

KEYNOTE SPEECH GIVES OUTLINE OF REALTY WORK

Fred E. Taylor of Portland, Head
of National Realty Association,
Plans for Administration.

After daily conference for more than four weeks with Tom S. Ingersoll of Minneapolis, secretary of the National Association of Real Estate Boards, Fred E. Taylor of this city, president of the national body of realtors, has virtually completed the appointment of all national committees and mapped out the comprehensive program to be followed by the national officers under the Taylor administration.

Inasmuch as acceptances have not as yet been received from all of the realtors delegated for committee work, it is impossible to announce the personnel of committees at this time, but it is known that President Taylor has already obtained favorable responses from a sufficient number of the big "realty men" of the country to assure a splendid working organization of the leading thinkers, and "doers" of realtydom.

ANNOUNCEMENTS MADE
President Taylor last week announced the territory that he has assigned to the respective vice-presidents of the national association, who will exercise advisory supervision over the various local realty boards and state associations in their particular districts, as follows:

D. A. Achler, Chicago, vice-president for Illinois, Wisconsin, Michigan, Indiana and Kentucky; Peyton M. Parks, Buffalo, N. Y., vice-president for New York and Ohio; George W. Farnon, Memphis, Tenn., vice-president for Tennessee, Mississippi, Alabama, Georgia and Florida; Frank L. McNeely, Dallas, Texas, vice-president for Texas, Louisiana, Missouri, Kansas, Oklahoma and Arkansas; William H. Wilson, Philadelphia, Pa., vice-president for Pennsylvania, New Jersey, Delaware, Virginia, West Virginia, Maryland, District of Columbia; George E. Brenner, Waterbury, Conn., vice-president for New England; Alexander Simmers, Windsor, Ont., Canada, vice-president for Canada, except British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland, and the Northwest Territories; E. H. Arthaud, Hoquiam, Wash., vice-president for Washington, Oregon, Idaho, Montana, British Columbia and Alberta. Some idea of the broad program which President Taylor has planned for the coming year is revealed in the current issue of the National Real Estate Journal, published in Chicago.

KEYNOTE SPEECH
In his keynote speech the Journal features a message from Mr. Taylor, as president of the national association, in which the Portlander touches upon a number of important economic and real estate topics which he promises to discuss in subsequent issues of the national magazine, one of the articles to appear in each issue of the publication during the year. The Journal, which is the official mouthpiece for more than 10,000 realtors belonging to the national association, is published every other week.

Being determined to keep in personal touch with every member of the association, it is also understood that Mr. Taylor is planning a letter campaign that is calculated to organize the realtors of the country in a way never attempted heretofore, and to secure constructive results for the realty profession.

IDEAS ARE GIVEN
Following is President Taylor's opening message to all realtors, published in the National Real Estate Journal:
"This is the first opportunity I have had since the Kansas City convention to fulfill a promise made to the publishers and editors of the National Real Estate Journal obligating me, as president of the National Association of Real Estate Boards, to contribute for publication in consecutive issues of the Journal, a series of articles or letters touching upon matters of common interest."

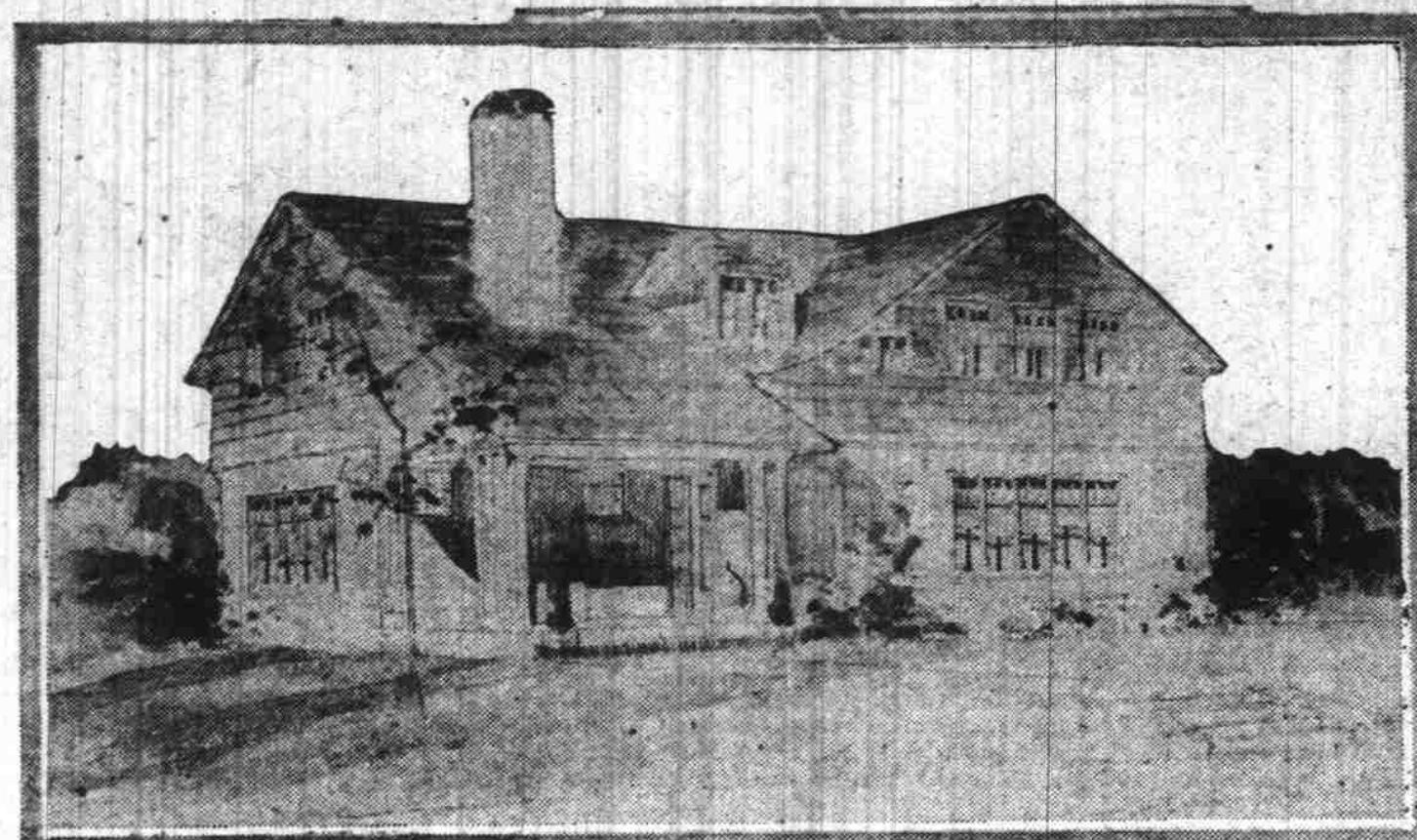
"After several weeks of intensive work I appreciate now more than ever before how generously that fine body of realtors at Kansas City honored me, and I also realize even more fully than I have heretofore that a very considerable employment of time and effort is required to meet the full responsibilities and duties of the national presidency."

APPRECIATES OPPORTUNITY
"However, I gladly welcome the opportunity to serve the association and solemnly pledge my best efforts for the year. The many kind words which have been spoken to me, and the expressions of congratulation and offers of cooperation which have come to my desk in recent weeks have impressed me with the earnest purpose animating the realtors of the country. During the year I shall feel free to call upon any realtor for association work and respectfully ask each member of the association to feel that it is his duty to offer any suggestions that may occur to him from time to time."

COMMITTEE SELECTION
"The selection of the various standing and special committees is now being given special consideration, and when their personnel is completed I hope that the association may have a working organization that will function along practical and effective lines."
"It will be my purpose to discuss occasionally, during the year, important subjects that are of interest and concern to the realtors and property owners of the country, such as taxation, city planning, real estate license laws, housing, rentals, national legislation, state associations, ethics, real estate educational courses, real estate textbooks, the financing of home building and the town's own home movement."

"As your president I feel that I am but a servant of the association, drafted from the ranks to carry out the wishes of all realtors to the best of my ability."

HANDSOME OLMSTEAD PARK HOME



House being built at the corner of Alameda Drive and Glenn Avenue by DeYoung & Roald. Construction cost is estimated at \$13,000 and the building will be ready for occupancy early in the autumn.

Careful attention to architectural details and choice of building materials are apparent in the construction of a new home now being erected for a client by DeYoung & Roald at the corner of Alameda drive and Glenn Avenue, Olmstead Park.

Plans call for a dwelling of hollow tile construction, 34 by 48 feet in dimensions, containing six large, well-

lighted rooms. The living room is 15½ by 24 feet in size and both this room and the dining room are featured with fireplaces. There is a large breakfast room between the dining room and kitchen.

All floors are of hardwood and tile is used in the bathroom. A tile porch with brick trimmings adds to the attractiveness of the home. On the second floor is the master's bedroom, equipped with a fireplace, and two additional bedrooms and a sewing room.

A billiard room will be fitted up in the basement, which will also contain furnace room and store room. The grounds surrounding the house are 70 by 100 feet in area and are being landscaped and set to shrubbery. Cost of the building is estimated by DeYoung & Roald at \$13,000.

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GORDON BUILDS MANY DWELLINGS

Expenditure of \$270,000 During
Past Year Includes Erection of
30 Homes, Large Apartment.

The new apartment house being built at the southeast corner of Seventeenth and Montgomery streets by Herbert Gordon is nearing completion and will be ready for occupancy early in the autumn. The building is a rambling two-story structure containing 18 spacious five-room apartments. The site chosen is well adapted to apartment house uses, the house being on a hillside overlooking the city and in easy access of car lines. Estimated cost of the new apartment house is \$105,000.

During the past year Gordon has invested \$270,000 in building operations in Portland. A group of 24 dwellings on East Davis, Forty-fifth and Forty-sixth streets, completed and placed on the market several months ago, cost approximately \$100,000. A residence now under construction on Westover Terrace for Gordon will cost about \$10,000. A group of four residences on East Sixty-eighth street between Oregon and Pacific cost in excess of \$8000 and a house in South Portland and one at View station cost \$3500 each.

Besides the residences built by Gordon during the year is the new Gordon building at the northwest corner of Fourth and Stark streets. This building is two stories in height, of brick exterior and its cost was \$47,500. The People's bank and offices of the Lawyers Title & Trust company occupy the ground floor and the Northwest Trust company has quarters in the second story.

Portland Realtors Prepare for Trip to Chicago Convention

Fred Strong has underwritten the realty men's excursion to the 1920 convention of the National Association of Real Estate Boards, thus insuring a special train to carry the Northwestern delegation to the annual meeting at Chicago next June. Officials of the Portland Realty board are confident that at least 500 realty dealers will attend the Chicago convention.

Over 100 realty men have become members of the Chicago Convention club and are financing themselves in advance for the expense of the trip. Members of the club plan to purchase in advance to set aside each month an amount equal to one-tenth of the total expense of the trip to Chicago.

\$25,000 Warehouse Ready for Storage Purposes in Eugene

Eugene, Aug. 7.—The fine concrete warehouse erected for the wholesale grocery firm of Lang & Co. at a cost of about \$25,000 is ready for storage purposes. The first consignment of canned goods is now on the floor. The new building is constructed substantially and with an eye to utility, but at the same time with a view to architectural beauty. The main floor is 80 by 128 feet in area, while an elevated platform will add one-third to the storage space. Handsome suites of office rooms are provided at one end of the building, and it is expected these will be ready for use about August 15. The Lang company has built up a big trade at this point and long ago out-grew its present quarters.

Work Begins on New Mill
Dallas, Aug. 7.—Construction work was begun last week on the new mill of the Willamette Valley Lumber company, to replace the one recently destroyed by fire. The company has been fortunate in securing prompt delivery of machinery and it is expected that the new mill will be in operation within a few weeks.

TO SELL AND LEASE INSIDE PROPERTIES

Prominent Real Estate Dealer
Establishes Office in Wilcox
Building.

W. W. Ferguson returned from an Eastern trip last week and has opened offices in the Wilcox building. Ferguson was formerly in charge of the leasing department of the F. E. Taylor company and left that concern to become a member of the firm of Metzger-Parker-Ferguson. He withdrew from this agency in June and went to Kansas City as a delegate to the annual convention of the National Association of Real Estate Boards.

While in the East Ferguson formed several important business connections and announces that he will confine his attention to the sale and leasing of inside business properties. Among the recent important transactions in which he participated were: The transfer of the Elks building to the United States National bank, the lease of the Vial property at Sixth and Washington and the New Grand theatre lease.

The Wilcox building has recently acquired two other tenants in the realty profession. Marvin C. White has opened offices on the ninth floor of the building and will specialize in inside property. White came here from Seattle several months ago and has an extensive acquaintance throughout the Northwest.

H. N. Burpee has established himself on the same floor and besides looking after his own property interests will handle industrial sites and business properties.

Bohemian Farmers From Texas Settle In Hubbard Vicinity

Canby, Aug. 7.—Bohemian farmers from Texas are settling in the vicinity of Hubbard, according to E. Courand, former resident of Canby, now engaged in real estate business with Postmaster Crittenden in Hubbard. One of the firm's recent sales was made to a Bohemian who purchased the 120-acre tract of 78 acres near Butteville, for \$13,000, possession to be given in October.

Courand says the new settlers have disposed of their property in the South and are coming to Oregon, paying cash for their new holdings. Crittenden & Courand closed real estate deals, principally in farms, during the month of July amounting to \$60,000. Practically all of these were in the vicinity of Hubbard, several of the largest being 49 acres at \$10,000; 60 acres at \$12,500; 22 acres, \$8000, and 41 acres at \$5500.

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Farm Near Tigard Sold to Portland Couple for \$10,250

Mr. and Mrs. J. L. Gilchrist have sold their 10-acre country home located near Tigard, Washington county, to Mr. and Mrs. Clarence Bays of Portland, for \$10,250. The property is highly improved and buildings include a two-story modern house, large dairy barn, chicken houses and garage. The purchasers have taken possession of the property and are making other improvements and Mr. and Mrs. Gilchrist have removed to Portland. In the transaction both parties were represented by Samuel Deak.

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LEASING BUSINESS GOING STRONG, IS REPORT OF REALTY

Slight Falling Off in Number of
Leases, but Business Volume
Is Above Seasonal Average.

While there has been a slight falling off in the number of leases of inside business property during the past month, the volume of business transacted in this line is above the seasonal average. According to Robert H. Strong of Strong & McNaughton, the rental market is still firm and there is no tendency toward lower rates. Several important transfers are pending and the outlook for the fall and winter is optimistic.

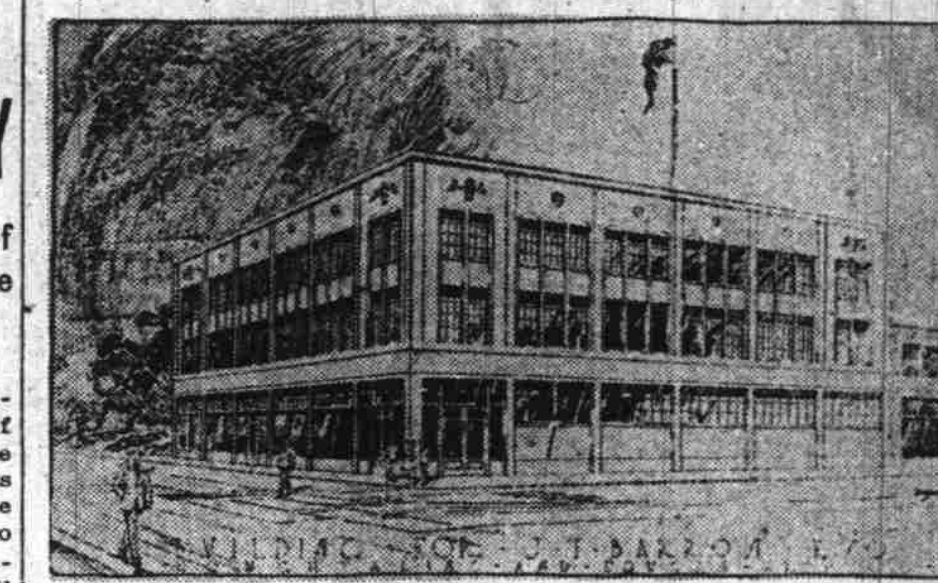
There is no break in the keen demand for space in office buildings, according to James J. Sayer, secretary of the Building Owners & Managers association. "While a few of the smaller office buildings have reported vacancies all of the large buildings in the west side business section have long waiting lists," Sayer stated. "Rental rates in Portland are lower than the average in towns of its class on the Pacific coast and there is more apt to be an advance than a recession in prices during the autumn."

The general opinion among owners of apartment houses is that rents will not advance during the fall or winter months. Apartment rents are somewhat lower in Portland than in other coast cities, according to officials of the Apartment Owners & Managers association, but the tendency toward home ownership is expected to draw rather heavily on their patronage and stabilize rentals at present levels.

Among the recent leases of business property reported by W. W. Metzger of the Metzger-Parker company are the following: Store room at the southeast corner of Broadway and Flanders, leased to the Western Union Telegraph company for a five year period; space at the southeast corner of Broadway and Flanders leased to the Double Seal Piston Ring company for five years; 40 by 50 foot space in the corner of the same company for five years at an aggregate rental of \$17,000.

Other leases made by this company include a 50 by 100 foot space at the southeast corner of Eleventh and Couch to the Tempair Auto company for five years at an aggregate rental of \$15,000; ground floor space at 33 Ankeny street, between Sixth and Broadway, to the Hays Wire Wheel company for five

HOME OF CHANSLOR, LYON



Three story concrete structure to be built at northeast corner of Eighth and Flanders streets for automobile accessories company.

Construction work is progressing rapidly on the erection of a three story concrete building at the northeast corner of Eighth and Flanders streets for James T. Barren. Plans for the building were prepared by Houghtaling & Douglas and the cost is estimated at \$55,000. The building has been leased for a 10-year period to Chancellor, Lyon & Co., the lease being handled by J. F. Staver, E. J. Daley and B. Metzger. The building has a frontage of 100 feet on Flanders and 100 feet on Glisan. It will be ready for occupancy about the first of November.

years at a rental of \$20,000; ground floor of building at the southeast corner of Third and Stark for five years to the West Coast Shoe company; five year lease on a location on the east side of Fourth street between Washington and Stark to M. Minehart of Seattle. The property leased by Minehart is owned by L. J. Barbur and will be used as a doughnut bakery.

20 Permits Issued For Bungalows in Rose City Park

Twenty permits calling for the construction of bungalows in Rose City Park were issued Friday afternoon to T. H. Johnson. Estimated cost of the dwellings ranges from \$2200 to \$4500, the majority of the permits calling for the expenditure of \$3600 each.

The houses are to be built on Kleiklat, Slakiyou and Fremont streets at Forty-sixth, Forty-seventh and Forty-eighth. Johnson has built a large number of houses in the same neighborhood during the past few months, and finished three bungalows this week. Hartman & Thompson are handling the sale of the Rose City Park dwellings on the easy payment plan.

REALTY DEALERS OF CLARKE COUNTY ORGANIZE BOARD

Members of the Portland Realty
Board and Officers of Interstate
Realty Association at Banquet.

Organization of the Clarke county, Washington, realty board Thursday night was the initial step in a movement which has for its purpose the establishment of county boards throughout the United States and Canada. This program was planned by F. E. Taylor, newly elected president of the National Association of Real Estate Boards.

Officers of the Interstate Realty association are in hearty sympathy with the county organization work and several counties in the Northwestern states already have been organized through the efforts of Paul A. Cowgill, secretary of the association.

Ira E. High, president of the Interstate association, is a keen enthusiast for county organization and proposes to cover the four Northwestern states and British Columbia with county boards during the next 12 months.

The Clarke county board was organized at a banquet in the main dining-room of the St. Elmo hotel, at Vancouver, Thursday night. The new board has a membership of 25 real estate men located at Vancouver, Yont, Camas and Washougal. C. V. Thompson was elected president and Ralph Percival secretary. Ira E. High of Boise, Idaho, president of the Interstate association; E. B. Arthaud of Hoquiam, Wash., past president of the association, and Paul A. Cowgill, secretary, presided at the business meeting which followed the banquet. Members of the Portland Realty board who attended the banquet were F. W. German, F. McCrillis, Coe McKenna, Walter Daly, A. R. Ritter and F. O. Brockman.

German is one of the board of governors of the farm land division of the National Association of Real Estate Boards and sees in the county organization work a valuable asset to the land development program undertaken by the new division. He will urge the necessity of an aggressive campaign throughout the country at the meeting of the national executive committee at Denver in September. Presidents and members of executive committees of all local associations in the country have been invited to attend this meeting and an attendance of at least 500 realtors is expected.

Beggs Now Chief of Rentals Department

George J. Beggs has been appointed chief of the department of rentals by Strong & MacNaughton, with headquarters in the Corbett building, according to announcement just made by that firm. He is the son of the late James Beggs of the firm of Williams & Beggs and is a graduate of the Portland public schools and of the University of Oregon. He was a successful candidate for a commission as an officer in the army during the war, winning out just before the signing of the armistice.

Laurelhurst Club Has Improvements

Improvements calling for the expenditure of approximately \$5000 are under way at the Laurelhurst clubhouse, East Thirty-ninth and Ankeny streets. The dance hall is being enlarged, billiard rooms, rest rooms and bowling alleys, will be added and plans also call for a large swimming tank. W. A. Carpenter is the architect in charge of the work, under direction of a building committee consisting of M. E. Holmes, chairman; David H. Smith, and Fred A. Burgard.

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