

must denote some particular heirs who are to take after the death of the first taker, instead of using the general term, or the estate will be construed as a fee simple, with the title absolutely in the first taker.

In the preparation of this little article,

which is necessarily only a very loose explanation of the case, the writer has been greatly assisted by the Lawyers' Reports Annotated, in which there is contained a very full and exhaustive study of the rule with citations of cases, and arguments for

and against the rule, which have been made by learned lawyers and jurists, from time to time. For those who would care to inquire further into the rule, it is recommended that Lawyers' Reports Annotated be consulted.

Secretaries' Conference at Louisville Convention

Detailed Report of Meeting and Important Actions that Were Taken

(Held Thursday, June 20, 1912.)

The Conference of Secretaries was attended by thirty-four secretaries. The meeting being called to order by Secretary R. Bruce Douglas of Milwaukee, who was elected temporary president, with Philip D. Wilson of Los Angeles as temporary secretary.

Mr. Douglas spoke as follows:

Opening of Secretaries' Conference.

Remarks by the Chairman, R. Bruce Douglas of Milwaukee, Wis., Secretary of the National Association of Real Estate Exchanges.

Gentlemen:

On behalf of the Real Estate Board Secretaries, one of whom I have been and one of whom you each are now, I greet you and welcome you to this first annual gathering of its kind.

In the order of modern business progress it is essential that men should gather in large bodies for the formulation of large and broad plans. This begets co-operation and combination of forces, creates enthusiasm and solidifies the whole mass into one working whole.

But the finer details of any plan are never worked out in large gatherings, the real progress of any organization being accomplished when two or three, a dozen or a score of men get together to plan the work of the larger body and execute its orders.

The secretary has the detailed work of the Real Estate Board on his shoulders and while he is not the head of the organization it might safely be assumed that he is at least the neck and you know that sometimes it is the little neck that turns the big head.

A college president has advised us to take time in large quantities, that is, to devote large sections of our allotment to the planning, executing and completing of large and worthy enterprises. By so doing we gain the advantage of momentum, like a railroad train under a full head of steam, with its flying start.

It is not the actual work that takes the time—it is the thinking of it, preparing for it, oftentimes dreading the commencement of an arduous or difficult task. As your line of work includes many such tasks, I would admonish you to get quickly under way, allot

yourself ample time for the task in hand, suffer as few interruptions as possible, think enthusiastically about your work, for long thinking begets profound thinking, and thus equipped, grind along on your pet plans unceasingly, until the desired result has been achieved.

For the past two years I have urged the Program Committees to devote one morning or afternoon to smaller gatherings where those interested in special lines of work could meet in conference. I desired to see the presidents in one congress, the secretaries in another, appraisal experts in a third, rental agents in another and so on through the important branches of our work.

As others made the same requests they finally compromised by allowing the secretaries two hours to themselves. Whether we form a permanent organization or not makes very little difference, my personal view being contrary to that plan, but I think that when all of the secretaries have had a chance to look each other in the eye and to know each other personally, we have gone a great way toward simplifying the work, and in the future when you write an official communication to a brother secretary a few thousand miles away it will be done with greater pleasure, detail and promptness because you personally know the man at the other end of the line, and very often you will find your official correspondence enlivened by some personal postscript like "Hello, Bill, how's the new baby?"

If we can accomplish that much we have gone a long way toward making the Secretaries' Conference a success.

We have some very able speakers from various parts of the country and after hearing from them we can make up our minds about the desirability of permanent formal organization.

Brief addresses were made as follows:

Philip D. Wilson, Secretary of the Los Angeles Realty Board, "How to Increase a Board's Membership."

H. A. Spencer, Assistant Secretary of the Real Estate Board of Kansas City, "How to Make Weekly Luncheons Drawing Cards."

E. C. Kennedy, Assistant Secretary of the Memphis Real Estate Association, "Inaugurating an Exclusive Agency and Multiple Listing System."

Stanley L. McMichael, Secretary of the Cleveland Real Estate Board, "Securing Publicity of a Real Estate Board."

(An address to Real Estate Board secretaries at a luncheon at the Louisville Convention, Thursday, June 20, 1912, by Stanley L. McMichael, secretary of the Cleveland Real Estate Board, Cleveland, O.)

"The Value of Publicity to a Real Estate Board."

Mr. Chairman and Gentlemen:

Publicity is a subject in which I have taken a great deal of interest for a number of years. Owing to the channel into which my early life was diverted I became associated with the newspaper business when in my teens and for twelve years was employed on metropolitan daily newspapers in this country. Consequently I feel that I have some slight excuse for discussing this topic.

It is an absolute fact that most of the average man's ideas are ordinarily bounded by the horizon of his own particular business. I mean by that that his specific training has been in one line of business. For instance, the real estate man has been developed in a real estate office or in some occupation closely allied to it. His education has been secured in the consummation of transactions small and large in which the transfer of real estate has been the chief consideration. The capable real estate man knows his business from A to Z, or at least he should.

It is true not only of the real estate profession but also of almost every other important occupation that a man's views become narrowed through constant application to his own business. He does not readily comprehend the views of the other fellow and does not always exhibit that tolerance which should be granted to the man on the other side of the argument. Consequently it is not strange that the average real estate man does not understand or apply the real elements of publicity. As most of the secretaries of Real Estate Boards in this country are real estate men it can readily be seen why the boards of America do not always secure the publicity which is due them. Not under-

standing the principles of the art of being skilled in its use they do not realize the value of publicity and consequently do not attempt to secure it for their boards. The secretaries are in no way to be blamed for this, any more than the cashier of a bank is to be censured for not knowing how to compute strengths and stresses for the skeleton steel structure of a skyscraper. The cashier may be an expert at figures but he has been adapting them to a different purpose than that of the structural engineer. My purpose in discussing publicity before you today is to try to indicate what real publicity consists of and to furnish a few suggestions which may be of benefit to you in promoting the work of your various boards.

What is publicity? I hesitate to attempt to fully answer for I would take too long. Publicity is knowledge. Publicity is power. Publicity is breadth of view. Publicity makes or mars the career of great men. It wafts abroad the news of wonderful inventions. It brings comfort to the suffering, both physical and mental. There is not a single occupation in the world today which is not seriously affected by publicity, either for good or ill. There is no vocation in which mankind engages which has not its element of publicity. The grocer issues a price list. The merchant prince buys double-page space in national weekly magazines at \$5,000 per page. Publicity is represented in the little pamphlet which your real estate board issues equally as much as in the Holy Bible, which is published by millions of copies yearly and shipped to heathen lands.

Coming down to a concrete basis, however, we must consider the daily newspapers, weekly periodicals and monthly magazines as typical representatives of the publicity spirit of this age. It is through them that the public is notified of the events of the day. These publications wield a great power, perhaps mightier than any other single institution in the land. They can make or unmake. They can build or destroy. There are all types of them and they are conducted for all purposes, from the muckraking magazines, which throw fits every thirty days for the purpose of getting itself read, to the dignified daily newspaper, which is represented by altogether too few publications in this country.

It is perhaps too true that we still have yellow newspapers in this country which do not always cater to the highest ideals. A celebrated eastern clergyman, Rev. Dr. Newman Smyth of New Haven, was asked by the representative of an unusually yellow sheet for "a bright, terse interview about hell," for its Sunday edition. Doctor Smyth very kindly complied with the request; his

article was as follows: "Hell, in my opinion, is the place where the Sunday edition of your paper should be published and circulated."

But, you ask, what has publicity to do with real estate boards? It has very much to do with them. There are certain things about the business of a real estate board that the public generally should know. A real estate board is an institution of brokers, operators and owners banded together to uplift the business, to standardize conditions under which it is conducted, to control and regulate its own members, to enforce ethical standards in the consummating of real estate transactions and to otherwise uplift and improve the business.

No real estate board can hope to have substantial growth without the public generally being favorable impressed with it. It is true that many representative dealers may belong to it but if the public itself is not duly impressed with the fact that the board is a power for good the individual members will fail to benefit through their membership. If the unattached real estate men in any city are not familiar through the newspapers or otherwise with what your board is doing they will not become interested and join your organization. They will have no desire to affiliate with it because they will not receive any further recognition through their membership than possibly the reception of a mere certificate. If, however, a constant campaign of publicity is being waged in behalf of the board the public becomes educated. It realizes that the board is uplifting the business by driving out the crooks and the undesirable curbstoners. Membership in the board means that the broker can be held responsible in a general way for his acts. It is a credential of reliability. A buyer in seeing the phrase, "Member of the Real Estate Board," upon a broker's door knows instantly that that real estate man cannot afford to be crooked because the real estate board once having found him out will promptly banish him from its midst.

Publicity is a powerful element in forcing unattached brokers into a real estate board. It is true in almost every city where a real estate board exists that there are some good men outside of the board. They should be members but are not, never having felt the necessity of joining. Let a number of prospective buyers stop in at their offices and demand to know if they are members of the real estate board. These brokers will soon realize that membership in the board means something and that if they are to enjoy a full measure of success and gain every benefit their business offers they must join the organized ranks. One of the most potent factors in making an exclusive listing system of strength to a board is publicity. The

brokers can talk to each other until the crack-o'-doom about the advantages of the listing system but if the public generally is not aware of its existence, and the benefits it offers, there will be a hard time to persuade owners to abide by its provisions and give exclusive contracts on sales of property. Publicity properly wielded can do much to extend the benefits of any exclusive listing system operated in connection with a real estate board.

It makes all the difference in the world how you go about getting publicity, which reminds me of an inebriated individual, who lived on a certain new allotment opened by an enterprising real estate man, in which many of the houses were similar in design. This party came to a house in the neighborhood which impressed him favorable, and thinking that possible he lived there, he mounted the porch and began hammering on the front door. Some one upstairs opened a window.

"What do you want?"

"Doesh Mishter Smith live (hic) here?"

"No. Mr. Smith doesn't live here. What difference does it make to you?"

"Well it make considerable difference, 'cos I'm Mishter Smith."

Let me consider then, for a moment, the mediums whereby publicity can be secured. In the real estate business these are confined to one national publication issued monthly, under the auspices of this national board, to several weekly publications issued in different cities throughout the country and to the daily newspapers in every town in this country where a real estate board exists. The NATIONAL JOURNAL, being operated under the auspices of the national board, is constantly aiming to diffuse information about the real estate business. It prints articles from different cities, which are given widecast publicity. Just what the actual value in money of those articles are cannot be estimated, nor can it be traced. There is little doubt, however, that they mean much in almost every individual case.

Last month, in the NATIONAL JOURNAL there appeared an article covering six full pages and dealing with the topic "Why Cleveland is Sixth City." That article was prepared by myself and furnished to the journal. It contained statistics which I had been compiling for over a year. That story went to thousands of real estate men throughout the country, some of whom know very little about Cleveland and its advantages as an investment center. Real estate men in every town and city throughout the country now know why Cleveland is sixth city, that it is growing at a wonderful pace and that it offers unrivaled advantages to investors. I prepared that article in my capacity as secretary

of the Real Estate Board. I considered it part of my business and believe that in time great good will come from it. In addition to having been read by hundreds of real estate men it is in the files of hundreds of real estate offices throughout the country where the NATIONAL JOURNAL is taken. Months or even years hence some question about Cleveland may arise. By mere reference to the bound copy of the JOURNAL this information can be elicited.

It is easy to get publicity, you see, when you go about it in the right way—just as easy as it was for Aunt Sally, the highly esteemed cook in a Kentucky family to make the edges of her pies attractive with scallops. Inquiry being made as to how the old lady managed to get such even designs, Sally was summoned to the dining-room and the question was duly put to her.

The emotions of the guests may be imagined when the old lady replied:

"Oh, dat's easy. I jest uses my false teeth."

For all practical purposes, however, let me refer more particularly to the advantage of securing daily newspaper publicity. The newspapers in cities and towns where boards are located are generally only too glad to give publicity to the work of the board. In many cities special page departments are conducted each Sunday where plenty of space is afforded. The newspaper realizing that the board is a public institution, is only too willing to print things concerning it and its operations.

Representing all the dealers the board furnishes news which perhaps is of much more general interest than individual sales, particularly when the latter represents small investment. It will be seen, therefore, that the attitude of the newspapers is all right. They stand ready to furnish publicity to real estate boards.

The next question then is, How to get publicity? As to the making of publicity, the board in its operation from day to day is constantly creating news stories. Many a secretary does not realize this and that is because you have no nose for news, as the newspaper men call it. You do not know a news story until you see it printed in the paper and then you wonder why in thunder you did not take the trouble to tell the reporters about it long before. The gift of this nose for news is afforded to comparatively few people but it can be developed to a certain degree. Give the newspaper reporter a chance and they will be sure to dig up stories about your board. The editor's task is no easy one, for the contributions have to be carefully edited. For instance, here are a few samples which the editor received from enterprising contributors:

"Mrs. Jones, of Castus Creek, let a

can opener slip last week and cut herself in the pantry." "A mischievous lad in Piketown threw a stone and struck Mr. Pike in the alley last Tuesday." "John Doe climbed on the roof of his house last week looking for a leak and fell, striking himself on the back porch." "While Harold Green was escorting Miss Violet Wise from the church social last Saturday night a savage dog attacked them and bit Mr. Green several times on the public square?" "Isaiah Trimmer of Running Creek was playing with the cat Friday when it scratched him on the veranda." "Mr. Fong, while harnessing a broncho last Saturday, was kicked just south of his corn crib."

The reason many real estate boards do not get publicity is because the secretaries do not take the trouble to cultivate the newspaper men. I do not mean by this that there is any necessity for favoring reporters unduly or jollying them along or giving them any special preference. Newspaper men are human beings and when given news correctly will print it correctly. Few newspapers purposely distort news stories, although errors occur in newspapers continually. I would say that in 75 cases out of 100 where errors are made the fault is through the giving of incorrect information rather than the distorting of it by the newspaper men. With a great mass of information and knowledge coming to their hands every day the newspapers have to prepare and handle the news rapidly and with discernment. It is remarkable that more mistakes are not made. By far the largest majority of the newspapers are very conscientious about getting the facts right and perhaps the proportion of mistakes made in newspapers is no greater than in any other business. The reason that the popular impression is abroad that there are more mistakes is because the work of the newspaper man presents itself daily for criticism at the hands of thousands and hundreds of thousands of patrons.

Treat a newspaper man white and he will treat you right. He does not like to be slighted or neglected any more than you like to be. Make him your friend and he will make it his particular business to boost you and your work and he can boost you and your work in very practical ways.

In my office in Cleveland I set aside Thursday morning of each week to get ready my publicity matter for the Sunday papers. The Cleveland board secures some three or four columns of space every Sunday in the two daily newspapers. Frequently it gets as high as six columns. This space is worth all the way from \$50 to \$100 a column when reckoned on an advertising basis. I figure that if an individual can pay \$200 for a four-column space on Sunday and

get \$200 worth of good out of it, the real estate board can benefit equally as much. I do not know whether that is the reason why the Cleveland board has added 75 new members since the first of last November or not, but it certainly must have had something to do with it. Every Thursday morning I dictate my news stories for the use of the Sunday papers. Each paper is furnished a differently written story. These are prepared in regular newspaper style with the proper matters featured and all ready for headings. Having been a real estate editor myself for five years, I happen to know the game and experience no difficulty in getting publicity. It may come easier to me than to many of you, but I sincerely believe that if the secretaries would take the time to throw together the facts concerning the activities of their boards and given them to the newspapers they would secure unlimited quantities of publicity, which would be invaluable in promoting the work of the boards.

Cultivate your newspaper friends. If you have real estate editors connected with newspapers in your city, get them interested in the work of the board, invite them to your luncheons and have them print news concerning the boards as well as the fact that John Jones sold a \$50,000 apartment house to Bill Smith. Assist the newspapers in getting your board news instead of making it always necessary for the reporters to pursue you. A wizard little man charged his wife with cruel and abusive treatment. His better half, or in this case better two-thirds, was a big, square-jawed woman with a determined eye. The judge listened to the plaintiff's recital of wrongs with interest. "Where did you meet this woman who, according to your story, has treated you so dreadfully?" asked his honor.

"Well, judge," replied the little man, making a brave attempt to glare defiantly at his wife, "I never did meet her. She just kind of overtook me."

It is sometimes necessary for reporters to use such tactics in getting news, but it should not be in our case.

It is surprising how the public generally reads the real estate pages in the Sunday papers in the bigger cities. Every man who owns a home is interested in the progress of the city. Every time an apartment home is built in a certain section there are hundreds of persons who wonder who is erecting it and how much it is to be rented for. Every time a big building is erected down town the small home owner mentally calculates how much additional value his home receives through the new improvement.

Selling real estate is one of the most important businesses I know of. Next to the banker no man handles as much

wealth as the real estate man. He is in a splendid business which should be thought well of by the public at large. Too much publicity is given to the scandals which arise when some crooked real estate man swindles a lot of widows and orphans and not enough to the efforts which reputable real estate men are making to improve and standardize the business. This can only be done, in my judgment, through the effective use of publicity. The secretary of the real estate board is usually in a better position to exert this influence than any other single man, particularly if the secretary is a paid official, who is giving his entire time to the attention of the board. Much good work is being done in some of the larger cities in this way, but there are still many opportunities which are being lost for the securing of valuable publicity in behalf of the real estate business of this country.

I have not touched upon the question of publicity for individual real estate men. This is a vast subject which I could discuss at length. Board secretaries should assist members in getting publicity for their business. By constantly boosting individual members of the board and dwelling on the fact that they are members of the board he is assisting in securing publicity not only for individuals but also for the organization.

Publicity has made a man and the lack of it has doomed many a one to failure. What is true in the case of the individual is true in the case of the board. Spread your good news broadcast. Let the public know that you are making a noise like a live real estate board and you will discover that your board stands for something in the community and that it wields a power for good in every movement where it is called upon to assume a definite stand.

Publicity will help your board to get into the limelight and benefit thereby instead of being relegated to the rear. Do not let your board get hopelessly lost from sight in the woods of obscurity. I have it on no less an authority than a recent issue of the *Saturday Evening Post*—perhaps many of you read the little story,—that a Louisville editor went to dinner one night and stayed late. It was after two o'clock in the morning when he reached his home afoot. In front of the house was a very small yard, hardly more than an ornamental grass plot; and in the exact center of it stood a maple sapling, with a two-inch butt. The newspaper man made for the door, but tacked off at an angle and bumped into the little treelet. He made a fresh start, executed a wide and uncertain detour—and came back smack up against the maple. This time he put his back against its swaying trunk in order to be sure of getting

the direction right—and off he went again, plowing up the grass. It wasn't any use—he circled the lawn twice, but he finished up holding the sapling.

Thereupon he sat himself down with great care, removed his hat, his shoes and his dress coat, and rolled up the dress coat for a pillow; and as he sank to rest beneath the stars, he muttered in a voice of resignation:

"Lost, by Heavens,—completely lost in the midst of an impenetrable forest!"

A committee of five was appointed to formulate a plan of permanent organization, to report at a session on the boat to be held later in the day.

The Conference then adjourned, being called to order at 4 P. M., at which time the Committee on Constitution, through its chairman, Mr. Stanley McMichael, Secretary of the Cleveland Real Estate Board reported a form of constitution which was unanimously adopted. The name adopted was "Association of Secretaries of the International Association of Real Estate Boards," and the object was "To afford its members better opportunity for mutual acquaintance, and to hold an annual conference of secretaries or assistant secretaries of real estate boards affiliated with the International Association or the secretaries or assistant secretaries of State Associations having one or more boards affiliated with the International Association." Expenses were limited to \$1 per year per member.

Upon adoption of the constitution, the following officers were elected for the ensuing year: President, R. Bruce Douglas, Milwaukee; vice-presidents, Fred H. Stewart, Winnipeg; J. S. Quicke, Rochester; E. C. Kennedy, Memphis; Jas. D. Stafford, of the State Federation of California; secretary and treasurer, Philip D. Wilson of Los Angeles.

Mr. Stanley McMichael and Mr. John J. Dowling of St. Louis were appointed a committee to arrange a program for the next annual conference with instructions to prepare an initiation suitable to the material at hand.

HOW LOUISVILLE GOT THE CONVENTION.

James Buchanan Played By-Part in the Long-Considered Plan.

How Louisville came to get the 1912 convention of the National Association of Real Estate Exchanges, is a most unusual and interesting story in itself, and while the big conference is in progress a brief recital of events leading up to the present day is in order.

It was back in 1908 that James S. Buchanan, of Buchanan & Son, realty agents in Fifth Street, conceived the idea of listing property for sale through the

medium of the Louisville Real Estate Association. The idea did not meet with the approval of all the members of that organization, and when it was turned down Mr. Buchanan set about to organize an exchange of his own for the sole purpose of adopting the listing plan in Louisville.

So convinced was he that he was on the right track, that he called a meeting in private and succeeded in convincing others who joined hands with him and in due course of time the exchange became an actuality. It was organized and started upon its career with Mr. Buchanan at the head.

Hears of Organization.

Shortly after the exchange stepped into the field, Mr. Buchanan heard something about a national organization. Im-



James L. Buchanan

mediately he was interested. At that time the national body was only a baby, blinking its eyes at the light of the world, but Mr. Buchanan saw far ahead a useful career and successful future for the organization. He attended the annual convention in 1908 in Detroit, and so impressed was he with what he had seen and heard that he caused the local exchange to affiliate.

Three years later the local exchange had grown so strong that Mr. Buchanan and his associates generated enough confidence to go after the 1912 convention. Accordingly, a half dozen or more enthusiasts here journeyed out to Denver, got in the thick of the fight and won their victory without even employing a press agent.

This was the most amazing part of it all, for press agents are necessary evils when one aspires to make an unusually