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## **Finding aid for the National Housing Exposition scrapbook 7034**

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USC Libraries Special Collections

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URL: <http://libraries.usc.edu/locations/special-collections>

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**Language of Material:** English

**Contributing Institution:** USC Libraries Special Collections

**Title:** National Housing Exposition scrapbook

**Identifier/Call Number:** 7034

**Physical Description:** 1.96 Linear Feet 2 boxes

**Date (inclusive):** 1935

**Abstract:** The Pan-Pacific Auditorium, originally located at 7600 West Beverly Boulevard in the Fairfax District of Los Angeles, was designed by Plummer, Wurderman and Becket and financed by a committee led by Clifford W. Henderson and his brother Phillip. The National Housing Exposition, the Pan-Pacific's inaugural event, was one of a number of similar expos held across the country after the passage of the National Housing Act in 1934, which was designed to make home ownership affordable for all Americans. The expo opened on May 18, 1935, and was the subject of a massive media campaign and billed as a "mini world's fair." The show ran until mid-June, and was a huge success, credited with jumpstarting the construction business in Los Angeles, and helping to ease the effects of the Great Depression for Angelenos. The scrapbook contains stationery, posters, invitations, reports, and printed ephemera documenting the development of the exposition.

#### **Biographical / Historical**

The Pan-Pacific Auditorium, originally located at 7600 West Beverly Boulevard in the Fairfax District of Los Angeles, was designed by Plummer, Wurderman and Becket and financed by a committee led by Clifford W. Henderson and his brother Phillip. Built in just fifty-six days, it opened on May 18, 1935 to a fanfare of Boy Scout bugles as "the largest of its sort in the West and one of the three largest in the nation." Famous for its streamlined moderne facade and its distinctive flagpole pylons curved like the fin of a fish, the auditorium was essentially Los Angeles's first convention center. In the 1940s, the Pan-Pacific became a permanent full-service auditorium. The concrete slab floor was claimed to be the world's largest indoor ice rink. Along with the Grand Olympic and Shrine auditoriums, the Pan-Pacific became one of Southern California's major indoor sports facilities.

The National Housing Exposition, the Pan-Pacific's inaugural event, was one of a number of similar expos held across the country after the passage of the National Housing Act in 1934, which was designed to make home ownership affordable for all Americans. The Federal Housing Administration, which promoted these expos, encouraged the formation of a citizens committee in Los Angeles in order to stage the most ambitious of these events. Clifford and Phillip Henderson took charge of the committee, secured funding and a 12-1/2 acre parcel of land near the La Brea Tar Pits. The expo opened on May 18, 1935, and was the subject of a massive media campaign and billed as a "mini world's fair." The show ran until mid-June, and was a huge success, credited with jumpstarting the construction business in Los Angeles, and helping to ease the effects of the Great Depression for Angelenos.

#### **Scope and Contents**

1 scrapbook documenting the development and marketing of the 1935 National Housing Exposition at Pan Pacific Auditorium (organized by Clifford Henderson, USC alumnus, and Phillip Henderson). Includes stationery, posters, invitations, reports, and printed ephemera.

#### **Conditions Governing Access**

COLLECTION STORED OFF-SITE. Advance notice required for access.

#### **Conditions Governing Use**

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#### **Preferred Citation**

[Box/folder no. or item name], National Housing Exposition scrapbook, Collection no. 7034, Regional History Collection, Special Collections, USC Libraries, University of Southern California

#### **Immediate Source of Acquisition**

Donated by Kim Housken/Palm Desert Historical Society, March 12, 2016.

#### **Processing Information**

The original scrapbook was highly acidic, so the contents were removed and foldered. The original order of the material in the scrapbook has been retained.

#### **Subjects and Indexing Terms**

Exhibitions -- California -- Los Angeles -- Archival resources

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Los Angeles (Calif.) -- History -- Archival resources  
Los Angeles (Calif.) -- Social conditions -- 20th century -- Archival resources  
Printed ephemera  
Reports  
Scrapbooks  
Henderson, Clifford W. -- Archives  
Henderson, Phillip -- Archives  
Pan-Pacific Auditorium (Los Angeles, Calif.) -- Archives

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Box 1, Folder 1	<b>[Subscription Agreement] 1935</b>
Box 1, Folder 2	<b>[Stationery] 1935</b>
Box 1, Folder 3	<b>[Stationery] 1935</b>
Box 2, Folder 1	<b>[Ground Plan] 1935</b>
Box 1, Folder 4	<b>Exhibitor's Contract 1935-05-11-1935-05-26</b>
Box 1, Folder 5	<b>[Exhibitor's Requirements, Information Bulletin, Program of Special Events &amp; Release Form] 1935</b>
Box 1, Folder 6	<b>[License and Selling Agreement] 1935</b>
Box 1, Folder 7	<b>[Budget Control &amp; Concession Report] 1935</b>
Box 1, Folder 8	<b>[Instructions] 1935</b>
Box 1, Folder 9	<b>[Invoice, Admission Tickets &amp; Concession Report] 1935</b>
Box 1, Folder 10	<b>[Invitation] 1935</b>
Box 1, Folder 11	<b>[Letters] 1935 April 6</b>
Box 1, Folder 12	<b>[Letters] 1935 April 5</b>
Box 1, Folder 13	<b>[Exhibitor's Preview] 1935</b>
Box 1, Folder 14	<b>[Letters] 1935 May 11</b>
Box 1, Folder 15	<b>[Letters] 1935 May 2</b>
Box 1, Folder 16	<b>[Letters] 1935 May 17</b>
Box 1, Folder 17	<b>[Direction Map, Opening Ceremony] 1935 May 15</b>
Box 1, Folder 18	<b>[Federal Housing Exposition] 1935 January 18</b>
Box 1, Folder 19	<b>[Business Reply Cards, Letters] 1935 April 20</b>
Box 1, Folder 20	<b>[Letters] 1935 April 26</b>
Box 1, Folder 21	<b>[Letters] 1935 April 27</b>
Box 1, Folder 22	<b>[Letters] 1935 May 9</b>
Box 1, Folder 23	<b>[Letters, Advertisement] 1935 May 17</b>
Box 1, Folder 24	<b>[Special Announcements for Exhibitors] 1935</b>
Box 1, Folder 25	<b>[News flash Bulletin] 1935 May</b>
Box 1, Folder 26	<b>[Exhibitors] 1935</b>
Box 1, Folder 27	<b>[Exhibitors] 1935</b>
Box 1, Folder 28	<b>[Letter, Radio Programs] 1935 May-June</b>
Box 1, Folder 29	<b>[Special Radio Announcements] 1935 June</b>
Box 1, Folder 30	<b>[Special Announcements] 1935 May</b>
Box 1, Folder 31	<b>[Letters, Village of Tomorrow ] 1935 April, May</b>
Box 1, Folder 32	<b>[Letters, Village of Tomorrow, Sign Boards] 1935 April</b>
Box 1, Folder 33	<b>[Horse Show] 1935 June 1</b>
Box 1, Folder 34	<b>[Art Exhibit] 1935 May 6</b>
Box 1, Folder 35	<b>[Art Exhibit] 1935</b>
Box 1, Folder 36	<b>[Poems] 1935</b>
Box 1, Folder 37	<b>[Treasure Hunt Poster] 1935 May 17-25</b>
Box 1, Folder 38	<b>[Treasure Hunt Contest Windows] 1935 May 17-25</b>
Box 1, Folder 39	<b>[Treasure Hunt] 1935</b>
Box 1, Folder 40	<b>[News About Special Days] 1935 April 23</b>
Box 1, Folder 41	<b>[Letters] 1935</b>
Box 1, Folder 42	<b>[Admission Tickets, Season Passes] 1935</b>
Box 1, Folder 43	<b>[National Housing Pamphlet] 1935</b>

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Box 2, Folder 2	<b>[Treasure Hunt Poster] 1935</b>
Box 2, Folder 3	<b>[Pan-Pacific Poster] 1935 May 18</b>
Box 1, Folder 44	<b>[Poster] 1935</b>
Box 1, Folder 45	<b>[Letters] 1935</b>
Box 1, Folder 46	<b>[Letters, Advertising Posters] 1935</b>