of us know now what form the final organization will take. I can assure you that I shall be glad to watch out for any opportunity that might come your way.

With best wishes,

Sincerely yours,

*Mark Ethridge*  
Mark Ethridge.

MFE:hcl

FEDERAL HOUSING ADMINISTRATION  
WASHINGTON, D. C.

W. D. FLANDERS  
DEPUTY ADMINISTRATOR

February 17, 1938

Mr. Hector Airing, Vice President  
Washington Building Congress  
Washington, D. C.

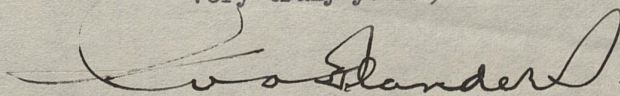
My dear Mr. Airing:

I am writing this letter in behalf of Mrs. Florence Vining, who was the Director of the Women's Division for our Administration for several years.

Mrs. Vining did a splendid job for us, and has extraordinary talents along organization lines. We regret very much that the cut in our budget interrupted all of our promotional activity and thereby made necessary the abolition of our Women's Division.

I recommend Mrs. Vining to you in the highest terms.

Very truly yours,



W. D. Flanders  
Deputy  
Administrator

COPY.

COMMONWEALTH OF PENNSYLVANIA  
DEPARTMENT OF PUBLIC INSTRUCTION  
Harrisburg

June 12, 1936

Mrs. Florence Jones Vining  
Chief of Women's Section  
Federal Housing Administration  
Washington, D. C.

Dear Mrs. Vining:

The address you made before the members of the Pennsylvania Home Economics Association in Philadelphia on May 2 was very informative and stimulating. Through this Association and teachers in our field of work, we are emphasizing the importance of housing and its effect on the health and happiness of the family.

Your presentation of our needs has impelled me to write you for suggestions on material dealing with this subject which will be of help to me in preparing an address before a State meeting in July. I am desirous of obtaining facts concerning the housing situation in Pennsylvania, in order that we can give our teachers and directors of women's clubs specific suggestions to further a better housing program.

If you can suggest other sources of information giving statistics on the effect of bad housing on health and happiness of the individuals, I will welcome it.

Sincerely yours

(Signed)

(Mrs.) Edith D. Davison, Advisor  
Home Economics Education

D:sm

COPY

PENNSYLVANIA HOME ECONOMICS ASSOCIATION

President  
Helen R. Rishel  
Lebanon County Schools

Lebanon  
May 8, 1936

Mrs. Florence Jones Vining  
Chief of Women's Section  
Federal Housing Administration  
Washington, D. C.

My dear Mrs. Vining:

Please accept our thanks for the very splendid contribution which you made to our Pennsylvania Home Economics Association meeting last week.

We feel that the Saturday afternoon meeting was a very important part of our program, and that we owe much of its success to you. Thank you again.

Very truly yours

(Signed)

Helen Rishel Swank

HRS:B

COPY

The Courier-Journal  
The Louisville Times

February 6, 1937

Mrs. Florence Jones Vining  
Chief of Women's Section  
Federal Housing Administration  
Washington, D. C.

Dear Mrs. Vining:

We were more than pleased from the business standpoint with the Women's Institute. It was held early in October, and although some of the limage ran in the last few days of September, October was the biggest month of the year with us.

The newspaper man to whom you present your housing forum proposal will understand the significance of that, since May and November and December up to the twentieth are ordinarily the best advertising months.

Thank you for your expression of interest in Kentucky at this time. The response to the requests for relief funds has been very fine, and we are grateful to those who have contributed so generously.

With best wishes, I am

Sincerely yours

(Signed)

Mark Ethridge  
GENERAL MANAGER

COPY.

PHILADELPHIA REAL ESTATE BOARD

Real Estate Board Building  
15th & Locust Streets  
PHILADELPHIA

May 7, 1936

Mrs. Florence Jones Vining  
Women's Division  
Federal Housing Administration  
Washington, D. C.

My dear Mrs. Vining:

May we express to you, on behalf of the Philadelphia Real Estate Board, our sincere appreciation of your splendid cooperation in helping to make the Philadelphia National Home Show a success. The interest of the women's clubs of Philadelphia created an unusual attendance record at our show and your splendid help in arousing the interest of the women of Philadelphia was, in a great measure, responsible for their interest.

Again thanking you for your cooperation

Yours very truly

(Signed) Joseph J. Greenberg, President  
Philadelphia Real Estate Board

(signed)  
E. Fred Kemner, Chmn.  
Show Administration  
Committee

COPY.

THE HARTFORD TIMES

A Gannett Newspaper

Frank S. Murphy  
General Manager

Hartford, Conn.

November 21, 1936

Mrs. Florence Jones Vining  
Federal Housing Administration  
Washington, D. C.

Dear Mrs. Vining:

This is in answer to your letter of November 19th regarding our Home Building Institute.

This Institute has been in operation now for four years and we are more convinced than ever that it is an excellent activity and of great value to the public in general and to dealers in building materials of various kinds. For some time it has been definitely established as the center of information of this kind over a wide area. We make no charge for the space, but the exhibitor agrees to give it reasonable advertising support in our Saturday paper, which is the issue of the week we have used since 1928 in promoting our Institute, which in the early days was called the Modernizing Bureau.

We are carrying regularly four and five pages every Saturday devoted to this alone. Back through '29 we carried twelve to sixteen pages every Saturday through the year. This is definite proof that a real need was being served. We turn the room over to women's organizations, men's organizations, bank clerks clubs, bridge parties, grocer's organizations and general meetings. Sometimes there is hardly a single night in a month but what the Institute rooms are taken. We now have three demonstration kitchens, one operated by the electric light company, one by the gas company and the other by our largest furniture house. Inquiries, all kinds of them, come in to us daily.

The Institute is attracting the attention of newspapers as evidenced by the fact that the Hearst organization have gotten out a complete survey of operation, results, reactions and pictures. This survey has been sent to the key men of all Hearst papers throughout the country. I know they were particularly interested because very rarely has a newspaper worked out and promoted an activity that builds up advertising and interest in a Saturday afternoon paper. We feel that it is most logical because our paper comes on the street Saturday noon and the advertiser

#2 - Frank S. Murphy

can expect returns on Saturday afternoon and on Sunday in regard to the selling of homes.

I am sorry that we have no new pictures of the Institute, but I am sending along a set taken about a year ago before recent changes were made which will give some idea of the physical aspect of the Institute.

Very truly yours

THE HARTFORD TIMES

(signed)

F. S. Murphy  
General Manager

FSM:E



September 15, 1935

# ◆ REAL ESTATE

## Women's Housing Groups To Be Formed In Kentucky



MRS. FLORENCE JONES VINING.

### Washington Official to Confer Here Monday and Tuesday.

Mrs. Florence Jones Vining of Washington, D. C., special assistant to W. D. Flanders, director of the field division of the Federal Housing Administration, will confer here Monday with Harry G. Smith, State Housing Director, about the organization of a Kentucky women's division. Preliminary work already has been done in Paducah, Owensboro and Ashland.

Mrs. Vining is directing a programme designed to acquaint the women of the Nation with the facilities at hand under the National Housing Act for financing the improvement and repair of homes, the construction of new ones and the refinancing of existing mortgages.

Under her direction are forty-seven women field representatives throughout the United States. Most of these are now assisting local officials in the organization of women's divisions, in some instances merely a larger group incorporating the original women's committees, these to become a part of the various local better housing

programmes, of which there are over 8,000.

The members of the divisions include "key women" of all the affiliated clubs of the Federation of Women's Clubs, and civic, service, social, church and school groups.

To date, there are 1,085 women's divisions organized and chairmen

appointed in forty-six States, or in the District of Columbia and three in Alaska. Members of these divisions are busy with plans featuring better housing in the fall programmes of their club. Several thousand such clubs have signified their intention of participating in this way by announcing that their first fall meeting will be devoted to the Federal Housing Administration programme.

In many communities, members of women's divisions are holding meetings, some of them outdoors, featuring speakers on such subjects as interior decorating, home planning and improvement. Many divisions have organized speakers' bureau, and members have devoted their time during the summer to acquiring a thorough knowledge of the Federal housing programme and new regulations.