

# STATE PAGE



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## SPEAKERS OF NOTE ON REALTY RALLY LIST

Nationally Known Experts To Address Kalamazoo Congress (Sept. 28 to 30).

The outstanding feature of the twelfth annual convention of the Michigan Real Estate association, which will be held in Kalamazoo, September 28-29-30, is the prominence in real estate activities of the various speakers on the program. In addition the National Association of Real Estate boards is co-operating with the Michigan association in formulating a "model" state association program.

Four of the main topics to be taken up are: "Renting and Leasing," by Parker Webb, Boston; "Real Estate Selling," by Paul Steinbrecher, Chicago; "Community Development," by Colvin Brown, United States Chamber of Commerce; Washington, and "Real Estate Law," by Lloyd L. Axford, Detroit, outstanding authority on real estate law.

These courses will cover a period of two and one-half days, and the lecturers must select two of the four. In addition the state association will have two half days for its own purpose, at which the following nationally-known speakers will be heard: Lou Harrington, Chicago; Robert Jemison, Birmingham, Ala., president of the national body; H. U. Nelson, Chicago, executive secretary of the parent association, and Simon D. Fess, Ohio.

Announcement comes from the Kalamazoo Real Estate board, that the entertainment program planned for the convention will outrank any event of its kind ever held in Michigan.

## PLACE BOOKCASES WITH GREAT CARE

Beauty Of The Home Is Greatly Increased By Careful Planning.

The problem of the most suitable arrangement of bookcases will repay study in order to render them acceptable adjuncts of any room in which they are to be used and fitted into. Also by obtaining this suitability of arrangement the bookcase can become an real addition to the comfort and appearance of the room, as well as an important part of the cultural life and atmosphere of the family.

In the living room, if it is blessed with being lengthwise the house and away from the front door and more provocative of study, the position of the shelves across the end of the room is a space only broken by the doorway is both artistic and useful. The shelves serve the place of any furniture that might be needed on this end of the room, the books are compactly placed and easy of access. Bookshelves built into the house in this manner bear a distinct superiority over bookcases as pieces of furniture in added substantiality and architectural beauty.

Further than this, the architect who succeeds in selling his clients these smaller and more subtly pleasing building features will not only have the pleasure of witnessing the enthusiasm of his clients over the new home, but will be rewarded with their permanent satisfaction in a real home. The pleasure caused by mere newness is often short-lived. The joy in a home filled with the serious results of sincere thoughtfulness increases with time and is the architect's best advertisement.

## EXPECTS COMPLETION OF WIDER WOODWARD

Judson Bradley Says Property Will Then Go Higher In Valuation.

Wider Woodward avenue will be rushed to completion.

This announcement is, in the opinion of Judson Bradley, certain to give an impetus to properties lying on Woodward and just to the east. Already 300 home sites have been sold in Woodwardside and a big development program is now being carried out, he said.

"With this last barrier removed, a period of tremendous development is bound to follow; and Woodwardside, a beautiful, easily accessible residential development will become a choice residential section on Woodward avenue at the intersection of Coolidge highway," Mr. Bradley said.

Woodwardside adjoins Royal Oak at the 12 1/2-Mile road. It comprises 220 acres. Sanitary sewers and water mains are being installed. Gas, electricity, water, storm and sanitary sewers, sidewalks, gravelled drives, concrete curb and gutter, shade trees will be available.

The property will be served by the \$3,000,000 Royal Oak drain, under construction. It will also be served by the Coolidge, the direct route from the northwest district to Ford's River Rouge plant. This artery has already been paved from Woodward avenue to the Eight-Mile road.

## BUSINESS TRANSACTED BY REAL ESTATE BOARD

To Vote On Increased Dues; Discuss Proposed Zoning Ordinance But Take No Action.

A proposal to increase the dues from \$20 to \$40 a year, beginning Jan. 1, 1927, was made and discussed at the regular meeting of the Real Estate board. "Ten dollars of the present \$20 goes to the state real estate association," said J. B. Howarth, treasurer of the organization, "and five goes to the national association. That only leaves five dollars a year for the local board, and it really isn't enough." The proposal will be voted on at the next meeting of the board, Oct. 11.

Donald G. Howarth was transferred from an active associate to an active member of the board.

The zoning ordinance was discussed, for the most part favorably, but no action was taken on it because the meeting was not unanimously in favor of it, Mr. Howarth said.

It was voted to hold a dinner for the business men of Birmingham sometime in October, similar in nature to the one held last year at which Senator James Couzens spoke. The speaker for this year has not yet been decided upon.

The treasurer reported a balance of more than \$300. This includes not only dues, but also fees for appraising and arbitration.

Mr. Howarth described the purpose of the Real-Estate board briefly as being, "to advance the profession of real estate."

"We have adopted a code of ethics, and we try to minimize unfair dealings as much as we can."

"We are working for the advancement of owners and users of real estate in our locality. We subscribe to 50 copies of the monthly organ of the state real estate association and send them to the leading real estate owners in the locality," he said.

Mr. Herrin, who is engaged in the establishment and development of

## STEPHENSON HIGHWAY READY FOR BUILDING

O. H. Bailey, Detroit Subdivider, Joins E. F. Stephenson Organization.

Although Stephenson Super-Highway subdivision No. 6, located at the Stephenson Super-Highway opposite Eleven-Mile road was opened but a few months ago, every improvement has been installed. This subdivision has made every lot on the property flanking both sides of the 204-foot artery ready for immediate building.

"Strategically located on a continuation of one of Royal Oak's main thoroughfares, and but a step from that thriving village, property values in Number 6 have shown the most rapid increase of any of the several Stephenson properties," he asserted. In this connection he announced that the present prices, far below the prevailing market value, will not last much longer, and that a price increase will be put in force in a short time.

"The Stephenson sales organization was this week materially strengthened by the addition of O. H. Bailey, who for many years has been prominent in the Detroit subdivision business," said Mr. Williams. "Impressed with the unusual development and profit-making factors in the north end, his activities will largely be centered in Stephenson Super-Highway No. 6."

"My affiliation with the Stephenson organization came after careful consideration," Mr. Bailey stated. "For years I have watched the activity of E. F. Stephenson and have been impressed by the stability, permanency and enviable reputation in the subdivision business that the firm has built up. A business relationship with such an organization means permanency and success if loyalty and consistency in operation is adhered to by the sales person."

"Salesmen are appreciating more and more the value of the Stephenson type and standard of development, and the great public service possible by selling fully improved, livable properties accessible over broad paved arteries to the city's industrial and commercial life," he declared.

## PETITION GRANTED

The petition for granting the alley beginning at the southeast corner of lot 25 in Birmingham Heights and running along the north line of lot 30 to Woodland avenue was granted by village commissioners. They declared that they believed the closing of the alley, providing the village reserved the right of way for water mains, would be of great public benefit.

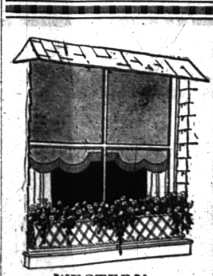
educational work among the various Michigan boards, spoke at the invitation of Guy S. Greene, president of the Hannan Exchange and president of the Michigan Real Estate association.

"Preparation for an interview with a prospective client is the most important part of a sale," Mr. Herrin stated. "He should be possessed of school statistics, facts regarding public service corporations, transportation figures, assessed valuations, the state, public improvements, and every other factor having a bearing on real estate."

"A salesman is not born, but made, and it means much for you salesman to represent a firm that has been active in all branches of the real estate business for years, and which holds the public confidence."

"Eighty-seven per cent of real estate sales are made through the eyes 7 per cent through the ear and the other 6 per cent through other causes," Mr. Herrin asserted, "in assessing the advisability of getting property in shape and in installing improvements."

"The real estate salesman is one of the greatest public servants and he should be adequately equipped to carry this responsibility and to serve the public honestly and fearlessly," he declared.



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