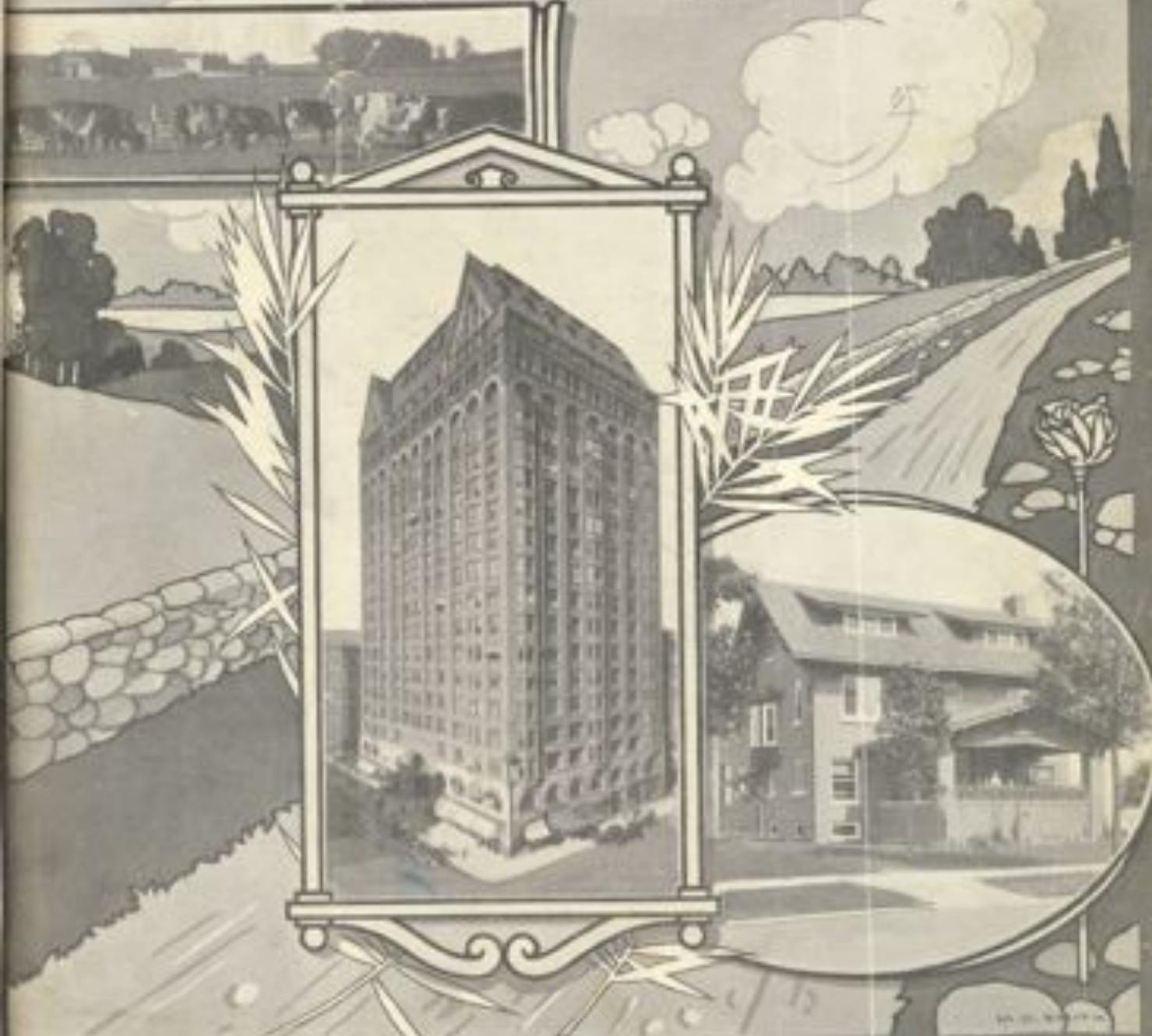


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No. I.

The National Association of Real Estate Exchanges

The Necessity for a Strong National Organization of Real Estate Interests—Co-operation Will Result in Raising the Standard of the Business—An Official Organ the Backbone of the Organization—The Part Played by the Local Association.

By W. W. HANNAN, President.

When the National Association of Real Estate Exchanges was brought into existence in Chicago, just one year ago last May, there was adopted for our guidance a constitution, Article 2 of which reads as follows:

"The object of the Association shall be to unite the real estate men of America, for the purpose of exerting effectively a combined influence upon matters affecting real estate interests."

My purpose in recalling this section of our constitution at this time is to call to your attention how broadly, how comprehensively and how concisely it presents to the entire country an unanswerable argument for our very existence as an association. Perhaps many of you within the past year have asked yourselves, or had others ask you: "Why should there be a National Association of Real Estate Exchanges?"

I say that Article 2 presents unassailable logic in the statement of the purpose of our organization, and I ask you to ponder over it carefully. But let us assume for the moment that we did not have that declaration for our guidance and for our control, and one of us should be asked the reason for the organization of this association. What should we answer?

We should say, as I do now, that there

should be a National Association of Real Estate Exchanges because conditions in the industrial, business and civic world demand such an organization; because there is no other organization which meets this demand; because our field of endeavor, our sphere of activity is such that immeasurable good must result from that co-operation and from that brotherhood which organization carries with it.

It is no longer a question of feasibility or advisability. Organization today is an

absolute necessity. The best interests of real estate men cannot be accomplished by isolation. Every known branch of human endeavor is organizing for self-preservation, for mutual protection and advancement and for a common good.

Permit me to say further that organization forces no longer seek to assimilate all the beneficial results from such organization, but it has in this day become the aim and the purpose of organized bodies to extend their influences for good to others.

The opportunities that confront the National Association of Real Estate Exchanges are as great as they are diversified. Those opportunities present just as strong arguments for our existence as do the reasons for the existence of such magnificent organizations as the American Bankers' Association, the National Credit Men's Association, the National Wholesale Grocers, and various others that I might mention.

It is not my purpose to enter into a discussion of the work done, and the good results accomplished by these organizations, but I desire to touch on them briefly. The American Bankers' Association has today more than 10,000 members. This association maintains executive offices and national headquarters in New York, where the activities of the great organiza-



WILLIAM W. HANNAN, PRESIDENT NATIONAL ASSOCIATION OF REAL ESTATE EXCHANGES.

tion center the year round. During the past thirty-five years, there has been no financial legislation of importance discussed or adopted by our government that was not first considered by the American Bankers' Association and its committees, and proper representation made before the banking and finance committees of Congress.

There are three sections in this association—Trust Company, Savings Banks, and Clearing House Sections. Each maintains its own identity and each is actively engaged in promulgating plans and working out problems which are pertinent to their respective branches of banking. In substance, it is the American Bankers' Association that has brought the banking business of the United States to the high plane it occupies today. It has accomplished this by demanding irreproachable methods on the part of its members and by striving to attain for them those safeguards which will instill them with confidence in themselves, confidence in their profession and confidence in the public in general. It has accomplished this by throwing about the banking profession those safeguards and mantels of security which induce a like feeling for the banker on the part of the public.

Why cannot a national organization of real estate men accomplish a like result? I say we can do this. It is but for us to make the attempt.

Let us dwell a moment on the National Association of Credit Men. Many of you are members of that organization and know full well the benefits you are deriving from the same. You know what that organization is doing for the credit business. You know that when you ask for credit information from a member anywhere in the United States you will receive accurate and reliable information. You know that your organization now embraces nearly every state and territory in the Union, and you know also that it is next to impossible for a fraudulent debtor to escape from the network of safeguards which your organization has placed around you.

How was this commendable result brought about? To what is it due? There is but one answer. It is due to organization. It is due to the banding together of common interests for a common good.

What of the National Wholesale Grocers' Association. This excellent organization has succeeded in bringing the various state organizations into close harmony with each other. It has brought the wholesalers and the jobbers to a better understanding of their relations, with the result that both elements are benefiting thereby. What wonderful results this organization has accomplished in the way of securing pure food legislation and regulations!

And how was all this brought about? By individual effort? Or by isolation? No; it is the direct result of organization. It is the direct result of harmony instead of antagonism. Like the Bankers' as-

sociation, the credit men and the wholesalers maintain executive officers and a national headquarters, and there center the activities of those organizations.

The executive officers of the organizations I have mentioned are ever alive to the opportunities which present themselves for a betterment of the business in which their memberships are engaged. An especially commendable feature of the work of the Credit Men's Association lies in the uniform legislation secured in nearly every state in the Union—legislation which redounds to the benefit of every one of its more than 10,000 members throughout the United States.

Why should not the real estate men protect their interests likewise? Why should



H. F. WARE, VICE-PRESIDENT.

they not have an organization that will make the nation realize that the real estate profession is one of the foremost, one of the most exacting that is engaging the attention of the great investing public?

There is no sound reason why the real estate men, through the medium of a national organization, should not take their place in the front ranks of the leading trade organizations of the country. The avenues through which we may proceed to achieve the desired result are numerous. But we should proceed with care and precaution, lest we, in our enthusiasm, commit errors that will later re-act against us.

I believe that we have also a great work to perform in bringing the agent and owner into closer communication with each other. We should strive to protect the interests of the real estate owner, as well as the real estate seller, because the real estate operator profits by the general welfare and

prosperity of the land owner. To bring this about, I believe the local organizations should aim to bring into their folds, possibly as associate members, as the Detroit Real Estate Board has done, the man who owns realty. Give him a voice in your organization. In the long run it will mean actual dollars in the pockets, both of the man who has the property to sell and the dealer who sells it for him.

I wish also to call attention to the important part that an official publication plays in the life and activities of an organization. There is not an association or trade of any prominence in the country today that has not its official organ. In some instances it is in the form of a bulletin, in others a weekly or monthly magazine, but it has been the experience of large organizations, those of nation-wide activities, that the monthly publication serves the best purpose. A live, healthy magazine, constituting an official record of an organized force, is in reality the backbone of that organization. Such a publication creates a closer tie, a firmer bond between the parent organization and the local exchanges and between the organization at large and the individual members. In this publication are recorded the official acts of the executive and administrative officers, the doings of local exchanges, the opinions and thoughts of members in the various sections of the country and legislation affecting real estate. In fact, this publication should be an open forum for all the real estate interests represented by this magnificent organization. An organization such as this should mean something, should stand for something to the real estate man, twelve months in the year, and not merely on the two or three days we are in national convention. This end can be achieved only through the medium of an official organ.

What of our annual convention? To my mind this is one of the most important features of our national organization. Meetings of representative real estate men, the live men of the leading communities, each endowed with the practical experience and an understanding of the problems which confront us, serves to disseminate thoughts and ideas that are of inestimable value to all. It is in these conventions that we form new acquaintances that stand us well in hand when we wish to do business in some community other than our own. But we cannot have a convention without a well organized association. The continued, hard, persistent thought and planning of the executive heads and committees are indispensable to the success of these annual gatherings.

Our aim is to stimulate interest in our work throughout the year. By giving the real estate man something to look forward to in the way of a national gathering, interest is renewed in the work of the local organizations and new local bodies will spring up just because of the advantages of gathering annually and hearing the best thought

obtainable on matters of direct interest to the men engaged in the real estate business.

Let me say, however, that this interchange of ideas and opinions should not be confined to those who may be so fortunate as to attend these annual conventions. The seed here inculcated should be sown broadcast, so that the value of these conventions may be felt wherever there may be a real estate man who has a thought for the betterment of his profession.

I wish also to impress on you one special line of activity that I feel all organizations, those of the various communities that have bodies of real estate men as well as the national organization, should give particular attention to, and that is, in the line of municipal endeavor. I don't believe there is a city in the country wherein

nity and importance in his community and in his country.

This can only be accomplished by organization. It can only be accomplished by that sort of an association which will eliminate from the recognized ranks of the profession that element which is the cause of criticism because of unprofessional conduct, or breach of trust.

A local organization creates better conditions in real estate matters in general. It makes the men engaged in the profession know each other better. It makes them broader minded and it gives them a better insight into the general principles of the profession.

The local organization holds its meetings regularly, and there is an interchange of ideas on local matters affecting your business. Your organization has its little outings and pleasure jaunts and you learn to know your fellow member and fellow dealer in a new light. You have a better understanding of each other, and with the better appreciation of each other's qualities or defects, as the case may be, you make your organization stronger and you better the real estate business of your community.

Liverpool Solving The Housing Problem.

That the city of Liverpool, England, is meeting with success in its efforts to secure improved living conditions for its working population is shown by United States Consul Horace Lee Washington in a report to the State Department.

About 40 years ago there were in Liverpool 22,000 insanitary houses. At present there are only 4,000 to be dealt with, showing that 18,000 have been demolished. About 6,000 of these were destroyed by private enterprise to make room for business premises, the remaining 12,000 having been cleared away by the municipality.

On the site of a greater portion of the houses which the municipality has swept away, and on the other sites acquired by them for the purpose, the corporation has erected 2,170 dwellings, and these are now under the control of the city council. Within the past five years there have been demolished in Liverpool some 260 courts and alleys, mostly insanitary slums, and on these sites now stand wholesome dwellings for the occupancy of the poor. About £1,000,000 (nearly \$5,000,000) has been spent in this work of demolition and reconstruction. Some 10,000 people, mostly the former occupants of the destroyed sections, are housed in simple comfort and under sound conditions in these new dwellings.

This work is in the hands of a committee of the city council known as the "housing committee," which presents recommendations to the council based on reports of the medical officer of health and the surveyor.

About 4,000 insanitary houses are yet to be dealt with. At present the corporation is dealing with six unhealthy areas, having obtained parliamentary powers to acquire these areas under the provisions of the "Housing of the working classes act of 1890." On the sites of these unhealthy areas new dwellings will be erected by the municipality to accommodate 2,828 persons.

The plans provide for 89 houses of four rooms each, 188 of three rooms, and 277 of two rooms. No single-room tenements will be constructed. Space for four shops will be apportioned, and these 558 dwellings will contain 1,480 rooms.

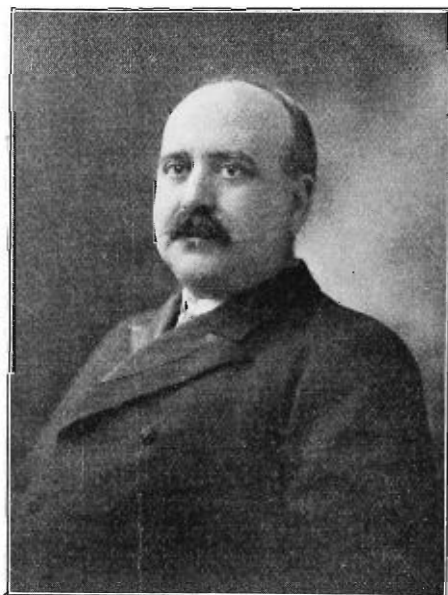
To complete the portion of the scheme just described, 118 property interests must be acquired, and it has so far progressed that the latest report gives only 27 yet



A. H. WETTEN, TREASURER.

some good cannot be derived from the advice and counsel of the real estate men, in the conduct of municipal affairs. The real estate man feels the pulse of the masses. He knows what they demand for the money they pay in taxes for the support and maintenance of their city governments. He knows as well as any man, if not better than most, just what effect certain legislation will have on real estate values, and it is for him to guard against anything that will depreciate the value of property in his community. On the progress of a city depends the progress and welfare of the real estate operator.

With the growth and extension of a municipality there comes added activity for the real estate operator. Why, then, should not the real estate man give heed to the needs of the community in which he resides? Why it is not but natural that the real estate man should be consulted in these matters? It remains for the real estate man to place himself in a position of dig-



E. C. VAN HAUSAN, MEMBER BOARD OF MANAGERS.

to be secured, and the price of these is now but a matter of arbitration.

The probable cost, when all the land is purchased, will be about £104,000 (\$505,440), and for the buildings £121,500 (\$590,490) is allowed, a total of £225,500 (\$1,095,930). Street improvements and a recreation ground will use 5,556 yards of the total of 43,993 to be acquired.

At present the net annual charge to the Liverpool ratepayers for the housings reforms which have been effected by the municipality, after the credit of rents is deducted, is only 2d. on £1 (4 cents on \$4.86). This produces £29,479 (\$143,267). The yearly charge covering the £225,500 which it is proposed to expend will be equivalent to a little over a half-penny (1 cent) rate after deducting for rentals, etc. This rate of 2½d. on £1 (5 cents on \$4.86) has accomplished much and provides for still further and extensive work in the abolition of the city's slums.

Roy Dawson, Decatur, Ill., has entered the real estate business.

New York's Real Estate Auction Market

A Successful Method of Handling City and Suburban Property—The Present Volume of Sales—Both Professional and Amateur Buyers Like the Auction Sale.

By JOS. P. DAY.

Secretary New York Real Estate Board, in an Address before the Chicago Real Estate Board.

From my personal study of realty conditions in and about Chicago, I am thoroughly convinced that the plan of selling real estate at public auction sale, which we have successfully inaugurated and brought up to a great business in New York City, would prove a valuable mechanism in your own realty trading. Of course our present real estate market, where this year \$46,000,000 worth of property was sold, is the result of a long campaign of education, starting from the usual small beginning and proceeds, until today we think nothing of a total of nearly \$2,000,000 in a single sale.

The success of our auction market in New York is due, I believe, primarily to the care with which the people, both professional and amateur buyers and holders of property, have been taught the effectiveness of this means of dealing in real estate. For executors, for persons wishing to divide a single holding, for lawyers, guardians, etc., the auction market, with its open bidding and competition, naturally is an ideal method of realizing on real estate. Of late, however, thousands of owners of select properties have begun to put these properties up at voluntary sale in the auction room, largely because the auction sale, with its quick completion of transactions and its absence of propositions and counter propositions and interviews and disputes over contracts, saves a great deal of time and annoyance to the man too busy to bother to see a number of prospective buyers individually. Under the auction plan the property is put up, the competition for it automatically fixes its market value more or less on that day, and the property is either sold or withdrawn, the whole process requiring minutes where days might be consumed in other transactions.

The great advantage of the auction sale when property advertised is the tremendous publicity power that can be given to each parcel on each sales day for a very small amount of money. The plan I am following in New York I call "Concentrated Advertising of Special Sales Days." The idea back of this is very simple. It simply consists of combining a number of parcels into one great display advertisement, advertising real estate for sale which will, because of its size and importance, take the top of the column, preferred position, instead of advertising each parcel separately in small advertisements sprinkled throughout the paper, each one of

which must pay for a separate announcement of the sale, time, place, details, etc. Under the concentrated plan eight or ten or twenty different properties divide the cost of great display advertising where the time and place of the sale need be printed but once, and details explained once, answer for all parcels. Sometimes these concentrated advertisements of sales will occupy six to seven columns, 200 and 300 lines deep, across the top of the pages of our leading newspapers.

Moreover, by combining these parcels into Special Sales Days, and by dividing the cost of the advertising campaign among them, it is possible to send out, to thousands of prospective buyers, nicely illustrated catalogues of the properties, to employ form letters, to use bill-boards, electric signs, car cards, small posters and any other device which catches the attention of buyers. Besides this, where a great many parcels are grouped, it is possible to get individual salesmen to work to follow up inquiries and to work up prospective buyers for the sale.

Newspaper advertising of course is tremendously important. One's advertisement is instantly multiplied by thousands and hundreds of thousands, and circulated all over the territory one wishes to cover, at far less expense than one could possibly print and circulate the cheapest sort of handbill or form letter. In advertising auction sales, or anything else, the particular papers one employs should be governed by the class of property and the classes of people among whom the paper has a bona fide circulation. Certain properties which would appeal only to the fashionable or wealthy person, should be advertised in newspapers read largely by that class of people. Houses designed for working men should naturally be advertised in the papers read by people of that type. In this way if one studies the particular circulation of newspapers, he will find that almost every newspaper in his city is useful for some kind of property. The question then to be decided is whether the rate asked by the paper for its space is high, considering the number and the sort of people to be reached who are real readers of its pages.

In advertising real estate, however, it is most important not to assume too great knowledge on the part of the people to whom your copy is directed. It is also a very poor policy to get the idea that property can be sold only to professional buy-

ers. Some of the most successful sales we have had owe their success to the fact that an appeal was made directly to the common sense and intelligence of the average man. This was particularly true after the panic, when many people in fear had sold stocks and bonds or other securities or had withdrawn their cash from banks, and hesitated to reinvest. In advertising a sale I used the papers read largely by the investor class and people who had been interested to some degree in the market, talked real estate as a safe investment and called attention to specific properties I was to auction, as a fine opening for their savings. At the same time I advertised that saving bank books would be accepted as cash on the day of the sale. The result was that money which had long been out of circulation came in golden floods to buy these lots, which the people became convinced were a safe and logical investment. I am glad to say that of those who bought, many are already reaping far larger profits than they could possibly have made in any conservative stock or bond investment at the same time.

"Brain impressions" to my mind were the great factors in achieving this result. By "brain impressions" I mean including in my advertising ideas which go beyond the eye and sink into the brain. It is not enough that the advertisement appeals merely to the eye of the reader. It is easy enough to catch his attention with silly wordings or eccentric advertisements, but unless from the start your copy begins to hammer ideas that he will think about later, into his head, the force of the advertising is lost. Throughout my advertising of auction sales, therefore, I strive to give the people brain impressions that will create this train of thought—"Real estate is good, not merely for others but for me, and this particular real estate seems to be the good kind." Accompanying this is a careful introduction to men who have never bid at auction sales, how to amend these sales and bid. I even go so far as to print in my "open book catalogues" full data for rents, taxes, interest, repairs, maintenance, etc., so that the amateur is quite as able as the professional to figure out what the net income from the property will be.

All these efforts on the part of New York auctioneers have created for the realty market a following, not merely of professionals but of private buyers—men and women who occasionally want a parcel of real estate and come in and bid for it.

This private investment class is most important, too, in auction conditions, because these investors are looking for a smaller income from their investment than the professionals, who commonly are on the lookout for a chance to buy something far below its real value.

Chicago, which has its Real Estate Board ready to father auction movements, is in far better position than were the New York real estate men when they started in to build up an auction movement. We did not have an organization such as yours, and we had first to prove our stability. We began by organizing an Auctioneers' Association, which is still in existence. It has twenty-five members now, and provides its own auction room. During the first few months of the existence of its trading room, the usual number of traders was about twenty-five or thirty. On sales days now, interest is lacking if there are not one thousand to fifteen hundred in the room. By degrees, therefore, confidence in our stability and in the mechanism of auctioning real estate at voluntary sale, as well as for various legal reasons, was firmly established in New York. Today the auction market is regarded as an important factor in realty affairs, and the newspapers give as much space to auction news as to the private sale reports. Like the private sales market, the auction market has its features; and from time to time there will be some parcels sold from the block which will be the sale of the week or month or year in realty circles.

Nor does this system have any tendency to create false values. The idea that when several persons wish to obtain a particular piece of property in their desire to buy it they are likely to overbid its actual value is erroneous. As a general rule the auction market automatically establishes the real value for each property—not what the property is held at necessarily, nor what the appraisers say it is worth, nor what its owner would like to get for it, but what it is worth in actual cash in the market.

Real estate represents the worth of any community. Almost any man has some knowledge of what property is worth. Most men who deal in real estate, whether slightly or extensively, are what you might call "sharks." The investors who appear in the auction room have generally, I have found, a very accurate idea of what a piece of property listed for sale really should bring. Consequently the offerings are not sold at figures far in excess of their actual worth. In certain cases I have seen the prices bid at auction exceed \$10,000 or \$15,000 the most optimistic appraisals of the executors or lawyers. This does not mean that the executors were necessarily wrong in their estimate or that the people who bid for the property and bought it at the higher figure paid more than it was worth. The offering of the property, with wide advertising, had sim-

ply stimulated the market. It had brought into competition many people who really wanted the property and new the uses to which it could be put. Moreover, offering property at auction gives people the chance to inspect it carefully and study it in advance of the sale. Competition for the property is all limited to a fixed time of exchange. Men know that there is no need to hurry their decision. They have until the moment of the last bid to make up their minds.

In Chicago I feel that you would have the same success with auction sales. Your property differs in no respect from New York City property. You have your downtown special business quarters, financial districts, residence and hotel neighborhoods, and your suburbs. You have the same opportunity for great suburban lot sales, which develop a hitherto neglected section into a prosperous embryo commu-



JOS. P. DAY.

nity where values rise almost daily. You certainly have men of ability, you have an organization of power, you can gain for your sales instantly the respect of the community at large. It seems to me, therefore, that in Chicago there is a wonderful future for the development of the real estate market. I feel certain of this because Chicago will begin the experiment centuries ahead, as it were, of the point at which we were forced to begin our auction campaign in the eastern metropolis.

The next quarterly meeting of the Colorado Realty Dealers' Association which was to be held in La Junta in April will probably be postponed until some time in May. W. W. Williamson of Colorado Springs, president of the organization, states that he has written to the real estate men of La Junta asking them if they would not rather have the meeting there in May than in April, and that he expects a reply soon. It is Mr. Williamson's belief that May would be the better month of the two for the convention. The next meet-

ing of the association will be a very important one, as several matters of weight to real estate men are to be considered. The establishment of dry farming stations in various counties of the state will probably be discussed, and officers will be elected.

Auto Influences Suburban Development.

That the automobile is responsible for a considerable part of the suburban development of large cities is the opinion of Will S. Woods, head of the real estate department of the Pioneer Trust Company, Kansas City, Mo. In a recent interview he said:

In all the factors that are taking man from the crowded cities and making it possible for him to live the far more healthful and happy life of the country, while at the same time maintaining his urban interests, the commercial motor vehicle is the one that has the greatest possibilities, first because there are no limitations to territory it can develop, secondly, because it represents a new idea, whereas the other agencies that have developed the suburbs have about attained the zenith of their accomplishments.

The first great agency toward the countryward movement was the railroad, but in the early days these roads had their terminals in the outlying districts of the city, and made little effort to build up a purely suburban traffic. Next came the horse-drawn street car which relieved central congestion and started the suburban migration—a step in advance truly, but one that still forced the bread winner to live within three or four miles of his place of employment.

Then came the electric trolley, the real emancipator, bringing in its train the lowest transportation rates, and the most rapid and reliable service, enabling the artisan and the clerk to find country homes. This was a very great stride in advance, giving a chance for persons in moderate means to live eight or ten miles from the city's center of congenial surroundings.

But what can be done by the railroad, trolley and real estate company, has only opened the possibilities. Now comes a new agency to get man out into the country. It works both ways, either separately or in concert, with the other agencies of real estate development above enumerated. It has speed; it is free of the thrall of tracks; its advance is not checked in any direction, and there are no vexing questions of franchises to hinder its progress.

The man with a motor car need no longer be close to the station. With his carriage and horses he could live a matter of three or four miles from the station. With his motor car it is just as easy for him to live ten. He has no trouble to make trains. He can go further afield for his home and profit by the smaller real estate prices and the larger areas of land from which he can choose.

As men move into a new section its prices advance, and so the pleasure automobile has been a creator of values.

But the man who wants to live in the country, but cannot buy an automobile must be considered. For him the motor vehicle is the hope. This will do for the man of moderate means what the privately owned automobile has done for his brother of wealth—permit him to go further out into the country for his home. And with each excursion real estate prices will feel the impulse and advance.

Minneapolis—The Convention City

The Attractions It Offers to Delegates Who Attend the Annual Convention of the National Association of Real Estate Exchanges—Some Facts About the Business, Social and Financial Conditions of the City in Which Real Estate Men from all Sections of the Country will Gather on June 15, 16 and 17, 1910.

By W. Y. DENNIS,
of the Minneapolis Real Estate Board.

To register from Minneapolis is a matter of pride to citizens of the 1910 convention city of the National Association of Real Estate Exchanges.

The attitude of mind which causes citizens of Minneapolis to sign as from Min-

neapolis on hotel registers is psychologically different from that which leads the denizens of other cities of its class to boast of their home towns. It is in an indefinable, quiet sort of a demeanor that Minneapolitans discuss the merits of their home city while traveling abroad. They let the city's record speak for itself and instead of indulging in antagonistic arguments as to the peculiar qualifications which the city has for preeminence, content themselves with sort of a satisfied discussion as to why they like to live there. At least this is what other people say about Minneapolis people. At any rate, once a citizen of Minneapolis, the germ of homesickness is implanted which eventually develops a whole colony of bacilli that carry him back to Minneapolis when the opportunity arrives, if only to make a visit.



NEW AND OLD CHAMBER OF COMMERCE BUILDINGS.

To a remarkable extent Minneapolis appeals to the transient. Just what the indefinable something is has never been satisfactorily put in words. Whether it is the homey feeling that gets to the stranger, or the broad, open appearance of the city, precluding slums and crime spots, that impresses him with its wholesomeness, is a matter of a variety of opinion.

Naturally in the summer time a visitor cannot fail to be attracted by the eleven lakes in the city limits and the parkways connecting them; by the gurgle of Minnehaha or Bridal Veil falls, by the mighty

rush of St. Anthony falls; by the proximity of scores of pleasure spots in a vicinity which is close to many of the 10,000 lakes which dot the state of Minnesota. But the same thrall lays hold in the winter time when everything is in the grasp of winter.

Perhaps it is the clear, crisp, life-inspiring air and the general atmosphere of content and prosperity the year 'round. One of the characteristics of Minneapolis is its broad retail street without a car track upon it—Nicollet avenue; another is its ornamental system of electric street

lights on the principal down town avenues; another is its patrol system for saloons, which forbids them outside the seventh street above the river front and confines them to corresponding limits north and south; still another is its unusual public school system, and another its great

university of the state which stands well toward the top among the big institutions of learning in the matter of attendance and general efficiency; still another is the great flour milling district bordering either side of the Mississippi river; and yet another the wonderful symphony orchestra with its annual guarantee of \$50,000.

This might be continued *ad infinitum*, but it would then pass from the unique stage and encroach upon the attributes which are common to other great cities.

From a purely real estate viewpoint Minneapolis is an interesting city. Its real estate values are low, compared to the size of its population. Just why this is so is an interesting study to members of the fraternity from other cities. Suffice it to say that twenty years ago Minneapolis started at the bottom after the collapse of an ill-advised inflation of values. The city has a population of something like 310,000, but its area is fifty-three square miles, and just outside is a tremendous acreage which is rapidly building up toward Lake Minnetonka, the gem of inland lakes, ten miles distant. Supply and demand may account for the fact that, except in parts of the retail center, values are so low as to promise good returns to the man who invests his money now in Minneapolis.



SECURITY BANK BUILDING.

lights on the principal down town avenues; another is its patrol system for saloons, which forbids them outside the seventh street above the river front and confines them to corresponding limits north and south; still another is its unusual public school system, and another its great

Real property in the city has owners scattered all over the country. Many of the best improvements in the city have been made by capitalists living east and west. Investment by the eastern life insurance companies and savings banks in Minneapolis mortgages is tremendous. One

of the companies plumes itself that not one cent is due for back interest on its loans.

To the real estate man who is a student of events, who likes to study a city which is making, Minneapolis is the place to come next summer when the national convention is on. While there may be plenty to criticise, as there is in all cities, the in-

a great Commercial Club, which concerns itself with figures and views of Minneapolis, with publicity work, and the putting foremost of Minneapolis' foot. There is also a Publicity Club, which concerns itself more particularly with the ornamental lighting of the streets, the erection of street signs, the advancement of the civic center

four sections. Two on the West Side are called North Minneapolis and South Minneapolis, and two in old St. Anthony on the east side of the river, university town, are called Northeast Minneapolis and Southeast Minneapolis. Again, subdivided, each portion has a commercial club. Then, supplementing these clubs by more specific



THE MILLING DISTRICT AND ST. ANTHONY FALLS.

clination of the visitor is to look at the other side, the best side. In Minneapolis there is food for study because the town is in the transition stage. It is changing from an overgrown town into a metropolis. It is alive with the inner stir of great things coming. Topographically Minneapolis, with its sister city, is the gateway to all points west which lie north of the line through Omaha. It has four great trans-continental lines and another preparing for extension from the Missouri river to the Pacific. It is the home of nine great rail-ways with twenty-three lines, seven of which lie between Chicago and Minneapolis, four between Minneapolis and Du-luth and three between Winnipeg and Min-neapolis. All of these railroads are mak-ing the most of the opportunity to develop the western country and it is in Minneap-olis that freight bulk is broken, or in St. Paul, for distribution to the jobbing and retail trade farther on. To get west along the northern tier of states one must go through the Twin Cities. This does not mean so much as that freight must pass through the two cities. Business genius has discovered that to supply the west, sav-ing time and freight charges to the con-sumer, merchandise must either be made in Minneapolis or must be stored here upon call from the consumer farther west. So Minneapolis must grow—willy nilly.

Something different is in the air than is found on analysis of atmospheres in any other city. Although the business is trem-ends, the men of Minneapolis have not ac-quired indifference to their fellow men. A great majority of the business men of Minneapolis do much in humanitarian, civic and religious lines. It is the habit to go to church, it is the custom to subscribe to the Newsboys' Home, the Florence Critten-ton Home, Travelers' Aid, Maternity Home, the Humane Society, the Associated Char-ities, the Salvation Army, the Volunteers of America, to the Union City Mission, and similar agencies for good. It is the cus-tom to belong to the several clubs, such clubs as other cities have. But there is also

plan which is about to be born; and there is a Rotary Club, which mixes business with the pleasure of delving into civic matters. There is a traffic association, a civic commission, and an art commission, and so many more that the wonder is that there are enough men to go around to keep them going—in addition to the famous

work, are fifty or more improvement asso-ciations which call neighbors to time when they do not keep their premises straight, which insist on electric lights, sewer and water pipes, sidewalks, curbing and gut-tering, or full paving. The say-so of these associations means something. By this di- vision of labor, Minneapolis is a remarkable city in the extent of its improvements. In fact, most of the property that is now sold in the residence districts has to be pro- vided with most of the improvements enu- merated before it is salable.

For instance, one can walk 700 miles and not leave the sidewalks. He can ride 150 miles and not leave the pavement. Then there are several hundred miles of streets which in their natural conditions are fine. If a man undertook to crawl through the water pipe system of the city he would have to go 378 miles on his knees and then would find himself in two great reservoirs on the highest point in the city from which the water is distributed by gravity after having been pumped from the river from two big stations.

Most everyone knows that Minneapolis is the primary grain and barley market of the world, the greatest in the linseed and flax business, the leader in making flour, preeminent as a lumber distributing city and foremost in sash and doors; tenth in the matter of bank clearances, by virtue of more than \$1,000,000,000 a year; among the first fifteen cities in the stamp sale receipts; doing an annual jobbing business of \$300,-000,000 and manufacturing of \$157,000,000 in more than 1,000 factories and industrial plants; has more than thirty miles of park drives, mostly by the water's edge; 2,600 acres of park area; assessed valuation of \$178,000,000 and rate of \$27.50 on each \$2,-000 of true property value; twenty-three different railroad lines, sixty-one graded and five high schools, many colleges and musical conservatories, ten first-class thea- ters; two magnificent new hotels costing nearly \$3,000,000, and several fine hotels of greater age. All of this can be read in books and statistical tables.



HOTEL RADISSON—CONVENTION HEADQUARTERS.

Woman's Club, and the Thursday Musical, which is without peer in musical circles. There are enough men, and to spare, how- ever, for there are some left who belong to the Art League, the Architectural Club, the various church men's clubs, and to the Civic Federation, which uses its energies in try- ing to keep the city straight.

Still another line of activity for the busi- ness men is found in the neighborhood commercial clubs. These are strong organi- zations which are accustomed to call in their aldermen and to talk to them and to be talked to. In a way they replace the old-fashioned debates at the country cor- ner groceries. Naturally Minneapolis has

The home life will interest the real estate delegates to the convention. More than a dozen groups of fine residence colonies exist, in distinction from the great Summit avenue and one residence section in St. Paul. The great cathedrals and pro-cathedrals which are "in the building," and the general extension of the church building movement will prove interesting studies; and the conclusion reached through the eyes of others will prove food for thought to the Minneapolitans.

Some of the things that Minneapolis has not and why not will prove a psychological study to the visitors. Why do Minneapolis people still have to buy their drinking water at 5 cents a gallon, when there are lakes galore, great artesian basins underneath, legislative permission to put in filtering plants, and a low death rate which is made too large by the fact that Mississippi river water is impure in the fall and winter? Why do Minneapolis people build their homes everywhere except on the banks of the Mississippi river, a garden for the gods, the most picturesque spot in the North-

of the municipalities, and in the country under the state railroad commission. It is a company which devotes thousands of dollars to the amusement of the people in great resorts on several different lakes, of which Lake Minnetonka is the pearl—with few peers as an inland suburban water resort. Thousands of Minneapolis people have their voting homes on Lake Minnetonka's shores and hundreds of homes costing an average of \$25,000 each with their grounds are supplemented by a tremendous colony of cheaper homes ranging down to the cot.

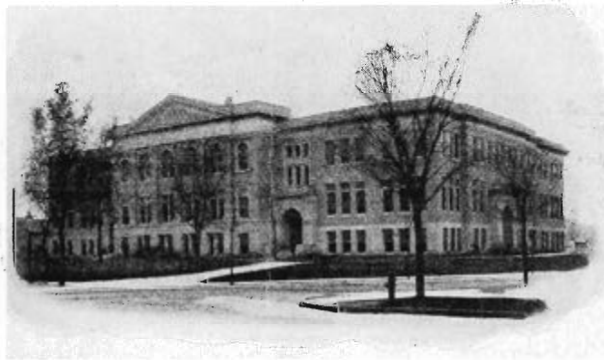
Financially speaking the city has one of the most highly developed interior bank investigation systems, in which St. Paul has now joined. The Clearing House banks have an examiner who goes at his work independent of and in addition to the state and national examiners, who have their headquarters in the Twins. He keeps the local banks in line, and the banks outside of the Clearing House to have standing must join the system. Over-borrowing or

A Word About the "Hosts" for the Coming Convention of the National Association of Real Estate Exchanges.

The organization of the Minneapolis Real Estate Board occurred on the eighteenth day of May, 1892, with twenty charter members, of whom over half are still actively engaged in the business and among the membership.

The Board struggled through the next four years, holding weekly meetings more or less regularly and accumulating a membership of fifty, but the entire collapse of all realty values and general depression in 1896 sent the Board into obscurity till 1900, when a reorganization took place with J. F. Conklin at the head as president.

The organization has grown larger, stronger and more influential each year, till it is an important factor in the advancement of Minneapolis.



ONE OF THE UP-TO-DATE HIGH SCHOOLS.

west? When the two cities have within their boundaries more water frontage than most any other city, and high above the water at that, why do they build alongside the still lakes instead of above the gorge of the rushing Father of Waters? All of these things are going to be changed, and there is to be developed a beautiful civic center plant. But Minneapolis is nevertheless interesting, because with all these handicaps there is no place like Minneapolis to the Minneapolitan; and then just now the city is in the transformation stage. Visitors next summer may see the butterfly emerge from the chrysalis of present imperfect conditions.

Anyone who never saw street car gates should come to Minneapolis just to see the astonishment with which the stranger greets them and the matter-of-course way in which Minneapolis and St. Paul accept them. The two cities with their suburban lines have the greatest street railway system in the country. Its common stock pays 6 per cent, and yet there is a constant surplus investing in betterments. The street railway company is unusual in that it is operated, as to the cities, under the ordinances

any possibility of banking methods that would disrupt an institution are eliminated by the successful Clearing House examination. Then Dan Patch lives in Minneapolis, and that is interesting financially as an advertising feature for the city.

Just now Minneapolis is beginning to branch out with electric suburban lines. Three new companies are starting in the field and these are made possible by the utilization of the tremendous hydro-energy developed from neighboring water courses.

Speaking of atmospheres, it will pay to go to St. Paul for comparison in people, business methods, initiative, culture, wealth, modes of expression of activity—for the cities are very different.

One of the best reasons for visiting Minneapolis is to see first hand a city that has to grow simply because it can't help it.

Van Sice Realty Co., Yonkers, N. Y.: real estate, building and general contracting, incorporated with a capital of \$10,000. Incorporators: John L. Pool, 59 Landscape avenue; Nelson Hoyt, Chas. H. Miles, both of 218 Roberts avenue, Yonkers, N. Y.



A PUBLIC PLAY GROUND.

The admittance fee has been increased from \$5 to \$25 and the annual dues from \$5 to \$12, the membership from the twenty charter members to one hundred and thirty at the close of 1909, and now practically includes every active real estate firm or dealer of any importance in the city.

For the development of co-operative feeling and to advance the interests of the members, monthly meetings are held at luncheons and dinners provided at popular hostelries by the Board itself, and after the disposal of the routine and special business of the organization, are followed by helpful talks by prominent speakers on civic and other topics, at times illustrated by stereopticon views and moving pictures. In the summer season these meetings are varied by auto rides provided by the Board for the entire membership, followed by a picnic dinner in some park or on the bank of the Mississippi or beautiful lake.

These trips furnish not only a pleasant outing but valuable and definite information on the growth of the city and ever-increasing building operations.

Beside the general advancement of the mutual interest in the realty business and the advertisement of the city and surrounding country, some of the important things accomplished by the Board have been: An active part in the abatement of the smoke nuisance; acting in conjunction

the securing of anything that will facilitate the growth and prestige of the city.

The Board is now turning its attention to the advancement of a definite "Civic Centre and Beautification Plan," the elimination of grade crossings, the securing of a pure water supply and to more intimate

large delegations have had the pleasure of being royally greeted and entertained in their home cities by the boards of Omaha, Kansas City, Chicago, Detroit, Duluth, Winnipeg and St. Paul. Another large delegation also took a trip to the Alaska Yukon Exposition and were enthusiastically greeted and lavishly entertained by every city on the itinerary of the round trip.

It is the firm and united intention of the Board to make the entertainment of the National Exchange Convention in Minneapolis the coming June their crowning work in this line and convince every delegate and visitor who is fortunate enough to attend, that Minneapolis is the original "Glad Hand City." Finally, the Minneapolis Real Estate Board is a "live wire," working earnestly and harmoniously for the advancement of the interests of its members, promoting good fellowship and respect in their relations, growing in membership and influence and pushing their city in growth and power to the goal of their ambition, "The Greatest City of the Whole Northwest."



A BOULEVARD SCENE.

with the St. Paul Board, a test case of the Torrens Registered Title Law; active work with the legislature in securing the passage of the "Mortgage Foreclosure Law" and the "Mortgage Registration Tax Law," the authorization of bonds to the amount of \$360,000 for park improvement and \$900,000 for graded school purposes; the securing of better lighted streets and lower prices on gas and electricity to the public and city; important work for good roads, especially the main arteries into the city, and better and cleaner streets; an active and considerate attention to the matter of wise and just taxation and a businesslike and economic expenditure of the proceeds therefrom; the establishment of a fixed scale of charges for all the realty, rental and mortgage loan opera-

and co-operative relationship with its neighbor city, St. Paul, by a facilitation of rapid transit and better connecting streets and boulevards between the cities.

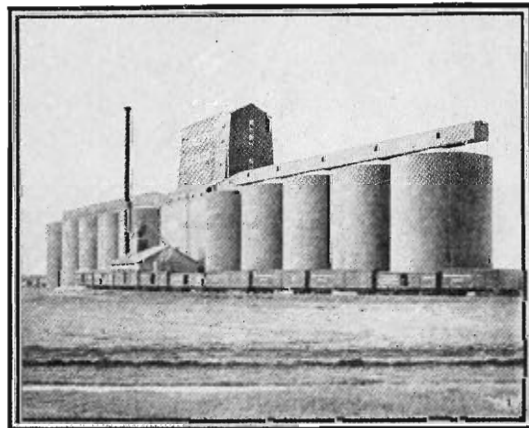
An important feature of the Board is a "Valuation Committee" whose services are at the command of both Board members and the public, for authentic and reliable

Legislation Affecting Real Estate.

BY N. J. UPHAM,

Chairman State Legislation Committee, Duluth, Minn.

One of the great benefits to be derived by real estate men from the National As-



A MODERN GRAIN ELEVATOR.



ON A NEAR-BY LAKE.

valuations of real property, at a reasonable fee; the fees earned by this committee and turned into the Board treasury have increased from \$496 in 1905 to \$1,025 in 1909, which clearly demonstrates that the services of this committee are appreciated and in rapidly increasing demand by the public.

The services of this committee are at the command of the city assessor for consultation and expert advice without expense at any time he may care to consult them.

The Board has happily entertained large delegations from the real estate boards and exchanges of Kansas City, Chicago, Duluth, Winnipeg and St. Paul and a

sociation of Real Estate Exchanges is the interchange of information and ideas on the subject of legislation in the various states affecting real estate and real estate business.

At the last convention in Detroit a great deal of interest was shown in this subject and in the subject of uniform legislation. Undoubtedly at the coming convention in Minneapolis, next June, this will be one of the many important matters under discussion. The committee on state legislation greatly desire as full information as possible from real estate men all over the country, regarding the various laws, in order that the State Legislation Committee may bring before the convention the

tions of its members, a strict adherence to this scale and a marked reduction of the activity of the "curb-stone broker;" generous contributions of time and money to

advantages of the desirable laws, in contrast with the disadvantages and evils of bad legislation, so that the influence of the National Association can be used before future legislatures.

If it were possible to have uniform legislation throughout the states regarding real estate, it would, of course, be very desirable. The nearer we can approach to it by gradual changes in our state laws, the better for real estate interests. The influence of the National Association and its recommendations, coming as they will from experts in the business and those most competent to judge of what is de-

sirable for the protection of the property owner, should be of great benefit to the various local exchanges in their efforts to obtain desirable legislation, or to defeat evil legislation in the future.

The committee would appreciate, therefore, any information as to laws now in force, or suggestions regarding laws, from real estate men by letter or otherwise, and hopes to receive considerable response regarding this matter. If you have something particularly good, pass it along. If under some handicap, let us know. We may be able to help you change conditions.

Honor Retiring President.

Banquet of the Cleveland Real Estate Board in Honor of Julius Timendorfer.

As a testimonial of the esteem in which he is held by his fellow members of the Cleveland Real Estate Board, retiring president Julius Timendorfer was tendered a banquet by the Board at the Colonial Hotel, that city, on the evening of February 1. The speakers included A. S. Taylor, L. H. Wain, T. W. Larwood, Jr., Thomas P. Ballard, W. A. Greenlund, A. G. Clark and J. J. Klein and it was made plain to Mr. Timendorfer that he had discharged the exacting duties of his office in a manner that had met with the approval of his associates. At the same time those who responded to the toasts made it clear that the members of the Board are confident that under the administration of C. A. Bingham, the new president, the organization will continue on its course of progress and success, accomplishing even greater things in the future than it has in the past.

W. R. Coe acted as toastmaster and acquitted himself gracefully in this capacity.

A. S. Taylor, in responding to the toast, "An Exposure," gave Mr. Bingham a gavel in the form of a carving knife, Mr. Bingham having practiced medicine before engaging in the real estate business.

Mr. Timendorfer spoke on "Our Past Year." He said:

Following the old custom, you are tendering a banquet to your retiring president and also to your incoming officials, and it is probably appropriate that I should say a few words, thanking you for your consideration and the honors that you have conferred upon me. The great German poet Schiller, in one of his beautiful poems points out the fact that no man must say that he is entirely happy and lucky and satisfied until his end has come.

To be the executive head of your organization is an honor conferred to only a few and when the time comes that one lays down the gavel and makes room for a better man, and receives words of comfort and congratulation from his fellowmen upon the year just past, he feels like the man in that poem, happy and lucky. Happy because his efforts were appreciated,

even if they were small, and lucky because he is surrounded with a lot of men like you, good, noble and aggressive. I have tried to follow the path outlined by my predecessors, and if I have been able to keep up the standard of the real estate board, a good deal of that is due to the fact that I have surrounded myself with good men, and able associates.

During my administration several matters of great importance came before the board, and while we have probably succeeded in some of them, we have not succeeded in all, and it is with our organization, the same as with any other, differences of opinion, but did we not have them, the life of the organization would be one-sided. You all know and I am pleased to state that the Cleveland Real Estate Board is now a factor, and will grow stronger and stronger with every year, and I am positive that under the leadership of your new president, Dr. Bingham, the board will make itself felt much more, in the city of Cleveland, and state of Ohio. You have elected as your president a man of sterling qualities, a man of good judgment—a gentleman in the true sense of the word. He will reach the goal that others have not been able to reach.

I must not let this opportunity pass to make a few remarks about the chairmen and the members of the different committees acting during last year. I had the support of every one of these men, in fact they have done more than even the most sanguine could have anticipated. In particular do I want to mention our secretary, the chairman of the legislative committee, chairman of the entertainment committee, and last but not least the chairman of the membership committee. Of all these men I may say that while young in years, they are old in experience, and that they all have done well. They have diligently and faithfully performed their duties. The secretary's report for the year 1909 has shown you an increase in membership and the treasurer's report for the same period has shown you the financial condition of our institution, which I am pleased to state is better than ever and as these things must be entered to some influence, therefore most of the credit is due to the different chairmen of the different committees.

At the last year's dinner tendered to my friend, Alexander S. Taylor, I recommended to you and urged upon you the exclusive listing plan. Nothing gave me more pleasure and satisfaction than the endorsement of my suggestion by Mr. J. G. W. Cowles. Matters of great impor-

ance have occupied our time during last year, and probably it is due to this fact that the exclusive listing plan has not been worked more satisfactorily in our board, and I would recommend to my successor in office to urge upon the members to give this suggestion another trial, as I firmly believe that a success can be achieved if the subject is properly handled.

The adoption of increasing the valuation committee from the ranks of the associate members will be a benefit to this organization. Also do I believe that the work of the valuation committee should have in its membership men of all classes of trade, thereby being enabled to give a correct valuation on improvements as well as of realty. I would further recommend that the member bringing in the highest number of new members into our organization is to be tendered a substantial vote of thanks in the shape of an insignia, stating the appreciation of the board to this member.

I would also recommend that this board should strive to secure our secretary, Mr. Force, permanently, as I believe that the president, with the assistance of Mr. Force, can bring up our membership to more than double during the next twelve months. I further recommend that the formation of a state organization be hastened, and I am satisfied that with such men as Mr. Wain and Mr. Larwood at the head, a good deal of good will come out of such an organization. I also wish to call your attention to our next annual national convention, and trust that the Cleveland contingent will be as well represented in 1910 as it was in 1909. I would urge upon you, gentlemen of the Real Estate Board, to be patient with the board of appraisers, now in session, and assist them in every possible way if called upon.

I personally believe that the task before these gentlemen is one of the most strenuous and hardest in the history of realty, but once in working order, it will be a boon for the community. Similar methods as the one in contemplation in this state are in vogue in the East and foreign countries, and I understand that realty holders are satisfied with these methods. I also would like to see the system recently adopted by the Real Estate Board spread upon the advertisement and stationery of our members, and would also urge my successor in office to give the prefix "Member of the Cleveland Real Estate Board" at the foot of their advertisements another trial.

The members of the Real Estate Board should assist the officers in every way, not alone by helping to defray the expenses of this organization, but by being interested enough to attend the meetings as often as possible. Please remember that I am speaking from experience when I say it is pleasure and encouragement to see the chairs occupied and it is certainly very unpleasant and discouraging to find them vacant. Before I close, I wish to thank you one and all for your indulgence and if I have not succeeded as well as I should, I assure you that I have tried to serve you to the best of my ability. Wishing you one and all a prosperous year, I close with the hope that 1910 may be the biggest year in the history of the Cleveland real estate market, and when we get our present president and friend, Dr. Bingham, on the junk pile with the other presidents, the membership will be 350.

President C. A. Bingham spoke on the future of the organization and was followed by L. H. Wain, who talked on the reorganized board. He said the co-operation of the membership had made possible the success of the board. Thomas P. Bal-