On every hand in recent years you have heard that far greater progress has taken place in the automobile industry in improving their product and reducing costs of factory made automobiles than has been made in the building industry. The fairness of this statement I wish to challenge.

Don’t forget the automobile started from nothing only 35 to 40 years ago. The automobile was a new invention. The first cars were inefficient, unsightly, unsafe, and costly. Starting from these rude beginnings it would have been most unusual if there had not been great improvement as hundreds of new inventions were applied, and immense volume of production developed.

In the building industry 35 to 40 years ago we were carrying on trying to further improve the best styles of architecture, design and construction methods which all the civilizations since the dawn of human history had been able to produce. Every race throughout all of these thousands of years had been constantly striving to improve their habitations and methods of building. So, I say, our industry had already reached a high stage of development at the beginning of the automobile era, and naturally far less opportunity for further improvement was offered in the building of structures.

Many so-called governmental thinkers, “brain-trustees,” theoretical architects and welfare workers, who have never built a home in their lives, are absurdly outspoken in their condemnation of the building industry. If their charges are true, the whole building industry must be archaic, and unprogressive.

Taking all things into consideration, the realtor builder of this country; the material manufacturer; the practical minded architect with actual building experience, through their studies in their laboratories and their designing departments, have all together, within the last generation made as much progress in offering more comforts and better living conditions in homes and apartments and more efficiency in commercial structures, as has taken place in any other industry in America.

Realtors are the true pioneers of our country; they have colonized our new lands; they have built our cities; they have created the major portion of our basic wealth.

However, we must not be blind to the constant opportunities for improvement in our own industry – we must never allow ourselves to follow a rut to our own graves.

We live in a rapidly changing world, and many of our methods of yesterday may not serve today.
It is true that cities are handmade, and whether physically bad or physically good is largely the responsibility of the realtor. We cannot claim to be a profession unless we constantly endeavor to improve our product.

Compare your rural town of a generation ago with the town of today. Note the improvement in architecture and landscape development; the transformation of the main business streets of these towns. Compare the old sloppy, dilapidated storefronts with the appealing glass fronts of our time. Note the parks and playgrounds which are the lungs of the town; the improvement in street furnishings, and all the physical aspects of the place.

Consider the present simplified architectural style of a home; the conveniences and equipment, and compare them with homes of even twenty years ago. I challenge, I say, any industry using the same starting point to show greater progress in design, durability, efficiency, and structural methods.

The wasted space of the old-fashioned parlor has been utilized in an all-use living room, or combination living-dining room; the large inefficient kitchen with its ice box on the back porch, of a few years ago, has given way to a small convenient one of Pullman type arrangement eliminating all unnecessary steps and household drudgery; electrical refrigeration; ventilating fans; dish washers; well planned cabinets; light sockets in every conceivable place. All these things are common today.

Window space has been greatly increased, carefully placed for proper ventilation and vision.

Expensive, elaborate cornices; unnecessary exterior brackets; finials; grills; meaningless projections and other costly ornamentation of the eighties and nineties have been trimmed away. The long, difficult front stairway has given way to one with easy risers and frequent landings; unnecessarily high ceilings have been abandoned; rooms have been grouped to create individual privacy, or permit being thrown together for pretentious entertainment.

Space for relaxation such as recreation rooms in the basement, and sleeping porches to promote health and comfort are common today.

We have two or more bathrooms where formerly we had only one, or none; splendid dressing rooms; windows carefully weather-stripped and with Venetian blinds; washable walls and ceilings, insulated to give coolness in summer and “heat saving” in the winter; clean, air-conditioned, clock-controlled heat, well circulated with much needed humidification.

Air-cooling is already here – particularly in commercial structures, and many realtor builders in new structures are making provision for the later cooling when further reduced costs make it practical.

We have careful orientation of the house and an arrangement of the colorful rooms and windows to give the most light, air and sunshine.

The unsightly alley has largely gone; the manure pile and offensive stables disappeared with the passing of the horse. The garage took its place at the rear, and gradually as we knew it better, it moved up and attached itself to the house, or actually
moved into the house. Many over-zealous architects are now even projecting the garage far beyond the front line of the house which I feel may endanger the whole street scene, and detract from the exterior charm of the home. The old ash pile retired with the burning of oil or gas, or with the provision of ash containers, the electric pig garbage grinder can eliminate the garbage can and pig lot and the rear lawn with its untidy appearance has been transformed into the garden side of the house; frequently with sand piles and playground equipment for the child; with flowers, shrubbery grass and trees.

The old narrow 20 or 25-foot lot, unmercifully crowding the houses together on the street, is largely a thing of the past.

The front porch, as automobile traffic became intense, moved around to the side of the house for greater privacy, and in some instances it has now completed a half circle and finds itself in the rear, intimately related to the garden side of the home.

The design of the front door and its pediment is again recalling the splendid and artistic designs of early American domestic architecture.

The damp, stuffy basement which was the catchall storage dump for the entire household has become one of the most serviceable parts of the house. The small, high basement windows, have given way to full or double sashes; the walls and ceiling are frequently plastered. The waterproof basement is light, clean and airy. Workshops for the child; recreation rooms, playrooms, or Ping-Pong and card rooms have become as clean, attractive, and desirable in the basement as they would be on the first floor of the house.

Or, in sections where basements are not the custom, compact storage space combined with provision for heating plant, hot water tanks, laundry, etc., have been worked out as part of attached garages or integral parts of the first floor of the house itself.

With the advent of the compact, and beautifully designed heating plants with high overhead ducts, or concealed airways for air-conditioned heat, our basements, or first floor heating rooms, have become clean, dry and orderly in arrangement and appearance.

In my opinion the so-called prefabricated house is a long way from achievement. Most of the designs fail to recognize the wide variance of living conditions throughout America; most of them fail to take cognizance of the very great difference in human desires. I have studied no prefabricated house except where costs were greatly increased per cubic foot of space. I am strongly opposed to mass design. I believe it would destroy much of the home owning instinct of American life, and the beauty of towns and countryside. Evolution in home building design should be gradual in process.

Many prefabricated units are being used and much further progress is daily being made in greater use of such units. Much economy and more durable construction is resulting from this increasing use of these prefabricated units.

With all our advancement we have not sacrificed the individuality or personality of the home. Thank God, we have not given ourselves up to mass type production that would build rows of houses monotonously alike with no regard to topography or location, or the varying needs of the human race. We are not yet ready to stultify the expression of sacred family life in rows of cubical monstrosities.
In almost equal degree the same improvement in design and efficiency has at the same time been taking place in realtor-planned business and apartment structures; you find this in the small shop with its beautiful front, economical and convenient arrangement, as well as in the large many-storied office and apartment building.

In all this commercial and apartment field, and in scientific management, remodeling and modernizing of structures and equipment lies a responsibility in which our realtors are making great strides. The school courses to be conducted this coming summer, in appraisals, management, home building, and brokerage, all bespeak our earnest approach to our problems.

With all this progress, new fields are still at our door. In a few years we may all open our garage doors; light our fireplaces, or control our clocks with radio beams; invisible window glass may permit the passing of only health-giving rays; we may at low cost, heat our structures and run equipment in our homes with ether miraculously taken from the air. All noises may be eliminated with acoustical walls and ceilings, and soundproof floors and partitions, adding years to your life; only fire-resisting, and vermin, moth and termite-proof construction may be used; chemically treated lumber or synthetic building materials may save space, cost and time of erection, and prolong the life of the structure; invisible screens; phosphorescent, or interior neon lighting; translucent structural glass walls; spun glass, metal leaf and synthetic sheets may become common terms in all our buildings.

The proper use of artificial light; improved and more economical heating, ventilation, sanitation, or odorless cooking methods with chemically concentrated food supplied in our structures may prolong the very life of the human race. Noiseless plumbing and non-corrosive, rust resisting piping; stainless steel and non-breakable tile may be generally accepted.

The growing of flowers and foliage artificially in our homes; television equipment; interior tubes for dispatch of articles throughout the structure; jitney aeroplane landings on our buildings or lawns; glass openings in our roofs for sun baths or for astronomical equipment bringing us the glory of the Heavens; burglar proof openings; labor saving devices yet undreamed; transmission of voice and vision from one room to another; psychological influences of color and design on child life and the aspirations of occupants may be commonplace fundamentals; moveable homes, or moveable partitions, and convertible rooms; recessible, collapsible, or extensible furniture; mirrored walls to produce the illusion of spaciousness; or design permitting additions or reductions in the size of the home as the family grows larger or smaller, may be a prime requirement.

Yes, we need a laboratory of research for realtor-builders. No greater and more romantic field of opportunity is offered to our National Association of Real Estate Boards.

As a profession we must admit we have not yet solved the need of housing for our lowest income bracket. And, yet this is our problem. Unless we in a determined, masterful manner continue to study it and meet the need, the Government may intrude itself into our business, and erect homes with public money raised from the taxes we pay, and create a large government tenant class in our nation. All will agree that this would not be sound from either a business or a social standpoint.
Realtor-builders, manufacturers of materials, and practical architects must devote themselves to this problem. Much further economy can be effected in the interior of small homes; consolidation of dining rooms and living rooms; or dining rooms and kitchens; lower cost heating plants; less costly insulation. It is common knowledge that enormous reductions could be made in the cost of plumbing if industry had the courage to introduce their known revised methods. An even greater use of prefabricated units must be achieved; a large reduction in distribution costs of materials is absolutely necessary. A broad and sane view must be adopted by building labor, being willing to accept lower hourly wages based on more constant yearly employment.

Much progress has been made within the last two years in the lowering of interest rates and the lengthening of payment through FHA and other influences. Still longer periods of payments probably extending some 30 to 40 years, will be essential to provide low cost housing, and certainly an interest rate of 5 percent or less should be available in this field.

If there is to be Government aid, we should insist that it be in the form of loans by the Government to the industry with the actual building of the homes remaining the job of the building industry itself, not hampered by political favoritism.

Our realtors of America have risen to their responsibility and opportunity in city building; city planning and zoning in the list decade. The realtor should be the last one to ask for a change of zoning for his own selfish interest at the sacrifice of general zoning structure.

We pointed the way to the lengthening of blocks in residential areas thereby greatly reducing the cost of street improvement; as well as reducing the cost of future maintenance and other expense to the city. For years we have pointed out the great need of more differentiation in the widths of our streets to serve their various functions; of greater variation in the size of lots and blocks. There has been no greater curse in our city building than strict adherence to a checkerboard standardized street plan providing no circumferential, diagonal or main highways, and failing to recognize topography and the wide variance of street needs and functions.

In this convention we represent cities and towns from eight states. Fortunately most of our communities are still small. The skeletons of our cities are still plastic and permit redirection in conformity with the future needs of the larger cities which they aspire to be. Our cities can profit from the mistakes of the older communities. Let us continue to be active leaders in each of our communities for better planning and for more efficiency in our streets, parks, playgrounds, boulevards, utilities and general civic order, planning, and zoning, not forgetting the needs of tomorrow.

Let me appeal to every realtor in this convention to assume the responsibility of making his city cleaner and more attractive; take the lead in making our merchandise more presentable in appearance. In how many cities do you find the vacant property covered with rubbish, trash, or tall grown weeds? In how many cities do you see littered dirty roofs? What is more unsightly than to look up and down a street cluttered with a heterogeneous array of projecting signs of all sizes, shapes and colors extending out over the street, all entirely unrelated to each other. Each merchant apparently endeavoring to get advertising value over his neighbor, and in the end merely succeeding to mess up an
otherwise orderly street scene? The extreme, bizarre store front designed to attract attention with no regard for harmony in relation to adjoining structures loses all its identity value as the whole block takes on this clashing screaming character.

Have you ever stopped to realize that when you file a plat and develop streets in your subdivision, you are dealing with one of the most permanent factors in world history? The street you dedicate may still remain when all the buildings which may be built today have fallen in decay. This street that you provide may still remain through countless ages.

The Apian Way, laid out more than 2,000 years ago is still a traveled highway. This is true of many of the roads in Egypt, China, and other ancient civilizations. So, in planning our streets we should take the greatest care not only to properly provide for our own subdivisions but consider their relation and their service to our communities as a whole for all time to come. Let us not repeat the mistakes of some of our early colonists who laid out their streets in accordance with cow paths. If you fail to make your streets properly connect with those of adjoining subdivisions, and create unnecessary jogs, you may through the years entail millions of dollars of traffic and policing costs to your community. We are dealing with permanent things.

Have you ever reflected upon the power of the strategic geographical location of a city? As archaeologists excavate among the ruins of past cities, they frequently find city after city has risen, flourished and decayed on the same site, showing the advantages of the same site recurred again and again through the centuries.

A town, starting from a favorable position at the head waters of navigation; an easy pass through the mountains; at the center of rich agricultural lands or among oil or other natural resources, or even at the crossing of important highways, may live forever. Perhaps an energetic roadside blacksmith, a ferry landing, or even a small factory in a mere farmhouse, may have been the feeble beginning of an enduring city.

We all recognize that many of our downtown business sections, built before the present traffic congestion, are confronted with serious problems to avoid too great decentralization of downtown centers. While I feel every realtor should have his first interest in the perpetuating of the downtown business center of his city, on the other hand I feel that we should all be alert to avoid the mistakes of the past when it comes to laying out and developing suburban shopping centers where future throats of traffic congestion will only multiply the problems of our cities. Remember traffic increases with the square of the population.

The building of the great national highways has also created new difficulties for our city planning. Where formerly a large percentage of the visitors arrived by railroad trains, now large numbers come in on the highways. Have you ever stopped to notice the unsightly heterogeneous appearance of the scene confronting a visitor as he approaches some of our towns and cities along many of the main highways?

Whether your city may be approached by river, rail, aeroplane, or highway, ugliness should not confront your visitor. This is just as important to the small town as to the great metropolis.
A good civic order of things and beauty enlightens and charms your visitor as well as inspires your own citizenry to greater efforts and greater deeds and greater spirit of town building.

Are real estate values stable in your city? Or, do they shift with every decade? Have you blighted residential areas, or abandoned business sections? If you have, it is a problem of the realtors of your city to study the means of combating these constant tendencies in our American cities.

Are you grouping your public buildings to get the cumulative effect of related groups, more impressive and appropriate to the dignity of the greatness of your city? Such a group of public buildings becomes a rallying place of public life, and crystallizes a spirit and love for a city of indomitable force in building patriotism and ambition for your city. Are we building our cities and our towns monotonously alike? Or, are we accentuating their particular features and preserving their objects of natural beauty and historical interest, giving them that peculiar personal appeal and lure of the orderly and lovely city which is so great a factor in the race for commercial supremacy? Are you as realtors creating order and beauty that grapples the hearts and love of your citizenry so that they will never for long leave the city they call their own?

Are you in your subdivisions safeguarding the character of your property with carefully drawn restrictions extending over long periods with self-perpetuating provisions? Do you create a neighborhood residential atmosphere; a residential morale as important as army morale in time of war? Are you providing homes associations to carry on the fight to maintain the character of your property after its development is completed and you have passed on to other fields of operation?

Let’s have every realtor not concerned alone with things affecting his own subdivision, or his own particular part of the city, but we, above all other citizens, should be citywide minded; suburban minded; and trade territory minded in our grasp of future needs. We should create and stabilize values and not merely transfer and sell values.

The Real Estate Board of a community is the logical group to take the leadership in arousing the public and combating every condition that adversely affects its community.

It is my belief that the desire to own property is as strong as it ever was in our country. In 1932 and 1933 we passed through a low ebb, but there is a remarkable resilience that runs through periods of real estate revival which is one of the romantic and interesting things of American history. There is probably no type of merchandise in which confidence begets confidence at such an accelerated rate as in real estate.

The very desire to own land carried our frontiers from the Atlantic to the Pacific; even into the deserts and to the mountainsides; into marginal land unfit for human habitation and the earning of a livelihood. These pioneer days are past; new land frontiers are gone, but even greater frontiers are open in the better development of our towns; in the better housing of our enterprises and of our families, in the better development and management of our farms. This is the heritage of every realtor in our country today.
Stop to realize that in this convention we represent a farming region second to none in the world! We have the greatest oil fields in America! These are the two largest basic industries in our country, supporting the values of every piece of real estate we offer to our clients.

Our farm products aggregated eight billion dollars in 1935; 2 1/2 billion more than 1932, but still one-third less than 1929.

The farm debt situation is greatly alleviated; farm interest rates and taxes frequently reduced. Improvement on our farms has had wide and favorable repercussions in the financial, commercial, and industrial states of our nation. AAA, drought conditions, and general recovery all have temporarily helped the position of our farmer.

However, the loss of foreign markets for farm products remains a grave problem for an agricultural country developed on a world basis. Farm surpluses may still be with us. Tariffs for industry raise the price of the things the farmer buys. Can he, and should he not have an offsetting protection in the things he sells? He has 360 million acres under plow and the products of 60 million acres formerly went abroad. The abandonment of this immense acreage would seriously effect every man, woman and child in the United States.

Over 55 million people live on farms or in small rural towns directly dependent upon farms. Beyond this, all the balance of our population is indirectly affected by the prosperity or lack of prosperity on our farms.

A permanent scarcity of farm products would lower the living standards of every American. Certainly this is not a permanent solution for our basic industry. No greater obligation rests on this country today than a readjustment of tariffs that would restore to our farmers the necessary foreign markets on which our whole farm industry has been built.

Our own growth of population is not rapid enough to solve this problem.

Further chemical progress in developing a greater use of his by-products will be helpful. The time may come when every farm will be a little factory. Cheaper transportation by river and rail; many eastern farms are sapped of much productivity; literally skinned by unintelligent soil conservation; prevention of soil erosion which destroys the very producing powers, is all essential and still timely in our region, but we, in this convention representative of some of the greatest farm states in our nation have a deep and direct interest in any Federal legislation that will reclaim the foreign markets for our farm products.

We are directly interested in wide ownership of farms, more economical methods of production, more orderly distribution, and a sounder mortgage basis, with long time loans and lower interest rates for that greatest industry of America. No division of our National Association of Real Estate Boards is more important than the one devoted to the farm industry. Movies of farm development will be shown at farm meeting tonight.

Those of us who have survived the depression should go out with greater confidence in ourselves and in our wares than we ever had before. The man who has been able to carry his home, his place of business or his farm, through these trying times finds himself in a fortunate position today. I believe the tide is with us. I believe we are
on a rising market. It is most remarkable that we, an agricultural area, have come through so well. Some of these days in our region we are going to get big crops and high prices in the same year (a combination we haven’t had for many a year), and you are going to see this section of the country go forward as it never has before. Industry will sooner or later seek more locations in this great producing area. Why should we have a population of only 10 to 25 per square mile while certain eastern states have 200 or more per square mile?

Our big oil companies which have weathered the storm are so self integrated and so splendidly organized that they have become pillars of strength for the great central section of the United States which we represent.

I am purposely omitting facts and statistics on shortage of homes; growth of population; increase in marriage rate; the very vital need of reduced taxes on real estate and other similar matters, because I know these subjects will be well covered by other speakers.

I, therefore, shall quickly pass to a few sales suggestions gleaned from the experience of some twenty-five years of selling all types of real estate.

In presenting our real estate, whether a farm, business house or home, remember that people are interested in new things; new methods of raising crops; new designs in architecture; new equipment of all kinds. Let’s make the presentation of our merchandise an interesting, educational thing. Let’s base our facts upon proper relation to the business and economic situation of the community and the nation.

Enthusiasm is the best trademark of a realtor.

Be truthful in every deal; interested, believe in your property, or get out of the business.

Let’s be careful in the selection of the people who represent us. I would rather have a salesman with a good, sincere, friendly smile than a college degree.

If you have a prospective buyer, first realize that you must know your property. It is a crime to offer property if you are unfamiliar with all its advantages and its disadvantages. I believe it is always best to frankly present the disadvantages along with the advantages, and unless you can honestly believe that the advantages outweigh the disadvantages for that particular client’s needs, the property should not be offered to him.

Then, too, it is equally important to know your client. Know his business relations; his probable income and financial worth; social connections; church affiliations; school requirements, intimate friendships and hobbies; where he does his banking and all the multitude of things that help you to approach him intelligently.

Don’t drop a man like a hot cake the minute you’ve made your sale. Frequently, a continued attention after the sale is consummated is greatly appreciated and remember this client always has friends whom he can refer to you.

It is my Judgment that under-statement is far more effective than exaggeration.
It is as important to pay attention to a client who is interested in a small property as to a client for a large property. The smaller buyer is apt to be more sensitive, and through the years he may become your most valuable customer.

It pays to boost your competitor. The favorable things you say about him will reach his ears. Reciprocity helps build business. Whenever a competitor or anyone refers someone to you, never be too busy to thank him.

Don’t ignore strangers. The stranger of today may be a good friend tomorrow. Say – let’s get up right now and shake hands with five people around us. Now do that at home.

Don’t form the habit of knocking your government; your city; your own business or any other line of business. The world likes an optimist and shuns a pessimist.

Many of us drive away more clients than we realize by carrying our troubles and worries on our sleeves and airing them to everyone we meet.

Study and keep abreast of the best real estate information obtainable. Keep up your sales kit.

One idea obtained from the National Association has at times been worth thousands of dollars to our company. One casual suggestion that I received from a meeting in Baltimore saved us more than $50,000.

When you meet and confer with people in this convention don’t spend all of your time telling the other fellow what your views are, but try to get some ideas from him. There is not a man here but what has some thoughts that are of value to you. Let’s open our minds and our arms to one another and let’s go home with some mighty fine ideas and thoughts of the other fellow’s.

It is unnecessary for me to refer to the habit of talking ourselves out of a sale. Garrulity, in my judgment, ruins many sales. The realtor, who can learn the time to be silent, has gone a long way toward success. The realtor who can get his client to talk and express himself is a wise businessman.

The realtor who can make it hard for a client to say “no” when you put your question in such a manner that unless he says “no” he has really said “yes”, has learned a part of the art of closing a sale.

Unless we can learn that ultimate profits, permanent clients, resulting over years, are more important than the sales of today, and that it is better to lose a sale than to have a dissatisfied buyer, we are not living up to the ethics of our great profession. Unless we can be well informed about the property we sell and know how to tell about it in an interesting manner, not argumentative, dictatorial, or assertive, but simply from the standpoint of honest, sincere presentation, we had better go and hire someone else to sell our property.

Don’t look off in another direction when you are driving home a crucial point in presenting a property to a client.

Don’t argue with a client.

Don’t talk scandal or gossip.
Never express a strong political or religious conviction until you know whether or not it agrees with your client’s opinion.

Never swear unless you are damned sure the other fellow likes to swear.

Always remember that your client has a perfectly good reason for his own opinion, and simply because he disagrees with you it does not necessarily follow that he’s a damned fool.

Never talk so loudly when talking to a client that he keeps thinking about the loudness of your voice rather than the things you are saying to him.

Diplomacy is letting the other fellow have “your” way.

You lose if you win an argument with a client.

Look your client straight in the eye.

A frown is a greater barrier than the Chinese wall, and if you have a good smile you don’t need a business card of introduction.

Good will originates from you and not from your client.

Grouchy, difficult clients are merely a test of your ability to sell.

Never feel that any deal you make with a client is likely to be the last one you’ll ever make with him. Every big real estate business in this country is built up more or less by repeat business.

If you have salesmen remember that they have the hardest job in your office. They have been through hell for the last six years. Unless you can get their viewpoint and understand their problems, and help build up their enthusiasm and confidence in you and in their job, you are a poor leader in your business.

No salesman ever lived but who has good reasons at times to become discouraged. You have no right to feel that your big problems are so important that you cannot take time to discuss the salesman’s problems.

Don’t tell your troubles to your sales force. God knows they have enough trouble without carrying the burdens of the boss.

The building of sustained enthusiasm is one of the greatest qualities of realtors.

If you can smile before noon, you’ll have good business soon.

Never criticize a competitor, or in fact, anyone when you are talking to a client, because you may antagonize the client himself. Never beat a tattoo on the desk while talking to a client, distracting his attention.

Never rattle money in your pocket – if you happen to have a couple of dollars again. This is distracting to your client.

If it is a trade-in deal be most diplomatic about making adverse comment about the property one of your clients is offering.

Never stand or sit on the opposite side of the desk from your client.
Remember dirty fingernails; soiled linen; unshaven face; dandruff on your shoulders; unshined shoes; chewing gum; flashy clothes; talking with a cigar or cigarette in your mouth, may build a psychological barrier between you and your client. I have had people try to sell me real estate or insurance, and an irritating habit of rubbing their nose or their ear kept me wondering what was wrong with their nose or their ear, so that I completely missed the force of their arguments.

Remember that the telephone in your office is your contact with the world. Every time it rings it is a sales opportunity. Slowness in answering; indifference of the voice that answers, or apparent haste to end the conversation, may create an antagonism that will take years to remedy.

Tell everybody in your office that, whatever they say on the phone should contain a welcome to your place of business. Tell them to just breathe enthusiasm and personality on the phone.

These suggestions are only typical of a multitude of qualifications to which we should aspire to be good purveyors of the greatest product on earth.

We are in an industry based upon the right to own property. The human race fought for thousands of years just to gain this right. The Pilgrim Fathers were driven to this country to own land and live their lives as they desired. Individual land ownership is the basis of our wealth, is reflected in the system of our government, if our constitution survives.

The American who owns property is our preferred asset. He is a shareholder in everything this Republic represents. This right must not be usurped; we must never become a nation of tenants of our government.

The right to own property is not bestowed by government; our government has only such right as we have granted it. God forbid that the setting up of a form of government by our people should ever be interpreted as the right to take away the property of our people. More than 50 percent of the people in the U. S. own land. No other country has ever had such a percentage of landowners. The real estate interests of this country are not ready to ask the government to serve as America’s economic receiver. No investment of capital in America today is more functional or more beneficial than the wealth represented in the ownership of real estate.

Let us all stand behind our great National Association of Real Estate Boards; let’s work together as a unit in guarding the bulwark of our democracy; in guarding the right to own land; and in encouraging the desire to own land. This is the very cornerstone of our survival, in which lies our greatest safeguard against despotism and communism.

After years of depression the stage is well set for a new field of opportunity in our profession. This very meeting evidences our confidence in the future. Let’s be true to the name “Realtor”; let’s live according to the established ethics of our association; let’s go home from this meeting with new ideas and new thoughts, with a new inspiration to make our communities better, and to be of greater service to every client, who places his confidence in the hands of a realtor.

(Printed and distributed by Kansas City Fire & Marine)
Arguably Jesse Clyde Nichols (1880-1950) was the single most influential individual to the development of metropolitan Kansas City. Moreover his work, ideas, and philosophy of city planning and development had far-reaching impact nationally – so much so that the Urban Land Institute has established the J.C. Nichols Prize for Visionary Urban Development to recognize a person or a person representing an institution whose career demonstrates a commitment to the highest standards of responsible development.

Nichols’ objective was to “develop whole residential neighborhoods that would attract an element of people who desired a better way of life, a nicer place to live and would be willing to work in order to keep it better.” The Company under Nichols and his son, Miller Nichols (1911- ), undertook such ventures as rental housing, industrial parks, hotels, and shopping centers. Perhaps the most widely recognized Nichols Company developments are the Country Club District and the Country Club Plaza Shopping Center, reportedly the first shopping area in the United States planned to serve those arriving by automobile rather than trolley car.

The J.C. Nichols Company Records (KC106) contains both personal and business files concerning J.C. Nichols' private and business life. Included are personal correspondence, family related material, and speeches and articles written by him. Business and financial files pertain to actions of the Company, including information about different developments and the securing of art objects; and printed materials produced by and about the Company.