1956

Do-it-yourself - a market study.

Zeiger, John Gustav
Boston University

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Boston University
Globe Man’s Daily Story

Well aware of the do-it-yourself enthusiasm, a television repair shop on Middlesex av., Somerville, has a big window sign advising: “Do it yourself — then call us.”
BOSTON UNIVERSITY
College of Business Administration

THESIS
Do-It-Yourself - a Market Study

by
John Gustav Zeiger
(B.S. The City College of New York 1940)

Submitted in partial fulfillment of
the requirements for the degree of

MASTER OF BUSINESS ADMINISTRATION

1956
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INTRODUCTION

A. The Problem

1. Statement of Thesis

This thesis is a market study of "Do-It-Yourself." The study presents the "Do-It-Yourself" market, as it is seen from the viewpoint of a manufacturer.

2. Significance

In the past decade there has been considerable marketing activity devoted to the trend of "Do-It-Yourself" among homeowners. "Do-It-Yourself" has affected and changed channels of distribution, products and sales promotion activities in the sale of building materials. From a retail nuisance it has grown in importance as the mainstay of many retailers and manufacturers. Naturally, a great deal has been written on various phases of the subject, but to develop the broad perspective of "Do-It-Yourself" is of some value to the advancement of marketing knowledge.

B. Definition of the Problem

1. Scope

Before proceeding further it is well to more closely define the scope of this discussion. The thesis will be limited to the phenomenon of "Do-It-Yourself" as it relates to the individual homeowner in the construction, maintenance and upkeep of his house and property. The thesis will not treat on the hobby items labelled "Do-It-
Yourself" even though there are doubtless many common ties between them. "Do-It-Yourself" is not limited to the U. S. scene, but for practical reasons the thesis will be restricted to this country alone.

2. Viewpoint

To each step in the chain of distribution the emergence of "Do-It-Yourself" has had important implications. The broad field of marketing, however, is not embraced in its entirety to the same extent by the retailer, the wholesaler or the agent as it is by the manufacturer. The manufacturer and the consumer stand at the opposite poles of marketing. The manufacturer must coordinate his production, financial and marketing efforts in tune with the final purchaser. At some time he has all the problems of marketing to consider.

3. Focus

The focal point is "Do-It-Yourself." There are other marketing forces, such as the growth of self service, packaging techniques, etc., acting concurrently, but to include them in the discussion would only lead to confusion. Certainly, these other developments have an important bearing on much of the subject matter, but this is the picture of "Do-It-Yourself."

C. Approach to the Problem

1. Work Done by Others

At the start of this work there apparently was little written on the subject to serve as a guidepost. At
this writing there is still no other similar thesis or book, to the best of the author's knowledge. This does not mean that this field of study is without other observers. A glance at the bibliography will show how many have looked into "Do-It-Yourself," but each with attention focused on isolated phases.

2. Techniques - Advantages and Limitations
   a) Library Search

   The principal approach to the problem was an intensive search of literature in the field, using such guides as the Reader's Guide to Periodical Literature, the Industrial Arts Index, etc. At the outset almost every conceivable heading that might give some clue was reviewed. In time this boiled down to a lesser number of desirable headings. Much time was spent on earlier years searching to see if "Do-It-Yourself," under another name, might have some historical bearing on the subject. Significantly though, except for the handicraft type of "Do-It-Yourself," there seems to be little in the years prior to 1945 to indicate any movement of the proportions of present day "Do-It-Yourself."

   The principal advantage derived from a search of available literature lies in the accessibility of facts and information that would not otherwise be available. In addition, one receives the very valuable contribution of another experience and viewpoint in close contact with a specific aspect of the problem. The negative side should not be
overlooked, though. Much of the reporting in periodical literature in the field of marketing and business lacks individual authorship and footnotes that would allow an independent evaluation of studies referred to in the text. At one extremes are the articles written from chance observations and facts, and at the other are articles dealing with the intricacies of statistics.

b) Correspondence

In addition to library research, letters were sent to manufacturers, trade associations and magazines. Manufacturers had little to offer in the way of material of general significance; trade associations were helpful, and magazines the most fruitful of all.

c) Personal Observation and Interview

Personal observation and interviews were used to supplement findings in written material wherever necessary to add to a more complete picture. Personal observation adds visual impact to supplement verbal understanding, but is limited by the subjective limitations of the observer. The advantages and limitations of the interview, briefly, lie in the selection of the person to be interviewed and his ability to analyze the subject matter.

d) Other

Other techniques such as market interviews and questionnaire analyses were considered, but not used, due to the large amount of information already gathered by organiza-
tions better equipped to do this type of fact gathering on
a broad scale.

3. Analysis

Having obtained a large amount of information and
clues, it was then necessary for the author to analyze the
material at hand, picking and choosing that which seemed
pertinent and organizing it into the framework of this thesis.

4. Organization

In order to divide the subject matter into workable
segments, the text Introduction to Sales Management by Dr.
Harry R. Toedal was used. Proceeding from this, the thesis
was then organized along the broad lines given in the follow-
ing sequence.

5. Sequence of Subject Matter

The thesis starts with the economic and socio-
logical pattern that seems pertinent to the "Do-It-Yourself"
trend to serve as a background for the succeeding discussion
of the consumer. Against this background the consumer him-
self is pictured in detail in the next chapter. Following
a description of the consumer, the thesis investigates the
marketing response to this consumer. The brief conclusion
adds the final touch in the way of general observations
derived from the study of the many market facets involved
in "Do-It-Yourself."
I. History and Extent of "Do-It-Yourself"

A. History

"Do-It-Yourself" is not new to the consumer. Primitive man did it all himself. The farmer and many other homeowners have all worked at doing things about the house through the centuries. Why then all the window banners, ad headlines, newspaper columns and even trade shows carrying the theme "Do-It-Yourself" in the past five years?

\(^{179}\text{p. 114.}
\)

\(^{100}\text{p. 19.}\)
From the manufacturer's viewpoint of marketing, "What is the objective of 'Do-It-Yourself' promotion; what has been done to reach that objective and what does the future hold?" The cycle of marketing starts and ends with the consumer and it is to an understanding of this objective that this thesis is first directed.

B. Extent of "Do-It-Yourself"

1. General

Some idea of the extent of "Do-It-Yourself" activities may be found in some of the statistics on the trend as reported by various sources. *Time Magazine* reported that in 1953 11 million amateurs, aided by 25 million power tools, cut up and otherwise altered 500 million square feet of plywood, placed on their floors 500 million square feet of asphalt tile and decorated their homes with 400 million gallons of paint and 150 million rolls of wallpaper.\(^x\) The more energetic owner-contractors built an estimated 200,000 homes in the same year. In the process, "Do-It-Yourself" homeowners have set in motion some 3, 7 or 12 billion dollars, depending on which year or which source is used for the estimate. Approximately 4,000 manufacturers of tools, materials and supplies have received some portion of this expenditure. "Do-It-Yourself" has even become international, including in its scope Canada, England, Australia, Brazil

\(^{x}193\text{, p. 62.}\)
2. **Surveys.**

In their activity, "Do-It-Yourself" enthusiasts have shown themselves interested in many aspects of the problem of home maintenance and improvement, as shown by the tables on the pages following. Tables I and II demonstrate how important "Do-It-Yourself" has become in the marketing of many products. In reviewing these figures two important points should be underlined. Low percentages do not necessarily remove the job or purchase from the realm of "Do-It-Yourself," for very often the low percentages coincide with those tasks which are done infrequently in any home. This effect is best shown by Column 3, Table I, where "Do-It-Yourself" activities are surveyed for the preceding year only. The second point to be made is that even though the homeowner may not do a particular job, in many instances he purchases the material for the craftsman or contractor.

3. **Home Building**

"Do-It-Yourself" includes not only the maintenance and improvement of existing homes but the building of new homes as well. One 1952 survey showed the mount of owner
### TABLE 1

**EXTENT OF "DO-IT-YOURSELF"**

Expressed as percentage of magazine readers doing particular jobs about the house themselves

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**SOURCE:**

(1) Homecraft and the Homeowner
(2) American Home
(3) Sunset
(4) Household
(5) Better Homes and Gardens
(6) Successful Farming
(7) Wage Earner's Forum
(8) American Magazine

**BIBLIOGRAPHY**

3 p. 3
6 p. 5
8 p. 817
14
9 pp. 19-20
9 pp. 20-21
13 p. 7
10 pp. 10-11

**xx** Column (8) shows jobs done in one year only.

**xxx** Refers to installed wiring rather than appliance fixing.
### TABLE II

**UNTAPPED POTENTIAL FOR "DO-IT-YOURSELF"**

Immediate prospects for "do-it-yourself" are wage earners, 50% of whom own homes, and who represent 60% of all urban families. Yet ...............  

- 60% do not plan home improvements in the future.  
- 70% do not plan to buy or build a new house.  
- 31% do not do or plan to do carpentry.  
- 40% do not plan to lay linoleum or rubber tile.  
- 51% do not own a paint roller.  
- 41% do not own electrical tools.  
- 42% do not own a soldering iron.  
- 53% do not own a press or vise.  

*Source: 172, p. 70.*
building in various areas to be: Atlanta 29%, Boston 25%, Chicago 20%, Seattle 29%, Pittsburgh 40% and the "Lone Star State" of Texas outstanding with only 4%. Building Supply News has estimated that 25% of home building is based on "sweat equity."

II. Sociological Background

A. General

Before focusing attention on the consumer himself, some review of the broader sociological and economic pattern seems pertinent in order to have some understanding of the circumstances surrounding "King Consumer" in his deliberation, "To do or not to do." In the past thirty years there have been two major upheavals, namely, depression and war. The depression scars have begun to heal with prosperity, but war still festers in an atmosphere of continued international tension and the threat of atomic destruction. Both depression and war moved large numbers of consumers out of any mode of life they may have contemplated before, during or after them. In their wake has come an era of comparative prosperity and an uneasy peace.

B. Population

1. Increase

   a) Birth Rate

Under the impetus of war and prosperity marriages began to take place at an earlier age and shortly thereafter

\[x_{103}, p. 31; 51, p. 52.\]
the population of the United States began to rise at an unprecedented rate. In 1940 there were 60,283,000 married in the United States, but by 1951 this figure had increased to 75,478,000 and the median age for men had dropped from 24.3 to 22.6 years old and for women from 21.5 to 20.5. Not only are marriages taking place at a younger age, but a greater proportion of the population has married. In the period from 1941 to 1945 there were from 2.5 to 2.9 million births per year but, starting in 1946, this rate jumped from 3.3 to 3.7 in the next five years and was expected to reach the 4 million mark by 1953.

b) Longevity

At the other end of the life cycle, through advancement in medicine, as well as through a society that has been able to raise the living standards of most segments of the population considerably, people have begun to live longer. In the decade from 1941 to 1951 the average life expectancy went from 63 to 67 years and at the same time the death rate per thousand of population dropped from 10.8 to 9.7.

56, p. 42.
57, pp. 190-192; 92, pp. 96-97; 52, p. 102;
200, p. 63, Table 27.
58, pp. 100-103; 200, p. 73, Tables 72 and 73.
2. Movement

a) General

Ever since World War II the American population has been on the move. World War II took millions and cast them loose from their home towns either into the service or into war work. With a large peacetime military establishment, prosperity, and a gradual shifting of industry to the south and west, along with the emergence of large corporations with nationwide activities, from 1947 to 1953 some 30 million persons moved each year. This same movement was continued into 1955, when some 31 million moved.\textsuperscript{x}

b) Suburbs

The population movement has been general but, as will be shown in the following chapter, the biggest net gains and the greatest amount of transience are to be found in the suburban areas of the country.\textsuperscript{xx}

C. Living Habits

1. Smaller Households

Population increase and movement are only part of the story in bringing pressure to bear on housing facilities, however, for closely tied to the number and size of homes desired has been the tendency toward smaller family groups under one roof. From 34,949,000 in 1940 the total number of households rose to 44,564,000 in 1951, while the number per

\textsuperscript{x}87, p. 103; 169, p. 86; 58, p. 86; 115, p. 3; 104, p. 27; \textsuperscript{xx}54, p. 51; 200, pp. 27, 48.
household dropped from 3.6 to 3.5 in face of a rising birth rate.\textsuperscript{x}

2. \textbf{Increased Leisure}

The amount of leisure available to most Americans has steadily risen. The 40 hour week is practically standard and there is evidence that a 32 hour week may be the next step. Besides shorter working hours, there has been a steady increase in vacations, paid holidays and early retirement.\textsuperscript{xx}

3. \textbf{Increased Education}

The general educational level of homeowners has been raised not only in terms of academic attainment but in terms of the specific skills required for maintaining a house and property. In the period from 1940 to 1950 the median years of school completed by our adult population rose from 8.6 to 9.3.\textsuperscript{xxx} At the same time there has been a general increase in the handicraft skill possessed by homeowners due to several factors. During World War II millions of Americans, either in service or war production, learned to use their hands. Further, in the past few years, more and more people accustomed to working with their hands have become homeowners.\textsuperscript{xxxx} Over and beyond these are the indirect effects of necessity, pointed out later in the thesis, and the sharing of knowledge by neighbors.

\textsuperscript{x}56, p. 42; 57, p. 88.
\textsuperscript{xxx}90, p. 226; 188, p. 36; 84, p. 137; 54, p. 152.
\textsuperscript{xxx}200, p. 121.
\textsuperscript{xxxx}33, p. 61; 84, p. 137; 188, p. 36; 193, p. 63;
129, p. 7; 81, p. 95.
4. **Mechanized Living**

Following World War II not only did the household become more and more mechanized but living began to depend in some measure on the automobile. Of the mechanization of "Do-It-Yourself" more will be said later, but the automobile has been a necessary part of the move to the suburbs and an important means of transporting materials to the "Do-It-Yourself" job site.

5. **Changed Status of Women in the Home**

Although none of the writers on the subject of "Do-It-Yourself" seem to have mentioned the possible implications of the increased equality being given to women, nevertheless this gradual emancipation may have some important bearing on "Do-It-Yourself." The woman of the present generation has grown up not only with the right to vote, but in a social atmosphere that accepts her contribution on a far different basis than did preceding generations. She works, contributes to the family income, and, it may be surmised, is the prime mover in many projects initiated about the home.

D. **Summary**

An increasing population on the move to new homes and possessing the time and skill to perform home maintenance tasks would not be sufficient to start the "Do-It-Yourself" movement without that magic ingredient "CEM" (concomitant economic mutation). In the following section the economic background to "Do-It-Yourself" will be sketched in.
III. Economic Background

A. Housing

1. Background

When World War II ended there was insufficient housing available. During the depression and World War II there had been little building. In 1946 returning servicemen, with newly formed families, found few vacancies, and from 3 to 16% in different areas were sharing homes with others. At the same time, as would be found later, many were anxious to own their own individual homes.

2. Postwar Housing

At the outset of postwar reconstruction millions of homes were built, but many were left unfinished. Some consisted of cellars only. Others featured an "expansion attic" (meaning unfinished space under the roof) or a "carport" (a garage roof). A new concept emerged called the "shell house" which consisted of four outside walls, a sewage system, running water, subflooring and a skeleton kitchen. In the race to provide housing quickly and at reasonable prices, paint was applied under poor weather conditions, only to peel soon after; green lumber was used, leading to later repairs, and, where conditions and materials were right, poor workmanship contributed to the wealth of

\[x^{88}, \text{p. 105}; \text{201, pp. 1-2.}\]

\[xx^{116}, \text{p. 132}.\]
"Do-It-Yourself" projects awaiting the new homeowner.

3. **Magnitude**

The amount of housing built since the end of World War II has set new records in the building industry. From 1945 to 1955 the annual dollar volume in the housing industry was over 40 billion dollars. Close to or over one million houses were built in each year from 1947 to 1954.

**B. Labor**

1. **Scarcity**

Besides the natural consequences of a building boom there have been other factors at work to make outside labor scarce and in many cases absolutely unavailable. The building trades have experienced considerable difficulty in attracting apprentices to make up the normal losses due to retirement of men from the field for one cause or another. In 1953 it was reported that even though an additional 7% of U. S. families had moved into their own homes since 1940, nevertheless the number of skilled workers in the building trades dropped 22%. Teenagers, who might normally be expected to fill some of the gaps, have not been available due to the low birth rate during the depression and the continuation of the military draft. The gradual establishment of the 40 hour week and the attraction of high paid jobs in industry have

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x154, p. 28; 89, p. 118.
xx203, p. 17; 161, p. 188; 204, p. 43.
further served to magnify the deficiency of man hours available for work around the house.\textsuperscript{x}

2. \textbf{High Cost}

Between the years 1940 and 1945 composite weekly earning in the building construction industry had increased from $31.70 to $53.73, but this was only the beginning. By 1953 earnings had risen to $91.31, or, in effect, had trebled.\textsuperscript{xx}

3. \textbf{Independence}

The combination of a large demand for their services and the high wages paid therefor led to a feeling of independence by many skilled and unskilled workers and consequently reduced their availability to handle the small requirements of individual homeowners.\textsuperscript{xxx}

\section*{C. Materials}

1. \textbf{Availability and Costs}

Materials in the past ten years have gone from scarcity to availability, but not without an increase in cost. Between the years 1947 and 1953 the wholesale price index of lumber and wood products had gone from 93.7 to 120.2, hardware from 92.9 to 132.7 and structural clay products from 93.3 to 128.1.\textsuperscript{xxxx}

\textsuperscript{x}33, p. 61; 81, p. 136; 85, pp. 40-41; 205, p. 12; 22, p. 65; 109, p. 31; 73, p. 15; 53, p. 79; 129, p. 33.
\textsuperscript{xx}200, p. 228; 204, p. 26.
\textsuperscript{xxx}154, p. 27.
\textsuperscript{xxxx}200, pp. 327-328.
2. Mass Production

With a huge demand, the building industry has gradually adopted mass production techniques. So widespread has the prefabrication of standard pieces become that even complete houses or any of the component parts are offered as packages by retail lumber and building supply stores.\(^x\)

D. Income.

1. Increase and Redistribution

In the past decade there has been a considerable rise in family income and a general trend toward the distribution of larger amounts of income to an increased portion of the population. In the period from 1944 to 1950, for instance, family income rose from 148 billion to 217 billion. In the same period the percentage of consumer units in the higher earning brackets increased.\(^xx\) An interesting sidelight to this redistribution of income has been the upgrading of many skilled workers to the homeowner group.\(^xxx\)

2. Credit

a) General

Along with increasing income there have been important adaptations of the credit system to lessen the time lag between apparent need or desire and actual purchase.

\(^x\)102, pp. 94-95.
\(^xx\)206, pp. 13-16; 207, pp. 17-21; 186, p. 19; 87, p. 99; 102, pp. 94-95; 91, p. 95.
\(^xxx\)91, p. 95.
Installment credit in the period from 1946 to 1953 rose from 4 billion dollars to over 21 billion. To further emphasize the importance of credit in our current economy it has been pointed out that close to 10% of retail sales were made on a credit basis from 1946 to 1951. Directly related to the home, repair and modernization loans went from 405 million in 1946 to 1.6 billion in 1953.

b) **Mortgages**

Feeding the housing boom, so closely tied to "Do-It-Yourself," have been the more liberal credit terms on home mortgages, emerging from the depression years when our banking system was overhauled. For one thing, FHA was set up to provide insured mortgages at low rates. Equally important, provisions were made for amortization of the outstanding balance. This was quite a difference from years preceding when short term mortgages ranged from 6 to 10%, second mortgages ran as high as 20 to 30% and long term mortgages were practically unheard of. Out of World War II came the Veteran's Administration's loan system which insured mortgage money at 4% and no down payment. If potential homeowners had to put 20 to 30% down, as they do on uninsured mortgages, millions of houses probably would never have been started. How influential the government has

\[^{X200}, p. 479; 16, p. 22.\]

\[^{XXI}, p. 16-10.\]
been on financing is indicated by a comparatively recent estimate that nearly three quarters of new construction in the $6,000 to $12,000 range was underwritten by the FHA and the VA.\(^x\) The U. S. government is not the only active participant in the mortgage field, for in most cases it is private financial institutions that do the actual lending. From 1942 to 1952 the estimated balance outstanding on mortgage loans for nonfarm houses had increased by over 40 billion dollars.\(^{xx}\)

3. Social Security

Another aspect of income has been the introduction of the many plans for social security. With governmental agencies, and the business community in general, providing programs not only for retirement, but for hospitalization and unemployment as well, many of the major hazards to family income have been, at least in part, circumvented.\(^{xxx}\)

4. Limitations

The current prosperity is not without its limitations, however. Income taxes are high, social benefits require contributions and the value of the dollar has declined. At the same time the increase in the average number of children per family places important limitations

\(^{x}88, \text{ p. 218}; 206, \text{ p. 1114}; 109, \text{ p. 31.}\
\(^{xx}200, \text{ p. 473}; \text{ Table 417.}\
\(^{xxx}200, \text{ p. 256, Fig. XIX, p. 290, Table 283.}
on the amount that may be spent around the house.\textsuperscript{x}

E. Summary

Large numbers of new homeowners moved into houses partially unfinished, found labor scarce, but materials available and at least some money in their pockets. In addition to a receptive sociological pattern, the economic threads had somehow been woven into a fabric suitable to develop a new portrait, to be called the "Do-It-Yourself" homemaker, and it is to this individual that the next chapter attends.

\textsuperscript{x}200, p. 329; 54, p. 148; 104, pp. 30-31.
CHAPTER II

THE "DO-IT-YOURSELF" CONSUMER

$x_{178}$, p. 93.
I. Description

A. General

The American Newspaper Association is of the opinion that "Do-It-Yourself" reaches every segment of society, including the apartment house dweller, the farmer and the homeowner. A review of Table III would indicate that there is little correlation between professional calling and the urge to "Do-It-Yourself." An announcement in the Kiplinger letter to the effect that a "Do-It-Yourself" institute (intended for exhibitors interested in "Do-It-Yourself" shows) had been formed brought hundreds of inquiries from business executives concerning their interest in major alterations about the house. Apparently consumers for "Do-It-Yourself" products are a heterogeneous lot, but a closer examination of some studies recently made would indicate that the bulk of "Do-It-Yourself" consumers can be defined a little more closely.

B. Income

In the lower brackets consumers probably have little to spend beyond the basic necessities, while at the upper end of the income scale it is suspected that they are in a better position to hire a professional to do the many projects born of necessity rather than desire. Some confirmation of this

x34, pp. 137-138.
xx309, pp. 33-43.
xxx192, p. 11; 169, p. 87; 193, pp. 62-63; 194, pp. 75-76.
### TABLE III

PROFESSIONAL CALLING OF "DO-IT-YOURSELF" DEVOTEES

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<thead>
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<th>Name</th>
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<td>David Austin</td>
<td>Vice President - U. S. Steel</td>
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<td>Dean Acheson</td>
<td>Former Secretary of State (U. S.)</td>
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<td>Desi Arnaz</td>
<td>TV and Radio Star</td>
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<td>Edgar Bergen</td>
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<td>Perry Como</td>
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<td>Dan Duryea</td>
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<td>Jane Russell</td>
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<td>Curtis Le May</td>
<td>General, Strategic Air Command</td>
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<td>World War II Vet</td>
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<td>James Lowry</td>
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<tr>
<td>Richard Perkins</td>
<td>Architect's Assistant</td>
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<td>Newspaperwoman</td>
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<td>Arnold Moss</td>
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<tr>
<td>Harry Carman</td>
<td>Dean Emeritus, Professor of History, Columbia University</td>
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<tr>
<td>Pearl Bailey</td>
<td>Singer</td>
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<td>Walter Slezak</td>
<td>Actor</td>
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<tr>
<td>Samuel Nuss</td>
<td>Vice President &amp; Treasurer - Gimbel's</td>
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<td>E. K. Beirn</td>
<td>President - Advertising Agency</td>
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<td>Lewis Balanuth</td>
<td>Physicist</td>
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<td>John Havannes</td>
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Sources:
- (1) 193
- (2) 194
- (3) 26
- (4) 133
was found in a 1951 survey by Collier's, which showed that in the medium income brackets the majority of men do their own carpentry and painting, whereas in the $7,000 plus annual income group only 32% do their own carpentry and 39% their own painting.\textsuperscript{x} Tables IV and V, based on family income and value of home respectively, add further substance to the middle income view. In addition, one report goes as far as to say that above the $10,000 per year income group there is a sharp decline in "Do-It-Yourself" activity.\textsuperscript{xx}

C. Age

Between the ages of twenty and forty-five couples are probably faced with the greatest need for the expansion of their homes. At the same time they have the vigor and strength of youth to supply the kind of manual labor that goes with so many "Do-It-Yourself" projects. Studies tend to substantiate this logical view.\textsuperscript{xxx} Although the increasing tendency to marriage in the earlier years was noted in the discussion of sociological changes, nevertheless the concomitant factor of low earnings for couples starting out would seem to imply that the lower limit should be set at twenty or even twenty-five. At the upper limit it should be pointed out that increased longevity, better health, early retirement and social security are factors extending the span

\textsuperscript{x}209, pp. 33-34.
\textsuperscript{xx}109, p. 51; 35, p. 70; 23, pp. 30-31; 10, pp. 23, 30-35.
\textsuperscript{xxx}2, p. 4; 13, pp. 7-9.
**TABLE IV**

**INCOME AND "DO-IT-YOURSELF" PARTICIPATION**

<table>
<thead>
<tr>
<th>Family Income in $ Year</th>
<th>% Participating in &quot;Do-It-Yourself&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 2,000</td>
<td>61.9</td>
</tr>
<tr>
<td>2,000-2,999</td>
<td>63.9</td>
</tr>
<tr>
<td>3,000-3,999</td>
<td>72.1</td>
</tr>
<tr>
<td>4,000-4,999</td>
<td>82.0</td>
</tr>
<tr>
<td>5,000-5,999</td>
<td>79.8</td>
</tr>
<tr>
<td>6,000-6,999</td>
<td>79.2</td>
</tr>
<tr>
<td>7,000-7,999</td>
<td>60.1</td>
</tr>
<tr>
<td>Over 10,000</td>
<td></td>
</tr>
</tbody>
</table>

Source: 10, p. 6.

**TABLE V**

**VALUE OF HOME AND "DO-IT-YOURSELF" PARTICIPATION**

<table>
<thead>
<tr>
<th>Value of Home in $</th>
<th>% Participating</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000-15,000</td>
<td>65</td>
</tr>
<tr>
<td>16,000-20,000</td>
<td>72</td>
</tr>
<tr>
<td>21,000-25,000</td>
<td>67</td>
</tr>
</tbody>
</table>

Source: 9, p. 5
of "Do-It-Yourself" devotees.

D. Sex

In grandfather's day, perhaps, "Do-It-Yourself" would have been entirely within the male domain, but woman's suffrage and modern living have changed things a bit. The Georgia Pacific Plywood Company, indeed, developed an interesting fact on U. S. homeowners: women were reported to be doing 41% of the work, with men trailing along with only 37% of the projects. To add further injury to male vanity, they reported women as the cause of 79% of the projects, with men instituting the remainder. To add substance to these figures they further point out that not only do women naturally tend toward painting and decorating, but in addition they are also installing plywood walls, shingling houses, wallpapering and handling minor plumbing jobs.\(x\) Another report indicated that there were more women than men at "Do-It-Yourself" schools.\(XX\) Table VI probably indicates a more objective view of the overall importance of the male member of the household. Although we see the male still handling a large percentage of the projects about the house, it seems worth while to note that the female is still the style conscious one and spends more time with household problems. The subtle implication in many ads for paint is that "her" dream room is simple for "him" to paint.\(XXX\) The safest

\(x\)182, p. 22; 23, p. 31; 136, p. 28.
\(XX\)94, pp. 325-326.
\(XXX\)135, p. 77.
<table>
<thead>
<tr>
<th>Job</th>
<th>Female Only</th>
<th>Male Only</th>
<th>Both</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Painting</td>
<td>23</td>
<td>19</td>
<td>34</td>
</tr>
<tr>
<td>Outside Painting</td>
<td>11</td>
<td>30</td>
<td>21</td>
</tr>
<tr>
<td>Plumbing</td>
<td>4</td>
<td>57</td>
<td>4</td>
</tr>
<tr>
<td>Home Carpentry</td>
<td>3</td>
<td>50</td>
<td>7</td>
</tr>
<tr>
<td>Electrical Work</td>
<td>3</td>
<td>44</td>
<td>3</td>
</tr>
<tr>
<td>Flooring</td>
<td>4</td>
<td>19</td>
<td>11</td>
</tr>
<tr>
<td>Outdoor Building</td>
<td>1</td>
<td>23</td>
<td>4</td>
</tr>
<tr>
<td>Wallpapering</td>
<td>11</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Insulation</td>
<td>3.3</td>
<td>11</td>
<td>2</td>
</tr>
<tr>
<td>Tiled Walls</td>
<td>1</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: 6, p. 6
ground to hold is that "Do-It-Yourself" projects about the house are a joint effort of husband and wife.

E. **Family Status**

Of all the benchmarks that might appear to be useful in determining the quantitative potential for "Do-It-Yourself", family or household seems to be the most useful. The tremendous increase in household formation following World War II seems to have been a prime mover behind "Do-It-Yourself", while the subsequent increase in population seems to have paced its growth. At least one survey showed a positive relationship between family size and the amount of home projects undertaken.\(^x\)

Another aspect, emphasizing the importance of the family, can be inferred from the above discussion of sex, which shows the importance of the combined efforts of both male and female, and from a study showing that the average number participating in "Do-It-Yourself" jobs was 2.24.\(^{xx}\)

F. **Location**

"Suburbia" is probably the point of greatest concentration of "Do-It-Yourself" addicts. The movement to suburban areas has been one of the major population shifts in the last decade. It is on the outskirts of our major cities that the large scale construction of individual homes has been most intense.\(^{xxx}\) Whereas the population of the United States

\(^x\) 2, pp. 4-7.


\(^{xxx}\) 86, pp. 128, 234; 58, p. 86; 109, p. 31; 104, p. 27; 54, pp. 146-152.
increased some 15 million from 1947 to 1953, suburban areas added 17 million new members to their population. Added to this, the fact that more than one half of the population lives in 168 metropolitan areas and accounts for two thirds of retail sales, further emphasizes the importance of Suburbia.

Despite the numerical strength of suburbanites, the city dweller and the farmer are still an important part of the "Do-It-Yourself" market. As regards the former, it was disclosed at one New York "Do-It-Yourself" show that apartment dwellers purchased more than five times as much as homeowners. Column 6, Table 1 shows that the farmer manages to do a higher proportion of the "Do-It-Yourself" projects about the house than his city cousin.

G. Summary

A review of the specific factors of income, age, sex, and location indicates that there are limits to the universality of the "Do-It-Yourself" trend, but there seems to be no strong evidence limiting "Do-It-Yourself" to any narrow segment of our society. This would seem to indicate that the "Do-It-Yourself" market is not vulnerable to sudden changes but rather to more gradual ones.

\[87, p. 192; 146, pp. 37-39.\]
\[131, p. 1; 129, p. 33.\]
II. Motives

A. Economic

1. Economy

Regarding consumer motives there is considerable weight of evidence to support the contention that economics represents a strong influence behind the "Do-It-Yourself" consumer. As pointed out in the discussion of economic background, the homeowners have been caught between high prices and a tremendous need and desire on the part of many to own their own homes. "Do-It-Yourself" represents one way of making the dollar stretch farther.

a) Savings on House Construction

The following examples illustrate the potential savings for the owner builder. One man spent six years building to save himself $14,000 on a home worth $25,000. $5,000 and eight months of "sweat equity" built another home worth $10,000 and in three years, working odd hours, another homebuilder was able to build a $25,000 home using only $12,000 out of his pocket.

b) Savings on Smaller Items

On a smaller scale than housebuilding, there are still possibilities of saving considerable sums for the "Do-It-Yourself" homeowner. In a study of paint, wallpaper and other wall coverings, it was found that, in general, about

\[ x \text{104, p. 31; 129, p. 33; 109, pp. 29-31.} \\
\times x 193, \text{ p. 63.} \\
\times x 194, \text{ pp. 75-76.} \]
half the cost of most jobs could be saved, if the homeowner
did them himself.\textsuperscript{x} A small item such as a fire alarm system
that could be sold for $20 would cost another $30 to install.
Not only is there an easily recognizable savings in the cost
of labor, but it seems worth noting that a $6,000 a year man
would have to make $502 gross before taxes and social secur-
ity in order to pay a $200 labor bill.\textsuperscript{xx}

2. Economic Necessity

A corollary to economy seems to be economic neces-
sity. With professional labor scarce, high priced and often
seemingly too independent, and the old time handyman almost
extinct, the homeowner is forced to "Do-It-Yourself".\textsuperscript{xxx}

B. Psychological

1. Creativity

The creative urge, also described as a "hobby
motive," industry and initiative, seems to rank at the top
of the list of motives behind "Do-It-Yourself".\textsuperscript{xxxx} In one
sense the entire maintenance of a house may be looked upon
as a large scale hobby with the economics involved only a
secondary thought. Adding another dimension, one study
showed that in the higher income brackets the creative

\textsuperscript{x}\textsuperscript{68}, p. 32.
\textsuperscript{xx}\textsuperscript{78}, p. 2; 171, p. 102; 199, p. 1.
\textsuperscript{xxx}\textsuperscript{42}, p. 46; 142, p. 17; 194, pp. 75-76; 154, p. 27;
33, p. 60; 196, p. 1.
\textsuperscript{xxxx}\textsuperscript{193}, pp. 62-66; 194, pp. 75-76; 142, p. 17; 209,
pp. 33-43; 103, p. 33; 6, p. 8; 199, p. 1.
motive to "Do-It-Yourself" became increasingly important over economies.\textsuperscript{x}

2. \textbf{Pride}

Closely related to creativity is the motive of pride, ego or self esteem. Dr. Politz describes this motivation as the active resentment of homeowners to, not only high costs, but the independent attitude of the professional, as well. As one writer pointed out: if you tell a farmer that he can't fix the plumbing you are apt to stir up a tornado. Still another description relates the necessity for the male to reassert himself by doing projects about the house while losing authority in other \textit{pp}hpheres.\textsuperscript{xx}

3. \textbf{Escape}

Escap\textit{e} seems to best include the suggestions that "Do-It-Yourself" has therapeutic value. According to one source, doctors may advise patients to do their own work as relief from nervous tension, and there has been at least one reported cure of a nervous breakdown due to the relaxing influence of "Do-It-Yourself." There is a general reporting of the connection between "Do-It-Yourself" and the complexity, coupled with a remote relationship between individual effort and the finished product, characteristic of modern business, plus the threat of war and atomic destruction.\textsuperscript{xxx}

\textsuperscript{x}10, pp. 35-36; 169, p. 86.
\textsuperscript{xx}154, p. 28; 129, p. 33; 109, p. 31; 186, p. 19;
79, pp. 138, 260; 68, p. 32.
\textsuperscript{xxx}103, p. 64; 142, p. 17; 154, p. 28; 196, p. 1.
4. **Security**

In a positive vein the desire to escape leads to a striving for security. Dr. Alexander Read Martin, chairman of the Psychiatric Association Committee on Leisure Time Activity, lends his authority to security as a prime mover behind "Do-It-Yourself." In his belief the home has become a precious measure of security after fifteen years of fear and insecurity following 1929.\(^x\)

5. **Love**

Although the economic and preceding psychological motives have dominated most discussion of the subject of "Do-It-Yourself", perhaps love is the most important motive of all. At least one writer puts love at the top of the list.\(^{xx}\) In the description of the consumer we find that husband and wife, along with other members of the family, in many cases join together to build and improve their home. Further, it has been shown that part of the economic pressure derives from placing present family needs ahead of other leisure time activities.

6. **Social**

Keeping up with the Joneses is still part of the American Way, and a part of "Do-It-Yourself".\(^{xxx}\) To illustrate: one "morning coffee", social respite for married

\(^{x129}\) p. 33; 33, p. 61.
\(^{xx109}\) pp. 29-31.
\(^{xxx68}\) p. 32; 169, p. 86; 105, pp. 80-81.
housewives in Wellesley Hills, led to four kitchens, out of nine, being decorated in pink because the hostess at the coffee had just had her kitchen done over in pink.

D. Summary

If economic necessity were the principal motivation behind "Do-It-Yourself", then a slackening off of the housing boom would imply that a large portion of the home handymen would turn to professional help again. There seems to be evidence enough, however, to show that there are other motives which tend toward a continuing generation of the urge to "Do-It-Yourself".

III. Buying Habits

A. General

The growth of "Do-It-Yourself" has brought a set of new problems to marketers arising from the buying habits characteristic of the individual homeowner.

B. Purchase Decision

One important change has been the shift to the homeowner of the purchase decision on many materials. Even where the professional actually does the work, the homeowner is apt to select and buy the materials for the job. To perhaps further complicate the problem it has already been shown that the decision is apt to be a joint one shared by husband and wife.

x14, pp. 3-4.
C. Time

1. General

Aside from seasonality and hours of purchase, some recognition should be made of the overall time requirements for "Do-It-Yourself" purchases. Professionals spend their lives developing as master craftsmen and selecting materials in projects now being tackled by the home handyman. Consequently there is a much longer process of education, involving a considerable time lag between inception of the idea, purchase decision and actual purchase. x

2. Seasonality

Although one of the effects of "Do-It-Yourself" has been a levelling off of sales in many cases throughout the year, still there remains a fairly definite seasonal pattern brought on in part by the seasonal nature of many of the projects about the house, as well as certain buying habits of the consumer. Tables VII and VIII indicate there are two peak periods of buying, i. e. in the spring and late fall. The major project pattern seems to reach its peak in the spring months, whereas tools and certain other products seem to reach their peak in the fall. xx

3. Hours of the Week

A common retail problem, with implications for

x109, p. 32; 209, pp. 33-43.
xx150, p. 21; 198, p. 1; 110, p. 62; 138, p. 6;
202, p. 4; 84, p. 142; 74, p. 11.
TABLE VII
SEASONAL DISTRIBUTION OF "DO-IT-YOURSELF" JOBS
ACCORDING TO MONTH STARTED

<table>
<thead>
<tr>
<th>Month</th>
<th>% of Total Jobs Reported</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>6.5</td>
</tr>
<tr>
<td>February</td>
<td>6.4</td>
</tr>
<tr>
<td>March</td>
<td>9.2</td>
</tr>
<tr>
<td>April</td>
<td>10.6</td>
</tr>
<tr>
<td>May</td>
<td>17.0</td>
</tr>
<tr>
<td>June</td>
<td>15.6</td>
</tr>
<tr>
<td>July</td>
<td>6.1</td>
</tr>
<tr>
<td>August</td>
<td>6.4</td>
</tr>
<tr>
<td>September</td>
<td>6.5</td>
</tr>
<tr>
<td>October</td>
<td>6.4</td>
</tr>
<tr>
<td>November</td>
<td>5.4</td>
</tr>
<tr>
<td>December</td>
<td>3.9</td>
</tr>
</tbody>
</table>

Source: 10, p. 19.
<table>
<thead>
<tr>
<th>Month</th>
<th>% of Monthly Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>125</td>
</tr>
<tr>
<td>February</td>
<td>107</td>
</tr>
<tr>
<td>March</td>
<td>120</td>
</tr>
<tr>
<td>April</td>
<td>96</td>
</tr>
<tr>
<td>May</td>
<td>90</td>
</tr>
<tr>
<td>June</td>
<td>81</td>
</tr>
<tr>
<td>July</td>
<td>80</td>
</tr>
<tr>
<td>August</td>
<td>87</td>
</tr>
<tr>
<td>September</td>
<td>83</td>
</tr>
<tr>
<td>October</td>
<td>89</td>
</tr>
<tr>
<td>November</td>
<td>102</td>
</tr>
<tr>
<td>December</td>
<td>140</td>
</tr>
</tbody>
</table>

Source: 202, p. 4.
manufacturers, has been the concentration of buying within a relatively few hours of the week. Weekday evenings, Saturdays and even Sundays seem to be the high traffic hours.\textsuperscript{x}

D. Gift Purchasing

Several manufacturers have found "Do-It-Yourself" an opportunity to take advantage of the many gift occasions within the year. In part at least, a portion of the fall peak of selling is built on Christmas gift buying. With appliances and many other household items held in high regard as gifts, there may yet be undiscovered opportunities to develop many other materials as gift suggestions.\textsuperscript{x}

E. Effects of Transience

One of the significant findings of a government study of the "Do-It-Yourself" movement was that the amount of purchasing for the home had a direct relationship to transience. The new residence evidently increases buying as the homeowner changes the house into a suitable home.\textsuperscript{xx}

F. Purchase Size

Although the range of purchases is not limited, on the average they are quite small. With an estimated annual expenditure per family in the U. S. of $75, individual purchases are often quite low.

\textsuperscript{x}144, p. 30; 199, p. 18; 84, p. 42.
\textsuperscript{xx}210, pp. 2-4.
G. Summary

A study of the purchasing habits of "Do-It-Yourself" consumers perhaps casts little light on the strength of the movement, but it has had an important bearing on the marketing approach to meet the needs of this market, as will be seen in the next chapter.

IV. Capabilities and Limitations

A. General

It would be quite difficult to set up a general index of capability in regard to "Do-It-Yourself" activity, but there are some factors which cast light on the potential capability of homeowners to handle their own projects.

B. Capabilities

1. Education

a) Background

There is evidence that the "Do-It-Yourself" consumer is becoming well educated in his new avocation. Formal education and in-service training were mentioned previously in the discussion of sociological background. This background information is being supplemented daily by books, magazines, pamphlets, newspapers, manufacturers' literature, special schools, retailers' advice and last, but not least, the cumulative effects of actual experience in "Do-It-Yourself."
b) **Books**

The number of books published to help the consumer establish and maintain his home would indicate a large number of interested students. There is a twelve-volume encyclopedia published by *Popular Mechanics Magazine*; *Publisher's Weekly*, as early as 1950, put out a 293 page catalogue of "How-to-Do-It" books; *Better Homes and Gardens*' "Handyman's Book" made fifth place on the non-fiction best seller list in 1951; the U. S. Government Printing Office in their *Selected Bibliography on Building Construction and Maintenance*, 1954, listed several hundred titles; and libraries in many parts of the country have reported a shift in reading habits to "Do-It-Yourself" books to the point where they run far ahead of other types of non-fiction.\(^x\)

c) **Booklets, Pamphlets and Plans**

In addition to books, there are booklets, pamphlets and plans for sale on practically any phase of "Do-It-Yourself" activity. The number of Handy Plans published by *Better Homes and Gardens* is in the hundreds, and in 1951 they sold over two million copies; one wholesaler had a complete line of "Fixit" booklets and manuals published for his retailers' customers; and a set of plans published by *Popular Mechanics* on "How to Build a Ranchhouse," priced at $3.00,
sold over 6,000 copies in three months.

d) **Magazines**

Not only has there been an increase in the number and circulation of magazines devoted to "Do-It-Yourself", but the editorial content in other magazines has been shifted to place emphasis on articles of interest for the home handyman. *Better Homes and Gardens*, for instance, increased their circulation by over one million in the years between 1940 and 1951; and equally significant, perhaps, advertising in their magazine rose from four to twenty-two million in the same period.

e) **Newspapers**

There are close to five hundred newspapers in the United States that regularly run "Do-It-Yourself" pages, and include among them the wide circulation papers; e.g., *New York Times* and *Christian Science Monitor*.

f) **Schools**

Not only are there manual training classes at regular night schools, but many dealers have sponsored special classes on home construction which will be discussed more fully in the following chapter.

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x 146, pp. 37-39; 33, pp. 64-70; 185, pp. 23-29; 209, pp. 33-43.
x 1387, pp. 64-65; 9, pp. 14-16.
x 202, p. 7
xxx 169, p. 87.
g) "Do-It-Yourself" Shows

Throughout the country the "Do-It-Yourself" show seems to have become an annual affair. As with schools, this will be treated on further in the next chapter.

h) Manufacturers' Literature

Over and beyond the normal literature of instruction and promotion, manufacturers and trade associations have issued a considerable amount of literature either free or at a nominal price.\textsuperscript{x} Diehl's Lumber in Wellesley Hills, Massachusetts, by way of illustration, has several large sized magazine racks for just such information.

i) Other Sources

Aside from the written word and the schools and trade shows, there are several other sources contributing to the education of the "Do-It-Yourself" consumer, as shown by the accompanying Table IX.\textsuperscript{xx} Significantly, the retailer and many media suitable for a manufacturer's message are shown as prime sources of information.

j) Summary

The information is available, the extent of "Do-It-Yourself" has been shown, so it seems logical to assume that the homeowner is becoming well educated in the arts and sciences of "Do-It-Yourself".

\textsuperscript{x}152, p. 31; 185, pp. 28-29.
\textsuperscript{xx}98, pp. 288-289.
<table>
<thead>
<tr>
<th>Source</th>
<th>Study 1 (%)</th>
<th>Study 2 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazines</td>
<td>53.6</td>
<td>41.1</td>
</tr>
<tr>
<td>Self Taught</td>
<td>51.6</td>
<td>4.8</td>
</tr>
<tr>
<td>Books</td>
<td>32.8</td>
<td>19.3</td>
</tr>
<tr>
<td>Relative or Friend</td>
<td>21.9</td>
<td>26.4</td>
</tr>
<tr>
<td>Retail Merchant</td>
<td>14.8</td>
<td>12.5</td>
</tr>
<tr>
<td>Newspapers</td>
<td>13.0</td>
<td>11.8</td>
</tr>
<tr>
<td>School Training</td>
<td>10.3</td>
<td>6.4</td>
</tr>
<tr>
<td>Television</td>
<td>7.0</td>
<td>5.1</td>
</tr>
<tr>
<td>Special Courses</td>
<td>6.8</td>
<td>1.6</td>
</tr>
<tr>
<td>Radio</td>
<td>2.9</td>
<td>3.4</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td></td>
<td>4.2</td>
</tr>
</tbody>
</table>

Source:

*Study 1:* 6, p. 6.

*Study 2:* 10, p. 37.
2. **Equipment**

   a) **Hand Tools and Workshops**

   Table X gives some indication of how well equipped many families are to undertake projects about the house.\(^x\) It has been estimated that in 1952 there were close to 11 million workshops in U. S. homes.\(^xx\) The figures did not indicate how well equipped these workshops were, nor did they make any estimate of the number of tool boxes that might have been held in a closet, ready to use on any project the homeowner might decide to accomplish. Before considering the power equipment possessed by the homeowner, or available to him for rental, it seems desirable to point out that for every man equipped with a particular power tool, there are probably many who still use hand tools for certain or all jobs.

   b) **Power Tools**

   The sale of home type power tools in the past ten years has been considerable.\(^xxx\) Table XI indicates the range and different types of home power tools available right in the home. The adoption of power tools has been an important asset to many "Do-It-Yourself" activities, increasing not only the number of jobs that can be accomplished but increasing production as well.\(^xxxx\)

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\(^x\) See also: 196, p. 1; 148, p. 5.
\(^xx\) 188, p. 36.
\(^xxx\) 158, p. 90; 33, pp. 69-70; 169, p. 85; 25, p. 13.
\(^xxxx\) 202, p. 3-4; 103, p. 27; 147, p. 23.
### TABLE X

**EQUIPMENT AVAILABLE AT HOME FOR "DO-IT-YOURSELF"**

<table>
<thead>
<tr>
<th>EQUIPMENT</th>
<th>% OF FAMILIES OWNING, BY MAGAZINES REPORTING</th>
<th>PARENTS&lt;sup&gt;x&lt;/sup&gt;</th>
<th>AMERICAN HOME&lt;sup&gt;xx&lt;/sup&gt;</th>
<th>AMERICAN&lt;sup&gt;xxx&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Readers</td>
<td>Others</td>
<td>Readers</td>
</tr>
<tr>
<td>Workshop</td>
<td></td>
<td>50.1</td>
<td>43.1</td>
<td>47.4</td>
</tr>
<tr>
<td>Hand Tools</td>
<td></td>
<td>81.3</td>
<td>75.0</td>
<td></td>
</tr>
<tr>
<td>Power Tools</td>
<td></td>
<td>41.3</td>
<td>34.1</td>
<td></td>
</tr>
<tr>
<td>Rent Power Tools</td>
<td></td>
<td></td>
<td></td>
<td>14.8</td>
</tr>
</tbody>
</table>

*Source:*  
<sup>x</sup> 2, pp. 14-15  
<sup>xx</sup> 8, p. 12  
<sup>xxx</sup> 10, p. 28
### TABLE XI

**TYPES OF POWER EQUIPMENT AVAILABLE AT HOME FOR "DO-IT-YOURSELF"**

<table>
<thead>
<tr>
<th>EQUIPMENT</th>
<th>% OF FAMILIES OWNING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portable Drill</td>
<td>Study 1 38 Study 2 39 Study 3 49 Study 4 11</td>
</tr>
<tr>
<td>Grinder</td>
<td>29</td>
</tr>
<tr>
<td>Sander</td>
<td>22</td>
</tr>
<tr>
<td>Circular Saw</td>
<td>21</td>
</tr>
<tr>
<td>Portable Electric Saw</td>
<td>17</td>
</tr>
<tr>
<td>Power Chain Saw</td>
<td>15</td>
</tr>
<tr>
<td>Jigsaw</td>
<td>15</td>
</tr>
<tr>
<td>Band saw</td>
<td>7</td>
</tr>
<tr>
<td>Drill Press</td>
<td>11</td>
</tr>
<tr>
<td>Wood Lathe</td>
<td>9</td>
</tr>
<tr>
<td>Metal Lathe</td>
<td>3</td>
</tr>
<tr>
<td>Shaper</td>
<td>4</td>
</tr>
<tr>
<td>All Purpose</td>
<td>4</td>
</tr>
<tr>
<td>Planer-Joiner</td>
<td>11</td>
</tr>
<tr>
<td>Others</td>
<td>17</td>
</tr>
</tbody>
</table>

**Sources:**
- Study 1 6, p. 13
- Study 2 8, sp 819
- Study 3 13, p. 8
- Study 4 10, p. 29
c) **Rentals**

Not only do homeowners have excellent power equipment on their own premises but, for those who do not, many more power tools are available at the local hardware store on a rental basis. The rental business has become so good that there are stores that specialize in this particular activity.

d) **Summary**

The wide distribution of power tools and the availability of equipment on a rental basis, added to the wealth of hand tools, puts the homeowner in a better position to apply his education.

C. **Limitations**

1. **General**

   Each individual homeowner is potentially capable of doing any job required, either erecting a house or maintaining it. With the wide variety of heavy equipment that he may rent or purchase, the range of the practical and feasible is considerably increased. There are, however, certain limitations which should be considered.

2. **Physical**

   Basically there are certain physical limitations to the scope of projects that may be successfully handled by the individual homeowner, even though he himself may not recognize them at the outset. There are reports of projects left unfinished due to the lack of sufficient skill. Homeowners in their zeal to do, but lacking in experience, have
tacked their wives behind insulation and even dipped roof shingles in a preservative mix of kerosene and brilliantine.\textsuperscript{x}

3. Building Codes

A wide range of building codes, established by individual municipalities, set standards covering construction, wiring, zoning restrictions and public health. Although there is the common law concept that each man's house is his castle, and in it he may do as he wishes, nevertheless these codes are restrictive and do require a high level of professional skill in many instances.\textsuperscript{xx} On the plus side a great deal of ground has been covered in standardizing codes throughout the country, and alert manufacturers, such as the prefabricated homes industrialists, may be able to lessen the net effect of these codes in inhibiting "Do-It-Yourself" by building into their products features that will make it easy for the homeowner to meet these requirements.\textsuperscript{xxx}

4. Insurance

Closely linked to building codes is the matter of insurance. Where faulty work is done by the homeowner he may void his insurance. If he brings in a neighbor or a friend he complicates not only his insurance protection but introduces legal problems as well.\textsuperscript{xxxx} To date, however, the insurance problem has not seriously inhibited "Do-It-Yourself".

\textsuperscript{x}214; 117, pp. 940102; 193, p. 64. 
\textsuperscript{xx}7, p. 5. 
\textsuperscript{xxx}212, p. 38; 33, p. 216; 197, p. 1. 
\textsuperscript{xxxx}214.
5. Other Limitations

Besides the limitations imposed by nature and society, Table XII shows more limitations arising from the differences existing between individuals in their own particular needs.

6. Summary

Educated and equipped though he may be, nevertheless we find that there are limitations to what the homeowner may accomplish in the way of "Do-It-Yourself".

V. Expenditures

A. General

The art of marketing, though it involves a broad study of the consumer, actually is principally concerned that this consumer show his approval of the final presentation by divesting himself of dollars and cents for the goods and services offered. The following is devoted to this very worthy consideration.

B. Amount

1. Total

For some time the figure of 3 billion dollars per year potential volume in the U. S. was the common estimate of the "Do-It-Yourself" market. More recently though there have been higher estimates and the top seems to be about 12 billion. x

x25, p. 30.
TABLE XII

LIMITATIONS ON "DO-IT-YOURSELF" AMONG PARTICIPANTS
AND NON-PARTICIPANTS IN THE ART

QUESTION: "Have any of the following circumstances been
preventing you from participating (more) in
'do-it-yourself'?" X

<table>
<thead>
<tr>
<th>ANSWER</th>
<th>% of All Respondents</th>
<th>% of Participants</th>
<th>% of Non-Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need More:</td>
<td>39.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>39.5</td>
<td>41.1</td>
<td>35.3</td>
</tr>
<tr>
<td>Money</td>
<td>27.0</td>
<td>32.0</td>
<td>13.8</td>
</tr>
<tr>
<td>Tools</td>
<td>15.6</td>
<td>17.6</td>
<td>10.5</td>
</tr>
<tr>
<td>Skill</td>
<td>15.0</td>
<td>14.6</td>
<td>16.1</td>
</tr>
<tr>
<td>Landlord Does</td>
<td>13.4</td>
<td>7.9</td>
<td>28.1</td>
</tr>
</tbody>
</table>

Need More:
- Space            | 11.0                 | 10.8              | 11.5                 |
- Interest          | 3.7                  | 2.3               | 7.3                  |
- Miscellaneous     | 5.8                  | 4.6               | 8.8                  |

Note: Many respondents checked more than one
factor so that percentages total more
than 100%.

X Source: 10, pp. 36-37.
2. **Average**

Another popular figure has been the estimate of an average of $75 per year for each homeowner in the U. S. Although a review of a special study made by the U. S. Bureau of the Census\(^x\) indicates that this figure is a reasonable one, it does not, however, tell the whole story. Narrowing the field down to the active participants in the art of "Do-It-Yourself", it can be seen from Table XIII that the average is considerably higher. Other studies tend to bring this average up to a high of $347\(^{xx}\).

3. **Relationship to Income**

Table XIV shows the relationship between amounts spent for "Do-It-Yourself" projects and income. As previously pointed out in the description of the consumer, the greater part of the market appears in the middle income groups.

C. **Purpose**

1. **Projects**

The continuing problem around the house is one of maintenance, so it comes as no surprise that repairs represent the most common expenditure. Repairs are closely followed by alterations and improvements in using up the consumer's dollars. Additions, though minor in relation to the other two groups mentioned, usually represent a sizeable expenditure, so that the average expenditure for this type of work is

\(^{x}210, p. 1.\)
\(^{xx}2, p. 4, 16; 6, p. 7; 10, pp. 23-26.\)
### TABLE XIII

**ANNUAL EXPENDITURES FOR "DO-IT-YOURSELF"**

<table>
<thead>
<tr>
<th>AMOUNT</th>
<th>% OF THOSE DOING ONE OR MORE JOBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50 or less</td>
<td>16.1</td>
</tr>
<tr>
<td>$51 - 100</td>
<td>12.8</td>
</tr>
<tr>
<td>$101 - 150</td>
<td>6.0</td>
</tr>
<tr>
<td>$151 - 200</td>
<td>6.9</td>
</tr>
<tr>
<td>$201 - 250</td>
<td>3.0</td>
</tr>
<tr>
<td>$251 - 500</td>
<td>11.8</td>
</tr>
<tr>
<td>$501 - 750</td>
<td>2.7</td>
</tr>
<tr>
<td>$751 - 1,000</td>
<td>1.5</td>
</tr>
<tr>
<td>Over $1,000</td>
<td>4.4</td>
</tr>
<tr>
<td>No answer</td>
<td>34.8</td>
</tr>
</tbody>
</table>

*Source: 6, p. 7*
TABLE XIV

AVERAGE AMOUNTS SPENT FOR MATERIALS
BY "DO-IT-YOURSELF" FAMILIES ACCORDING
TO INCOME GROUP^x

<table>
<thead>
<tr>
<th>INCOME GROUP</th>
<th>AVERAGE AMOUNT SPENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $2,000</td>
<td>$102</td>
</tr>
<tr>
<td>$2,000 - $2,999</td>
<td>$113</td>
</tr>
<tr>
<td>$3,000 - $3,999</td>
<td>$129</td>
</tr>
<tr>
<td>$4,000 - $6,999</td>
<td>$143</td>
</tr>
<tr>
<td>$7,000 - $9,999</td>
<td>$188</td>
</tr>
<tr>
<td>$10,000 &amp; over</td>
<td>$143</td>
</tr>
</tbody>
</table>

^xSource: 10, p. 24.
considerably higher.\textsuperscript{x}

\section*{2. Equipment and Materials}

Some of the findings on equipment and material sales shed further light on the volume of dollars spent. The power tool industry has had a remarkable growth, in great measure due to the extent of "Do-It-Yourself", and it has been estimated that close to \$100 million are spent annually on this type of equipment alone. Even a small item such as the paint roller expected to reach annual sales of \$24 million in 1955, due principally to its importance to the "Do-It-Yourself" homeowner. In the material field it has been estimated that 42\% of the plywood sold, or \$37 million in sales, was sold to the home handyman in one year.\textsuperscript{xx}

\section*{D. SUMMARY}

Certain conclusions seem to be indicated by the investigation of "Do-It-Yourself" expenditures. Annual expenditure per property does not seem large as compared to rental costs or the grocery bill, but it is not too far removed from the annual expenditure for gas and other utilities. The discussion of purpose seems to point out that the underlying purpose of "Do-It-Yourself" expenditures is quite broad in its scope. The fact that the majority of the expenditures are for maintenance gains some added mean-

\textsuperscript{x210, pp. 2-4.}
\textsuperscript{xx25, p. 13; 185, p. 46; 114, p. 64; 106, p. 10; 20, p. 6; 151, p. 28; 109, pp. 29-31; 139, p. 86.}
ing when it is considered that the cycle of maintenance is quite short as compared with that of addition.

VI. Conclusion

From the description of the consumer it becomes apparent that the underlying base to "Do-It-Yourself" is not particularly limited to special groups or narrow segments of our society. The consumer's motives do not appear to be of a kind that will bring a quick end to "Do-It-Yourself." The extent of education and the amount of equipment on hand should be helpful in making the homeowner successful in his ventures, so that, encouraged, he may maintain his interest in "Do-It-Yourself". Limitations are apparent, but none seems to be a major stumbling block to further continuation and growth. With an emphasis on maintenance problems, which by their nature are continuing ones, and a sizeable dollar purchase each year, the "Do-It-Yourself" homeowner has indicated not only his present interest but a continuing one.

With some understanding of the consumer, the next problem is to see what marketing adaptations have been made to strengthen this development. Marketing, then, is the subject of the next chapter.
I. General

Although there is no evidence that marketing men inspired "Do-It-Yourself", except perhaps in the name, there is sufficient evidence that "Do-It-Yourself" has inspired marketing men. Channels, products and sales programs have all been altered to a greater or a lesser degree to meet the needs of "Do-It-Yourself". Having pictured the consumer,
the following will describe first the channels of distribution, for an understanding of the channels of distribution often conditions the product and precedes the selling program; second, the product which, with the consumer, sets up the marketing problem; and last, but not least, sales promotion and organization, the net action resulting from an understanding of the foregoing.

II. Channels of Distribution

A. Introduction

1. Major Forces

At one end is the product and its characteristics affecting the selection of the particular channels of distribution close to the manufacturer, while at the other end is the consumer selecting those channels convenient to him. Although manufacturers have come to recognize and bravely sing the anthem "Do-It-Yourself", nevertheless the pressure is mainly brought to bear at the consumer end, and it is at the points closest to the consumer that most changes have occurred. Moving upstream to confluences closer to the manufacturer, it becomes more difficult to discern comprehensive changes brought about by "Do-It-Yourself", but there is definite evidence of some changes to meet the requirements of "Do-It-Yourself."

2. Other Factors Extra "Do-It-Yourself"

Before proceeding some recognition should be made of the fact that supermarkets and self service existed before
and independently of "Do-It-Yourself". The latter did not bring the techniques associated with them into being, but it has broadened the field of their application.

3. Thesis Limitations on Channels

Since the thesis is limited to those aspects of "Do-It-Yourself" that relate to the maintenance and upkeep of the individual home, it is to those channels serving this interest that the following is directed.

B. The Professional

The immediate effect of "Do-It-Yourself" is to bypass one step, namely the builder or craftsman, in the chain of distribution of items traditionally purchased by the professional in his service to the homeowner. In effect many homeowners are buying just about everything for their homes, and in cases where they may not actually do the job themselves, they purchase or specify the material. Professionals are not likely to disappear, however, for they still build and select the materials for thousands of homes, and as will be shown, in one case at least, are putting up a good fight for control of the market. In the long run, though, the best answer for the professional seems to be to "join 'em" rather than fighting the tide.\(^x\)

C. Changes at the Retail Level

1. The Supermart

The trade papers Building Supply News and American

\(^x\)186, pp. 19-20; 149, p. 28; 35, p. 43; 33, pp. 62-66; 103, p. 28; 8, pp. 15, 28-29; 5, p. 30; 11, p. 21; 4, p. 29; 10, p. 27; 171, p. 105; 138, p. 6.
Lumber, in particular, as well as trade associations, have run a continuous campaign to stimulate and educate dealers in the importance of "Do-It-Yourself". The ultimate result of this development seems to be the one stop supermart. Self service displays with check out counters and even vending machines are used to more efficiently handle the high peaks in traffic loads and small purchases characteristic of the "Do-It-Yourself" shopper. By 1952 there were some 8,000 lumber and building supply stores with self-service. Display merchandise is priced and grouped according to related items in a departmentalized store to help the "Do-It-Yourself" consumer, with limited experience and small technical vocabulary, to locate not only a particular product but others that might be associated with it. In many cases packaged selling carries the organization of the sale down to an even finer detail. Even so grand a project as the buying of a home comes all packaged and ready to go. Where store layout and merchandise organization are insufficient to guide the lay builder, there are trained sales personnel ready to help, not only in the store but at the "Do-It-Yourself" job site. To further assist the home handyman in developing the background necessary to initiate the purchase of more products, demonstrations, shows, clinics, television and training schools have all been

X28, pp. 116-121; 40, pp. 72-74.
XX4, p. 41.
XXX187, p. 38; 11, p. 9.
adopted. For those that like to read about their projects there are small libraries of plans, books and manufacturers' literature. When, in addition to a lack of specific information on what is to be purchased, the homeowner also lacks in immediate finances, there are finance plans and rental arrangements to assist him over this hurdle. This in broad outline is the "Do-It-Yourself" store of today and probably tomorrow, wherein the homeowner may select those products, and services too, that he requires for the maintenance of his home.\textsuperscript{xx}

2. \textbf{Lumber and Building Supply Stores}

The foregoing represents an ideal picture and probably the trend, but it should be noted that there are still many lumber and building supply stores that are not so well equipped and that perhaps have a greater interest in the professional trade, even though professional and homeowner trade do not seem to be incompatible.

3. \textbf{Hardware Stores}

Although hardware stores have a smaller stake in the overall "Do-It-Yourself" market, nevertheless they have developed along the lines suggested for the supermart.\textsuperscript{xxx} In the large supermart operation, hardware is generally a department. The trade publication \textit{Hardware Retailer}, published

\textsuperscript{x11}, pp. 4-34; 4, pp. 9-13, 24-27, 34-40; 5, pp. 5-8; 7, pp. 9-39, 52-56, 88-92; 161, p. 106; 96, pp. 288-289.
\textsuperscript{xx}, pp. 2-5, 21-28; 7, p. 5, pp. 53-64.
\textsuperscript{xxx}, p. 110; 97, p. 55; 94, p. 325-326; 98, pp. 7-9.
\textsuperscript{99}, pp. 105-107; 100, pp. 108-125; 101, p. 103-104.
under the auspices of the Independent Retail Hardware Dealers' Association, shows an active interest and devotes considerable space to the problems faced by retailers in meeting the "Do-It-Yourself" consumer. In general, though, hardware stores cannot be expected to have the same dominant interest in "Do-It-Yourself" because they do not have the bulk raw materials so necessary for many handyman projects, and there is the conflict of interest with housewares and other durables which are part of their traditional lines.

4. Department Stores

Department stores have recognized the "Do-It-Yourself" movement and supported it mainly with active sales promotion, demonstration shows and special schools.\(^x\) One writer suggests that, by eliminating the professional as a factor for some products, the department store may regain some of the ground previously lost due to the high cost of professional labor, which formerly had to be incorporated in the sale.\(^xx\)

5. Variety Stores

The principal change in variety stores seems to be in terms of stock, e. g. larger sizes of paint, portable tools and a variety of goods in keeping with the needs of "Do-It-Yourself."\(^xxx\)

\(^x\)132, p. 38; 146, pp. 38-39; 108, p. 156; 109, pp. 31-32.
\(^xx\)171, p. 104.
\(^xxx\)63, pp. 90-114; 64, pp. 60-64, 82-113; 65, pp. 80, 115-120; 66, pp. 60, 90; 67, pp. 40-41.
6. **Specialty Stores**

Specialty stores too have become involved in the trend to "Do-It-Yourself" and have adapted some of the techniques already shown. Paint and wallpaper stores, in particular, have been forced, as can be seen from the extent of "Do-It-Yourself" shown at the start of this thesis, to revamp their stores to cater to the "Do-It-Yourself" consumer.

7. **Plumbing Dealers**

The outstanding exception to the general trend among specialty stores has been the plumbing dealer. Plumbers have lined up pretty solidly to hold back "Helpless Harry" (Mr. "Do-It-Yourself, our hero) from killing himself and his family, since they believe that their type of work requires 'professional execution." Slowly, though, there has been evidence of a break in the ranks. Eventually it is suspected that plumbing dealers will realize that new plumbing competes with other improvements about the house and will adopt the thought that changing faucet washers does not necessarily lead to flooding the house, and that by serving the consumer on small items they can sell him on major ones.

8. **The "Do-It-Yourself" Store**

Several outlets have adopted the title "Do-It-Yourself", but basically do not represent any marked change in retailing.

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**Note:** The text contains multiple references marked with numerals. The document might be part of a larger work, possibly a dissertation or a report, and these references could be citations or page numbers associated with the text. The text concludes with a space that suggests continuation or further discussion, and the references include a mix of page numbers, possibly indicating multiple sources or parts of the document.
9. **Chains**

"Do-It-Yourself" has contributed to the formation of at least two new chains. The Mumford Stores rose from 1 to 14 in a very few years, based on their drive to serve the growing "Do-It-Yourself" trade. Gamble Stores, Inc., with 2,500 branches and stores in the auto accessory field, turned to paint, wallpaper and floor coverings as the auto accessory business fell off.*

10. **Other Outlets**

There are several other retail outlets that should be mentioned to complete the "Do-It-Yourself" picture. Sears Roebuck has adopted, or even initiated, many of the techniques that serve "Do-It-Yourself", but from the manufacturer's viewpoint it should be pointed out that Sears is partial to its own branded merchandise. Among the mail order houses, Spiegel, Inc., reputed to be number 3, has some 4,000 "Do-It-Yourself" products in its line.** Food supermarkets have been mentioned, but probably can serve only a very small group of products.*** Appliance stores and farm implement dealers should also be included as contributing to a complete description of retail outlets serving "Do-It-Yourself".****

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*X119, p. 33; 135, p. 77; 33, p. 76.
**X103, p. 66.
***X50, pp. 74-76.
****X33, p. 72.
D. Changes in Intermediate Channels

1. General

The "Do-It-Yourself" movement has not revolutionized channels of distribution, but there is evidence that it has acted to encourage several manufacturers to change their thinking away from traditional lines.

2. Tools

The portable electric tool manufacturers have made the shift from an industrial to a consumer market under the impetus of "Do-It-Yourself". With large direct sales organizations, the principal change has been in improving the quantity and quality of their dealers.\textsuperscript{x}

3. Plumbing

Professional opposition in the plumbing field to up to date methods of selling the consumer was overcome by one manufacturer simply by changing his channels of distribution. After shifting from plumbing supply distributors to lumber dealers, the manufacturer reported that not only did he experience increased sales volume and better credit relationships, but he still retained the majority of his plumbing supply distributors.\textsuperscript{xx}

4. Wallpaper

The reaction of wallpaper hangers has similarly been a negative one and posed a problem for the wallpaper

\textsuperscript{x}33, p. 72; 174, p. 94; 186, p. 19.
\textsuperscript{xx}164, p. 114.
manufacturer. One manufacturer had to apply considerable pressure to eliminate the practice of the professional adding on the price of his services, even in instances where he did not apply the paper. The consequences of this campaign were to eliminate some sub-jobbers and increase the number of distributors.\textsuperscript{x}

5. Books

Aware of the opportunity arising from the desire for knowledge that goes with "Do-It-Yourself", Sunset Publishers started to handle their books through hardware wholesalers and by 1952 they reported that 50\% of their books were handled through non-book outlets.\textsuperscript{xx}

6. Cement

Cement for most purposes is a local affair, since it involves a heavy raw material for a product that has a low unit value, but "Do-It-Yourself" is national in its scope. Sakrete, Inc. of Cincinnati managed to solve their problem by selling their brand name on a national basis, retaining control of advertising and licensing plants to manufacture their ready mixed, ideal for "Do-It-Yourself" cement.\textsuperscript{xxx}

E. Summary

The changes made in those retail outlets closely associated with the homeowner in adapting to "Do-It-Yourself" encourages the belief that "Do-It-Yourself" is receiving

\textsuperscript{x}35, p. 44.
\textsuperscript{xx}163, pp. 81-82.
\textsuperscript{xxx}166, pp. 72-74.
strong support in this aspect of marketing. The changes in intermediate channels are suggestive of possibilities of further strengthening the ties between manufacturer and consumer. The emergence of the supermart, moreover, could lend the support of a more efficient distribution mechanism to serving the interests of "Do-It-Yourself". As retail outlets gain in size, diversity and efficiency, the tendency is to cut out the intermediate steps in distribution, as evidenced by such operations as food supermarkets, department store chains and Sears Roebuck. To the manufacturer this latter might be a mixed blessing, either strengthening his control of the market or forcing his relinquishment of control with the emergence of retailer's brands.

II. Merchandising

A. Introduction

To meet the needs of "Do-It-Yourself" there has been a considerable adaptation and alteration of existing products as well as some that are new to the building material industry. In part these changes are the result of other factors, such as the introduction of mass production techniques to the building industry, but since they contribute to "Do-It-Yourself" it does not seem necessary to isolate the causes, so long as the effects are the same. Products, packaging, including the final display, have all received attention from manufacturers and retailers within their respective areas of concern.
B. Product

1. Materials of Construction

Aside from the introduction of new products the most evident modifications seem to concern themselves with design and size.

a) Design

A significant adaptation of materials has been the conception of them as finished products rather than simply raw stock. U. S. Gypsum has not only made its wallboard easy to install but includes an adhesive to eliminate nailing. U. S. Plywood has added special clips to facilitate fastening its plywood product. Cement, concrete, asphaltic concrete and asphalt come all premixed. Plaster too comes premixed, canned and ready to apply. Even lumber in many instances is precut, marked for simple construction and assembled in one package, with all necessary parts, to be sold as anything from a wall cupboard to a complete house rather than as lumber.\(^2\)

b) Size

Closely related to design is the matter of manufacturing products to the size requirements of "Do-It-Yourself." Hardboard is cut into special sizes for convenient use at home. Similarly plywood, for years sold in four by eight foot standard lengths, has been cut into smaller sizes called

\(^2\)142, p. 17; 193, pp. 62-66; 91, pp. 1, 11; 69, p. 38; 7, p. 5.
"Handy Panels". Even aluminum and steel have been cut to size by "Do-It-Yourself."x

c. New Products

Several new products have found the "Do-It-Yourself" market conducive to their entry. Among them, aluminum, fibre-glass, simulated bricks and two new adhesives may be cited as having "Do-It-Yourself" as their initial target.x

2. Wall Coverings

a) Paint

The changes made in paints during the last ten years have been extensive. The mixing of colors was once and probably still is a job for the professional. Recognizing the limitations of the "Do-It-Yourself" homeowner and yet aware of the infinite variety of shades that he, or perhaps better said she, might desire, paint company after paint company has come up with a scheme for mixing colors right in the retail store. Emulsion type paints have been developed that permit even the poorer painter to do an excellent job. Not content with satisfying the wide variety of consumer tastes in color and his ineptitude, paint manufacturers have added to the comfort of the project by making paints odorless and dripless.xxx

x161, p. 126; 33, p. 62; 198, p. 1; 111, p. 40; 155, pp. 46-48; 114, p. 64; 19, p. 58.
x165, p. 47; 19, p. 58; 149, p. 27; 70, p. 52-54; 69, p. 32; 152, p. 30.
x161, p. 123; 61, pp. 52-64; 125, p. 89; 153, p. 8; 139, p. 83.
b) Wallpaper

A little slow in recognizing the potentialities of "Do-It-Yourself", the wallpaper industry has made rapid strides to recoup its position. With the paper precut, special designs that can be easily joined and special adhesives already applied to stronger paper, there is little left for the handyman to do but to wet it and paste it up.

c) Wall Tile

Similarly wall tile application has been simplified by the use of plastic sheets and adhesives so that the technique involves only a matter of pasting as complicated as applying a postage stamp to a letter.

3. Floor Coverings

The trend in floor coverings to meet the needs of "Do-It-Yourself" has been toward making them up in convenient tile form.

4. Tools

a) Power Tools

As in the case of the paint industry, power tool manufacturers have had a high stake in the "Do-It-Yourself" movement and have modified their products to suit the home handyman. By sound engineering they have been able to reach the selling balance between quality and price, for the home

X112, p. 17; 35, p. 42; 33, pp. 60-66; 175, p. 33.
XX193, p. 69; 68, pp. 33-34.
XXX161, p. 186.
power tool is not the same as that used in industry. In addition designers have concerned themselves with safety, simplicity in use, color and appearance, as well as so simple a matter as putting a saw blade on the right instead of the left so that the weight of the tool can rest on the work. Recognizing the extended limits of the potential market, they have continued to add accessories.\textsuperscript{x}

b) The Multipurpose Tool

The multipurpose bench tool owes its sales success, some 150,000 in six years for one manufacturer, to the successful adaptation of product design to the requirements of "Do-It-Yourself". Besides the improvements suggested for power tools in the preceding, the newer models of the multipurpose bench tool plan to substitute a non-technical digital adjustment and the overall appearance is aimed at compatibility with the home environment in the same sense as appliance design.\textsuperscript{xx}

c) The Paint Roller

Probably the one tool that deserves the highest recognition in the "Do-It-Yourself" Hall of Fame is the paint roller. Not only has it achieved its success, an estimated 8,000,000 sales in 1954, but it has done so in face of strong opposition by the professional painter. Simple enough in the

\textsuperscript{x} 84, p. 128; 25, p. 13; 110, p. 54; 69, pp. 35-36; 186, p. 19; 33, p. 76; 196, p. 11; 75, p. 10.
\textsuperscript{xx} 118, p. 133; 195, p. 90.
beginning to greatly facilitate the amateur's work, it has subsequently been modified to eliminate dripping or splash. To extend the range of roller art, modifications permit simulated wallpaper effects.\textsuperscript{x}

C. Packaging

1. Physical
   a) Self Service

Packaging for "Do-It-Yourself", in the main, is the resultant of two major forces, one the retail operation with its problem of high peak loads brought on by the "Do-It-Yourself" consumer and the other, the "Do-It-Yourself" consumer himself. With customers outnumbering salespeople as much as ten to one, there has come a significant emphasis on packaging for self service. Trade paper ads reflect this trend in such phrases as "convenient new package," "timesaver packs," "self service merchandiser," "handy kits," "carded arrangements," and "counter display units."\textsuperscript{xx} Over and beyond the requirements of self service are those packaging techniques more directly related to the needs of the "Do-It-Yourself" consumer himself and it is more to these that the following paragraphs are directed.

b) Size

While there is one aspect of size that seems

\textsuperscript{x39}, p. 94; 60, pp. 82-89.
\textsuperscript{xx34}, pp. 148-150; 121, p. 110; 110, p. 58; 123, pp. 100-105; 121, p. 103; 59, p. 30.
directly related to product design for end use, there is another that is probably more closely related to the purchasing habits of the consumer. Wire, rope, weather stripping and screening are now all packed in convenient lengths to fit the handyman’s purchasing pattern. Nuts, bolts, screws and, most recently, nails now come packed in suitable purchase quantities. Sears, by making a smaller package of wood screws that formerly were sold in gross lots, received a 300% increase in sales and a 5% increase in gross markup. One report in 1955 indicated that sales of smaller packages in paint and hardware stores were up 25% over the previous 5 years due to "Do-It-Yourself."

c) Visibility

To eliminate the need for explanation by or to the consumer, considerable effort has been expended to make the product visible though packaged. Where transparent packages are not practical, pictures are used on the box, on the card, or at the next point in the physical presentation of the product to the consumer, the display.

a) Display

Meeting the display requirements of self service is one thing, but particularly in the decorative aspects of "Do-It-Yourself" many manufacturers have gone a step farther to

\textsuperscript{121} p. 111; 71, p. 58.
\textsuperscript{xx}121, pp. 110-114; 28, p. 199; 123, pp. 109-105;
help the homeowner, not only to see the product itself, but to project the product in relationship to his own home. To illustrate, General Paint in 1950 set up a twenty-five foot display including a decorating guide book with answers to color schemes for small, medium, long and narrow, irregular shaped rooms, in addition to suggestions for floor coverings and upholstery. Other manufacturers concerned with the decorative aspects of the home have developed similar comprehensive displays or have taken advantage of the possibilities presented by three dimensional viewers, or generous samples of their product to take home. Probably the ultimate in this projective display technique is the completed house. Where it is not practical to assist the homeowner in terms of specific suggestion, the approach for many is to use the display of related items that is more general in its implications.

e) The Kit

One of the most popular tricks of the trade in selling to "Do-It-Yourself" has been the kit. There are kits for painting, wallpapering, plumbing and the biggest kit of all, the prefabricated house. The extent to which the kit idea has been carried may be seen in the packaging of tile, where everything necessary for the job is packed together.

x159, pp. 90-94.
xx38, p. 144; 171, p. 102; 170, pp. 92-94; 175, pp. 34-35; 11, p. 12-14; 33, p. 74; 63, p. 98; 168, p. 156; 67, pp. 40-41; 155, p. 47.
including not only the tiles, adhesives and instructions, but the tools to do the job as well; and in house kits, they include the nails, paint, glass and hardware. Carrying the complete kit idea a step further, Amerock sells its E9710 Rubber Roll Spring Catch not only with the necessary screws enclosed, but two types of chrome plated stops as well, just in case there is some error in the original idea as to where the catch is to be used.

2. Copy
   a) General
      The one general observation that can be made on copy suitable for "Do-It-Yourself" is that there is less emotional appeal and a greater emphasis on "how to do it" or "how to use."
   b) Instructions
      Few products can afford to be without instructions for the home handyman. Equally important, the instructions need to be converted into his language, which is non-technical.
   c) Grading
      Two products have broken from tradition and adopted a grading nomenclature more suited to "Do-It-Yourself."

\[ \text{x} \]
\[ 69, \text{ pp. 36-38}; 72, \text{ p. 9}; 151, \text{ p. 28}; 171, \text{ p. 102}; 154, \text{ p. 27}; 121, \text{ pp. 109, 112}; 11, \text{ pp. 19-27}; 176, \text{ p. 61}; 209, \text{ p. 40}; 161, \text{ p. 188}; 196, \text{ p. 11}. \]
\[ \text{xx}\text{191, p. 37}; 78, \text{ pp. 29-30}. \]
Lumber, according to the West Coast Lumberman's Association, is better described as Economy, Utility, Standard and Construction rather than 1, 2, 3 or 4. Similarly, sandpaper shifted from a numerical to a word description system.\(^x\)

\(\text{d) Brand and Trade Marks}\)

One of the consequences of "Do-It-Yourself" seems to be a greater emphasis on brands and trade marks. This was pointed out by Birge in their promotion of wallpaper, and gains added substance when Reynolds Aluminum avows that its aim in entering the "Do-It-Yourself" market is principally to strengthen the consumers' acceptance of its trade mark.\(^{xx}\)

\(\text{e) Gift Suggestion}\)

Another approach used in selling the "Do-It-Yourself" consumer, particularly on tools, has been the gift package. Surprisingly enough, tools have even been packaged as a Mother's Day treat.\(^{xxx}\)

\(\text{D. Pricing and Terms of Sale}\)

\(\text{I. Manufacturers}\)

The growth of "Do-It-Yourself" has not been without its pricing problems and solutions for manufacturers. Wallpaper producers have had to apply pressure to discourage the paperhanger from adding his margin to the price of wallpaper on direct sales to the home handyman even where the former

\(^{x}140,\ p. \ 6; 150, \ pp. \ 88-89.\)

\(^{xx}35, \ pp. \ 42-44; 113, \ p. \ 90.\)

\(^{xxx}119, \ p. \ 25; 21, \ p. \ 64.\)
performed no service. Sunset Book Publishing Company found that it would be necessary to revise their discount policy in order to sell their books through hardware channels. Prices on the Shopsmith had to be raised $20 in order to cover a new finance plan. Delta managed a happy solution by having their Deltashop included in the price of an "expansion attic" house. x

2. Retailers

a) Prices and Discounts

Similarly retailers have, in many cases, been forced to revise their thinking on prices with the advent of "Do-It-Yourself". They found that pricing the product before the actual sale was most helpful even when it involved the necessity to prepare complete kits for pricing. After a realization of the small average purchase of the "Do-It-Yourself" consumer and the services involved in serving him, prices had to be adjusted. Retail plumbers, newcomers to "Do-It-Yourself", are beginning to wonder about existing discounts and the matter of retail prices that do not include labor charges to carry the load. xx

b) Financing

Financing has become an integral part of serving the "Do-It-Yourself" consumer. Open end payments, pay day terms, lay away plans and charge accounts for the handyman have

*35, p. 43-44; 186, p. 20; 163, pp. 91-92; 197,*

p. 1; 111, p. 67.

*xx7, p. 6; 11, pp. 2-5; 16-18; 40, pp. 72-75.
become popular. In addition, lumber dealers are adding financial support by guaranteeing loans made by banks to "Do-It-Yourself" owner-builders.  

\[x\]

c) **Rental**

The retail tool rental business, derived in large measure from the growth of "Do-It-Yourself", has become widespread. Not only are rental departments a part of many retail outlets, but there is a new type of specialty store devoted solely to the rental of equipment. To illustrate the range of products suitable for renting, one store offers anything from a concrete mixer to geese for weeding.  

\[xx\]

d) **Guarantee**

The most surprising guarantee of all seems to attribute its birth to "Do-It-Yourself". Mumford Stores, Inc., a chain of fourteen directed to serving the "Do-It-Yourself" homeowner, guarantees the customer's work and, if he is not satisfied with the results, pays back the cost of the materials.  

\[xxx\]

**III. Sales Promotion**

A. **Consumer Shows**

One feature of the "Do-It-Yourself" movement has been the introduction of an annual consumer show conducted

\[x_{119}, \text{p. 38; 150, p. 21; 51, p. 52.} \]

\[xx_{62}, \text{pp. 47-48; 130, p. 31; 7, pp. 52-63; 33, p. 66; 46, p. 43.} \]

\[xxx_{119}, \text{p. 38.} \]
in much the same vein as the trade shows popular with industry. Initial interest in the shows was shown by attendance figures of 70,000 in Dallas, 90,000 in Boston and 182,000 in Los Angeles. Although the "Do-It-Yourself" Circus initiated by the Independent Retail Hardware Association seems to have come, and gone, Do-It-Yourself Shows, run by William S. Orkin of New York, were still running strong in 1956.\textsuperscript{x}

B. Retail Shows

Large scale promotions, including demonstrations, exhibits and other features of a show, have been used by many stores to attract interest in "Do-It-Yourself". Manufacturers' support of these shows and similar promotions is suggested by Table XV.

C. Retail Schools

Another development that has characterized the promotion of "Do-It-Yourself" has been the retail school, offering subjects ranging from the fixing of a screen to the complete construction of a house. That the homeowner is interested is shown by the high rates of attendance and registration.\textsuperscript{xx}

D. Advertising

1. General

Advertising in support of the "Do-It-Yourself"

\textsuperscript{xx}130, p. 31; 27, pp. 5-8; 196, p. 1; 154, p. 27;
102, p. 83; 168, p. 72; 181, p. 70; 180, p. 48; 84, p. 148;
197, p. 1; 114, p. 64; 146, pp. 37-39.
\textsuperscript{xx}38, p. 40; 40, p. 73; 186, p. 20; 94, pp. 325-326;
193, p. 64; 184, p. 27; 51, p. 52; 129, p. 35.
<table>
<thead>
<tr>
<th>Category</th>
<th>Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAINT</td>
<td>Du Pont, Sherwin Williams, Glidden, Devoe &amp; Reynolds, U. S. Gypsum</td>
</tr>
<tr>
<td>POWER TOOLS</td>
<td>Black &amp; Decker, DeWalt, Skil, Rockwell Manufacturing Co., Hall, Shopmaster, Shopsmith, Cummins, John Oster</td>
</tr>
<tr>
<td>LUMBER</td>
<td>U. S. Gypsum, Weyerhauser, Upson, National Gypsum, Masonite, Celotex, Certain-Teed</td>
</tr>
<tr>
<td>FLOOR TILE</td>
<td>Armstrong, Kentile, Congoleum, Pabco</td>
</tr>
<tr>
<td>HAND TOOLS</td>
<td>Stanley, Plumb, Oxwall, Billings Spencer, Wiss, Disston, Nicholson, Borg-Warner</td>
</tr>
<tr>
<td>BRUSHES</td>
<td>Jacobus, Ox Fibre, Baker, Empire, Rubberset</td>
</tr>
<tr>
<td>HARDWARE</td>
<td>Yale &amp; Towne, Bridgeport, Russell-Ward-Birchell, Olm Industries, Union Carbide and Carbon,</td>
</tr>
<tr>
<td>METALS</td>
<td>Reynolds Aluminum, U. S. Steel, Revere Copper and Brass, Chase</td>
</tr>
</tbody>
</table>

*Source: 109, p. 33.*
movement has involved some high budget figures and large scale campaigns. 

2. Media Selection

In terms of media selection the most popular seem to be magazines, newspapers, radio and television. Among the consumer magazines the general, shelter or household, women's, and science and homecraft seem to represent the well worn paths. Business papers with a retail audience seem to be preferable to those aimed at the professional. Newspapers with special "Do-It-Yourself" columns, or special "Do-It-Yourself" promotions, particularly in conjunction with shows, are another favorite. Radio has been found useful for spot announcing of particular events and television an excellent medium for active demonstrations aimed at the "Do-It-Yourself" trade.

3. Copy

Two general observations seem pertinent to writing copy for "Do-It-Yourself". One is that there is little merit in insulting the professional. The other is that "Do-It-Yourself" used as a theme may obscure the real message.
E. Trade Associations

Trade associations, with the exception of plumbers, have been most active in promoting the idea of "Do-It-Yourself" with their membership. Exclusive of the exhibitor, William Orkin of New York, none of the organizations set up by special associations of manufacturers interested in "Do-It-Yourself" seem to have gained sufficient support.\textsuperscript{x}

F. Magazines and Newspapers

In addition to their activities in selling issues and advertising space, periodicals, as may be seen from the first chapter on the consumer, have made a great many contributions to the development of an understanding of the "Do-It-Yourself" consumer.

IV. Sales Organization

It would be natural to expect that with a shift from professional to consumer purchase, characteristic of the "Do-It-Yourself" movement, that some changes would occur in selling organizations. Such matters, dealing with matters of internal policy and taking place over a period of time, are difficult to trace. Two tool manufacturers show examples, however, of the indirect effects of "Do-It-Yourself". Originally Magma Engineering Company (manufacturers of Shopsmith) had planned their organization so that travelling demonstrators would work in retail outlets much the same as missionary...\textsuperscript{x}186, p. 20; 189, p. 16; 20, p. 6; 137, p. 4; 138, p. 6; 18, p. 5.
salesmen. In very short order they found out that this type of organization was unsatisfactory, since 90% of the dealers wanted the demonstrators on Saturday night or the one night in the week when the store was open. Not only was adequate coverage of the market a practical impossibility, but the selling costs were disproportionate to the potential return. To meet this problem Magna hired manual training teachers in cooperation with retailers.¹ Black and Decker, manufacturers of small portable tools, had to retrain their industrial salesforce, add to it, and increase the size of their management team.²

V. Summary

To adapt to the requirements of the "Do-It-Yourself" consumer, marketing channels have been shifted and changed, products have been designed, packaged and priced to suit his needs, and then marketers have set in motion a vigorous promotion aimed at keeping "Do-It-Yourself" thriving. In the course of this at least a few have had to revamp their sales organizations.

¹ 160
² 184, pp. 138-144.
CHAPTER IV

GENERAL CONCLUSIONS

I. Significance of "Do-It-Yourself"

Having studied the consumer and reviewed the many marketing adaptations made in response to the "discovery" of "Do-It-Yourself", it appears that "Do-It-Yourself" is neither a promotion scheme or fad, nor, on the other hand, a bonanza or marketing revolution, as it has sometimes been described, but rather a significant trend in the market place. A sizeable portion of the building materials market has passed out of the buying control of the professional into the hands of the homeowner. To manufacturers of building materials and associated products this trend has been important enough to cause them to make considerable changes in their programs and policies to meet the requirements deriving from "Do-It-Yourself".

II. Other Implications for Manufacturers

A. General

Looking beyond what has already been written in the preceding pages, other implications are suggested for manufacturers in the following paragraphs.

B. Market Control

"Do-It-Yourself" is a long range opportunity to build and strengthen brand acceptance, or market control, with the consumer. Reynolds Aluminum has already taken
advantage of this opportunity. Not to be outdone, U. S. Steel
has lifted the commonplace nail to the level of a branded
package. Untapped opportunities still await manufacturers
and suppliers of hardware, lumber and many raw materials, who
have not as yet identified their products and seized the
opportunity for greater control of the market.

C. Consumer Acceptance

In the process of "Do-It-Yourself", the consumer is
receiving a broad and intimate education in terms of materials
and equipment usage. This could make him more critical in
the future concerning other products for which he has a
frame of reference arising from his handiwork.

D. New Product Possibilities

The emergence of "Do-It-Yourself" in the building
field further suggests that the U. S. potential for working
during leisure hours has only been partially tapped. Prior
to World War II, tinkering with automobiles was popular.
Since then technological advances seem to have made this
quite difficult for the amateur (as well as the professional).
With the popularity of beach buggies, used cars, "hot rods"
and antique automobiles, all of which are far from stream-
lined, perhaps there is an opportunity to sell that "second
car" market a kit. Television sets are popular but service
charges come quite high. Certainly present day sets would
not have a ready handyman market waiting, but with the
strides that are being made in terms of printed circuits and
component design, it may be practical one day for the home-
owner to replace certain sections of his television set by
himself and thereby eliminate the service call.

E. New Markets

"Do-It-Yourself" has already involved suppliers of
several raw materials serving manufacturers who cater to the
housing market. For others it still represents an opportunity.
New and different materials for homes can probably be more
readily sold to the homeowner than to the professional, with
his vested interest in certain skills.

F. "Do-It-Yourself"?

The dichotomy existent in "Do-It-Yourself" is
that, in order to enable the homeowner to so do, manufact-
urers are doing much of the work themselves. Finishing the
product can be overdone. Having acquired a certain amount
of elementary skill, it is perfectly possible that the con-
sumer may lose interest in the art if everything comes prac-
tically finished. Using paint as an example, it is possible
that some manufacturer may provide the basic pigment and
vehicle but promote the blending of colors by the consumer
himself to his own taste and satisfaction. Having observed
a spree of distinctive door decor race through one neighbor-
hood is suggestive of possibilities in this direction.

III. The Professional

One effect of "Do-It-Yourself" has been to bypass
the professional craftsman on decisions which were once his
and his alone. To some extent this is beneficial to progress, but on the other hand it could lead to lower standards of building construction, by setting up the simple attainment of the amateur as standard in place of the craftsmanship that comes with time and practice. The solution has already been indicated. If "Do-It-Yourself" continues, as it seems presently bent, the professional has the opportunity to share his knowledge and by so doing educate the consumer to his inadequacy for doing all things. Instead of looking down on "Do-It-Yourself" the professional should encourage the homeowner to visit him for advice and product. The professional, on his own, with no product to sell, may ask for a fee or may receive his recompense from the sale of products which carry the cost of this service.

IV. Observations on Marketing Trends

A. Shows and Schools

The development of shows and schools devoted to "Do-It-Yourself" seems worthy of further consideration by manufacturers not only in the building supply field but in others as well. Neither shows nor schools are new, but they present an approach that probably has not been exploited enough. Both activities can bring the interested consumer and manufacturer face to face. Here the manufacturer has the opportunity to present his product directly to the final consumer and observe, if he takes advantage of the circumstance, the consumer's reaction first hand. Beyond
this he can interview the consumer and thereby add to his basic knowledge and understanding of the market. Last, but not least, he has the golden opportunity to start new nuclei of consumers, informed and versed in the use of his product.

There exists perhaps an opportunity for a show based on a broader concept of "Do-It-Yourself". Currently the "Do-It-Yourself" promotion includes hobbies as a natural addition. This basic idea might be expanded to include "Suburban Living" as its general theme, to the advantage of manufacturer and consumer alike.

B. Women as Purchasers

"Do-It-Yourself" adds to the growing awareness that women are exercising considerable weight on purchase decisions that heretofore have been understood as within the male domain. It has been noted in the sale of men's clothing as well as "Do-It-Yourself" activities about the home. This opens up new possibilities for some and emphasizes a shift in market emphasis for others.

C. Rentals

"Do-It-Yourself" has revealed further possibilities in the rental technique. Again this is not a new approach, but it may be an answer to the introduction of color television and electronic equipment, that is fast developing, and perhaps the use of atomic energy as a fuel for home use.
V. The Future

A. General

Before deciding on the future of "Do-It-Yourself", it appears logical to look into the future of those factors which led to its growth.

B. Economic

A look ahead at some phases of our economy sheds some light on the subject. The projected household increase, plus a large number of homes that were built too small, adds up to a continued pressure for housing and perhaps a continued scarcity of professional help. The introduction of mass production technique, prefabrication and new materials, so helpful to "Do-It-Yourself", may ultimately sound its doom by eliminating much of the need for doing. The trend in income, which seems apt to stay up, seems to be in favor of "Do-It-Yourself", no matter which way it goes; if down, all those with their own homes should find a greater need for "Do-It-Yourself"; if up, there should be more families on the way to improving their living standards to take the place of those who may drop their "Do-It-Yourself" membership. Certainly a great many of the "expansion attics" and "carports" have been completed, but maintenance and alteration are perennial problems. Except for the possibility of a rapid advance in building technology and the appearance of a full scale

x127, pp. 32-33.
xx134, pp. 9, 65-70.
depression, the foregoing economic factors seem to add up to a plus for "Do-It-Yourself".

C. Sociological

The sociological pattern seems to give evidence of continuing along lines that are conducive to "Do-It-Yourself". The number of households is expected to increase some 4,000,000 between now and 1960 and there is some evidence of crowding in established homes. Transience seems to be a continuing trend. Leisure time, with proposals of a 32 hour week and an increased tendency toward 3 week vacations, is on the increase. From past history the tendency towards higher and higher educational levels is apparent; and, in the specific terms of "Do-It-Yourself", certainly there must be an increase in the general levels of handicraft skills possessed by the homeowner after all the work he has done and the opportunities for education that he has had. The amount of mechanical equipment possessed by the homeowner seems to grow each year. Some of these factors could mean that other pursuits will become more important to the homeowner than "Do-It-Yourself", but at the same time they present a healthy environment for the growth of "Do-It-Yourself".

D. The Consumer

The consumer has shown himself ready, willing and able to "Do-It-Yourself". He can change, but after 16 years

\[x_{123}, \text{pp. } 36-37.\]
his interest still gives evidence of being sustained.

E. **Marketing Response**

Manufacturers and others concerned with marketing to the "Do-It-Yourself" consumer have actively participated in the growth of "Do-It-Yourself" and are likely to continue to do so, as long as the consumer himself is interested.

F. **Summation**

Barring depression, wars, technological revolution and the chance whim of the consumer, the future of "Do-It-Yourself" looks good.

VI. **Conclusion**

"Do-It-Yourself" against a suitable sociological and economic background started with the consumer in the period following World War II. As it became stronger, marketing men responded in varying degrees from an all out effort to overlooked opportunities. In its wake "Do-It-Yourself" has left a considerable change in the building supplies industry as well as others. It has been the basis for the founding of new companies, new markets for old products and still presents a golden opportunity for many more products and companies. It has presented a problem for the professional which in some cases has yet to be overcome. "Do-It-Yourself" can pass from the scene, but the future still looks bright.
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