

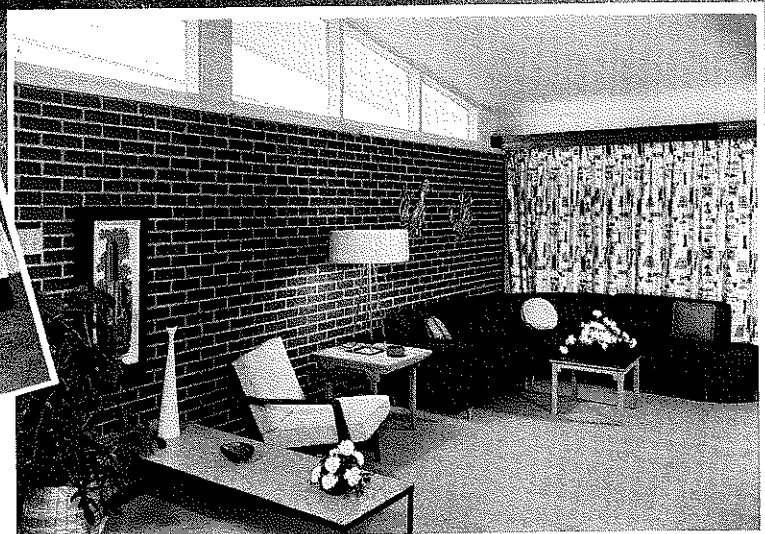


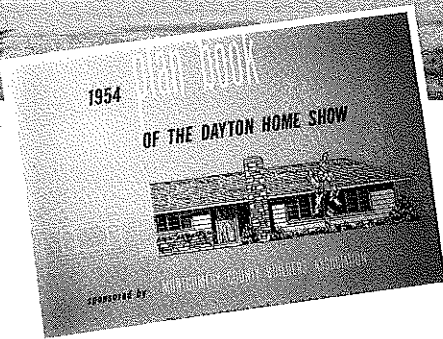
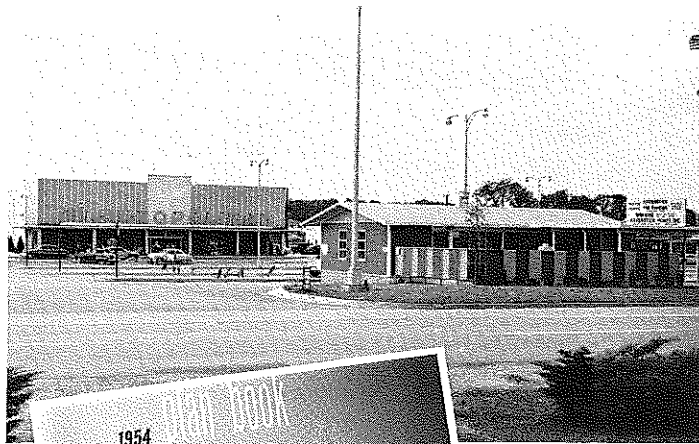
## *A Look at the 50's*

The early 1950's saw a tremendous housing boom. The pent-up demand for housing was so great that everything built between 1950 and 1955 was sold immediately. In 1952, Alex Simms, President of the Association began construction of a \$10,000,000 housing project in East Dayton, known as Eastview. The 800 homes in this subdivision near Kemp Road sold for approximately \$12,000 each and were patterned after Levittstown in New York and Pennsylvania.

Simms was the recipient of a national award for one of his most popular homes that featured contemporary styling and the use of light conditioning which allowed space to flow from one room to another. Seven of these homes were sold the first day they were opened, and 23 more were built before he stopped selling them.

"I couldn't deliver any more that year, and didn't want to get caught in a material cost squeeze the next year," said Simms.





The late 1950's saw another recession and the housing market once again stood still. It was difficult to sell anything. Money was tight and mortgages for new homes were impossible to obtain. The Home Builders Association began to re-evaluate their plans for future growth.

In 1959, however, something happened that was very unique and never to be repeated again: one builder was responsible for over 1500 homes, 91% of the new homes built in the Dayton area that year. Charles Huber began what was to become the largest brick home community in the United States. Many future builders came out of the Huber organization in subsequent years.

During this period of unbridled growth came the Association's first Parade of Homes in 1954, a single-site new home promotion. The location was at Rahn and Mad River Roads and the migration to south of Dayton began. However, the show lost money, and another Parade of Homes would not occur until several years later.

