

New License Law Will Weed Dishonesty Out of Real Estate and Protect Public

4 EDUCATIONAL MODEL HOUSES NOW UNDERWAY

Fifth to be Started This Week; Public Invited to Watch Them and Ask Questions.

BY JAMES G. MONNETT, JR.

The week just ended saw work started on three more Educational Model Homes under auspices of the Build-a-Home-First campaign committee. The fifth home is to be started into construction this week on the Maerle-White-Huxtable-Auble Co.'s Hilliard Mead subdivision, just west of Hilliard bridge. Early on Monday construction was begun on the Educational home for the southeast section, in the Sykes & Thompson Co.'s portion of Shaker

Visit Homes and Send in Questions

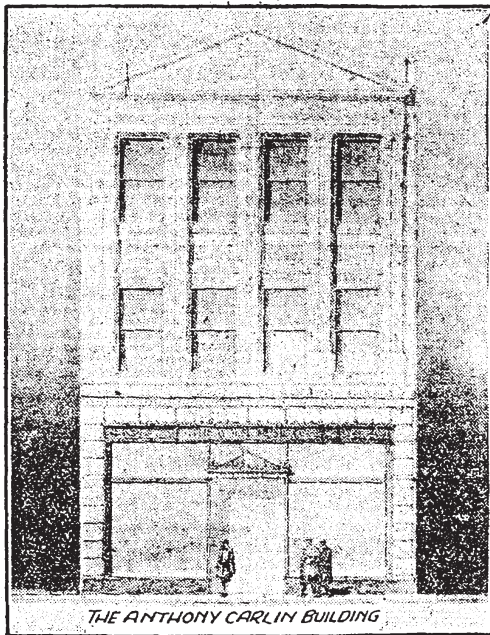
While the Educational Model Homes are under construction, the public is invited to visit them and ask questions. The real estate editor of The Plain Dealer has arranged to have all questions asked about design, plan, location, financing, construction, materials or any other points, answered by experts in each line. Visit the homes and send in your queries with self-addressed, stamped envelope.

Heights. The site is on Lomond boulevard between Glencoln and Strandhill roads. Foundations now are practically in. Philo H. Brooke is architect on this home, which is to be a frame colonial with shingle exterior.

On Wednesday work started on the home for the northwest section in the A. B. Smythe Co.'s Coffinberry Estates on Wooster road, just south of Center Ridge road. The site is on S. Sagamore road. The house, designed by George M. Kaufman, architect, is to be a combination of masonry and wood.

Brooke also is the architect on the house for the east section, work on which was gotten under way Friday. The site is on E. 215th street, just

New Euclid Avenue Home for Wolfe Music Co.



THE ANTHONY CARLIN BUILDING

This is the building to be erected at 2112 Euclid avenue to take the place of billboards which have stood for years there since the old Cleveland Electric Railway Co. abandoned the land as a private right of way over which street cars were carried

south of Lake Shore boulevard in the Associated Development Co.'s Boulevard Park subdivision in Euclid.

These homes are being erected to demonstrate that homes of good architectural design, good plan, can be constructed of the best workmanship and with the best materials at moderate prices. These homes will range in selling price from \$10,500 to \$13,500. It will be possible to duplicate each home in the same subdivision at the same price.

The first Educational home started, in the Parma Heights Development Co.'s Eureka Park, is under roof and well along toward completion. Work is to be pushed on rapidly on the others as is possible consistent with quality. All will be under roof before bad weather sets in.

In the meantime it is expected that the public will visit the homes and watch their construction from the very start and ask questions which will be answered by experts on the grounds. After completion the houses are to be kept open for inspection for a period of time.

"This movement is not designed to break down the market of any legitimate builder but it is designed to show the public just what it is entitled to expect in a house within the range we have set," said George Donley, chairman of the Build-a-Home-First campaign committee.

"The campaign also is designed deliberately to help put out of business the 'jerry builder' and to put out of demand cheap and inferior materials. The public has been under the impression that it cost too much to build and own a home which is not true. There never was a more favorable time to build a home than right now with material as low as they can be expected to go and money for financing more plentiful than ever before. Good architecture also is stressed by our committee. Here, too, the public will be

from Euclid to Prospect avenue S. E. in the days before cars were permitted on Euclid between E. 22d and E. 40th streets, then "millionaires' row."

Walker & Weeks, architects, have designed the building for Anthony Carlin, owner of the property. It is to be of fireproof construction, of three stories and basement, with foundations for additional stories. It will cover the Euclid frontage of 34 feet to a depth of 126 feet. The Crowell & Little Construction Co. has started work.

The building is Renaissance in character. Its facade having a base of rich, dark Quincy granite, the remainder of the first story of Georgia white marble and the upper stories of light terra cotta. The store front of the first floor will be of bronze and glass.

A ten-year lease on the entire building has been taken by the Wolfe Music Co. and the interior plan is arranged to suit its needs. In addition to the large sales and display space, complete sales room and reception are provided, as well as separate rooms for instrument demonstration and basement sales room for used pianos. Attractive decoration of all rooms, in keeping with their use, has been specified.

Most Peace and Joy in Own Home, Says Probate Judge

BY GEORGE S. ADDAMS, Judge of Probate Court.

It is my opportunity in the office which I hold to meet the public in relation to its joys and sorrows—to see the bridal pairs embarking with happy anticipations upon the voyage of life—to see, on the other hand, partitions, divorces, settlements, guardianships, which



FREE LOT SCHEME WILL BE HIT HARD

Better Business Bureau Head Commends New Measure.

Dale Brown, manager of the Better Business Bureau, in a radio talk last week, asserted his belief that the new real estate license law would be the greatest possible factor in building confidence in real estate buying. The new law requires every broker and salesman to be licensed and bonded.

"This license law was necessary to protect the legitimate, honest realtor from the unfair competition of the 'gyp' real estate and to protect those of the public who ignorantly fall into the hands of those not qualified to properly advise concerning real estate," Brown said.

"It will quickly weed out the great majority of the 'gyps' in the business so that those who deal honestly can survive.

"The Better Business Bureau, despite some justified complaints against certain real estate firms and their salesmen, is convinced that the real estate fraternity as a whole is trying to do the right thing by the public. One outstanding evidence of this is the fact that this new license law was urged upon the state legislature by the organized realtors of the state—the real estate boards."

"Salesmen of easy conscience who deal with the truth loosely, who make positive predictions of rapid transit railroads through their land; who profess to be members of the public but who are not; who are generally not made well by the elimination by the license law. This type of salesman injured not only their own organization but their legitimate and honest competitors."

"The Board of Real Estate Examiners at Columbus would welcome written bona fide complaints from the public against this type of operator."

"The so-called 'free lot' operator has taken a great deal of easy money throughout the United States in the past few years. The general public sets up a booth at some public show and gets the public to sign their names and addresses to cards for that purpose, for which, the sign says, they may receive a 'free' lot. If there were a drawing, as implied, it would violate the Ohio lottery law. But the free lotter merely uses the names as a so-called prospect list which he later gives to those letters who lead those who receive them to believe that by some method, not explained, they have been selected as one of a fortunate few to receive a 'free' lot. The person then gets out, for the first time, that he must pay a sum of money for this lot, ostensibly to cover the issuing of the deed, abstract, etc. Often these letters make most glowing statements concerning the actual value of the lot which are far beyond the truth. It is hoped that this new law will weed out those who use this method."

"There are seven Better Business Bureaus in Ohio located in the principal cities. There are many real estate boards. The public is ignorant of this new real estate license law because it means the cleaning up of a legitimate business which already has suffered far too much from the activities of those who never should have been engaged in it. This law is a weapon which if used will mean the saving each year of many hundreds of thousands of dollars in real estate investing public of Ohio."

Increasing activity in the Cleveland real estate market was marked the past week, according to Joseph H. Schumacher, chairman of the multiple listing division.

One prominent member firm of the division reported at least one multiple listing deal for every day in the week.

"The record of that company proves conclusively that a co-operative marketing method, such as is multiple listing, is certain to liquidate property more rapidly than the limited efforts of the individual broker could possibly do.

"Conservative listing of properties has been the attractive feature of the division's policy of doing business and this feature has attracted enough individual brokers into its fold during the past six months that its membership has been virtually doubled."

In announcing the fall publicity campaign which will be started next week, A. L. Ball, chairman of the advertising committee, told members of the multiple listing system of the Real Estate Board that such a cam-

Weekly Calendar of Realty Board

- Monday—Board of Trustees, noon luncheon, Board headquarters, Carnegie hall.
- Tuesday—Shaker Heights Round Table Group, noon luncheon, Board headquarters, Carnegie hall.
- Wednesday—Multiple Listing Division, noon luncheon, Board headquarters, Carnegie hall.
- Friday—Valuation Committee, 11:30 a. m., Board headquarters, Carnegie hall.

A. S. TAYLOR WILL ADDRESS GROUP

Shaker Round Table to Hear Past National President.

Alexander S. Taylor, president of V. C. Taylor & Son, a past president of the Cleveland Real Estate Board, as well as a former president of the National Association of Real Estate Boards, will be the principal speaker at the noon luncheon meeting of the Shaker Heights round table group Tuesday noon in board headquarters, Carnegie Hall.

According to George W. Ireland, chairman, an overflow attendance is expected at this meeting, marking as it does the opening of the autumn season.

It is expected that portions of Taylor's talk will trace the real estate development of Cleveland during the past several decades, Ireland said.

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paigned was a part of their duty to the public. "Multiple listing is just another name for co-operation," Ball continued. "We have proved that better and quicker results are obtained through co-operation of one office with another. Instead of working alone as in the past we now assist each other. That is why multiple listing has been termed the modern method of marketing real estate.

Persons who wish to buy or sell real estate want to know where they can get this service. We are therefore, only carrying out the multiple listing idea when we advertise the names of our members, since by so doing we are co-operating with the public." Buying or building a home requires the use of sound judgment in seeing that the person who represents the family are best met with the funds available.

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