

# From the Archives

## Reading Between the Lines: NAR Publications

*Thousands of newspapers, magazines, and journals, dating back to the turn of the 20<sup>th</sup> century, line the shelves of the NAR Library & Archives. Our staff, members, scholars from outside NAR, and even the press access this priceless information via reference requests, informing research projects both historical and current in nature. However, it is often the details between the lines (literally) – illustrations and advertisements – that give us unique insights into the ins and outs of real estate history.*

The NAR Library and Archives holds documents you may have already guessed it does—like the complete backlog of REALTOR Magazine. But did you know that we also have a complete, physical run of each of its predecessors dating back to 1910? An entire journal dedicated to parking? Access to millions of digital journal articles via [EBSCO](#)? If you spend enough time doing research within these publications, you will begin to realize that some of the most informative and unique pieces of history are found in the advertisements that fill their pages.

Just like they do today, advertisements offer a glimpse into specific and niche real estate trends that might not be reflected in NARs reports and surveys. As centuries passed, ads for steel and coal give way to electric lighting and modern HVAC systems. Stories of REALTORS®' efforts on the home front during WWII are paired with ads for metal- saving “victory” window units and prefabricated homes for GI loans.

Even the booms and busts of cities can be traced through advertisements, evident in the variety of ads for what were at the time flourishing “rust belt” cities. Interestingly, a 1910 National Real Estate Journal ad (pictured below) referred to Duluth, MN as “the zenith of the unsalted seas.” 113 years later, the New York Times published [an article](#) discussing Duluth’s climate related real estate boom.

Why did Jones select  
**Everson Lighting  
Equipment**



For His Fifty or  
More Houses  
in Oak Park



If you asked him Jones  
would say

The Garage Should Conform  
To the Architectural Style of the House

We Are Rapidly Becoming a Nation of Automobile Owners—The Garage Is a Necessity and Realtor Builders Should Familiarize Themselves with the Different Styles of Equipment and Hardware, as the Garage Properly Designed and Equipped Is a Potent Sales Factor

NATIONAL REAL ESTATE JOURNAL

91

**DULUTH**

**THE ZENITH CITY OF THE UNSALTED SEAS**

Offers the Greatest Opportunities for Real Estate Investments.

**2d GREATEST PORT IN TONNAGE IN THE U. S.**

Iron Ore, Grain, Coal, Lumber, General Merchandise.

**A NEW PITTSBURG**

The U. S. Steel Company now starting the first \$10,000,000 unit of their \$25,000,000 Steel Plant in Duluth—Other large industries will follow.

**WATCH DULUTH**

The National Real Estate Convention meets in Minneapolis June 15th to 17th and plans to finish with a trip to Duluth, visit the Greatest Iron Mines in the World and view Duluth's Harbor, Steel Plant Site and City.

All dealers and owners cordially invited.

For information about the trip—Duluth Real Estate or Mortgages

Write **N. J. UPHAM COMPANY, Duluth, Minn.**



This sketch shows a couple of the eighteen bungalows. These homes are complete and the selling price ranged from \$14,500 to \$16,000

**INVADES**  
with the **NEW...**

**HIGH QUALITY—METAL SAVING**

**VICTORY Window Unit**

**BRAND NEW!**

WOOD ON WOOD

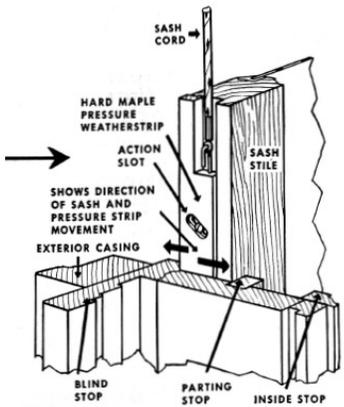
**PRESSURE-SEAL WEATHERSTRIP!**

The new Andersen pressure-seal weatherstrip is brand new—utterly different. The sash of the Victory Window are automatically pressed against the parting stops so that infiltration is positively and effectively stopped.

**WEATHERSTRIP IS CONCEALED**

The secret lies in the action of movable hard maple pressure strips concealed in the sash stiles and attached to the sash through diagonal slots. The sash cord is attached to these movable strips instead of directly to the sash. The pull of the sash weights produces a lateral movement of the pressure strips which pushes both upper and lower sash firmly against the parting stop, thereby creating a tight seal against infiltration. Sash movement releases the weatherstrip pressure and easy operation is assured at all times. Weatherstripped windows save up to 20% on fuel. This conservation of fuel oil and coal is an important contribution to our national wartime effort.

**PRACTICALLY NO METALS REQUIRED**



**97%**  
of the  
**CRITICAL MATERIALS**  
IN  
**WEATHERSTRIPPING AND COUNTERBALANCING**  
**ELIMINATED!**

Less than 13 ounces of critical metals used! One-thirtieth of the metals used in ordinary double-hung windows, which require about 28 lbs. of metal.

**SUPPLY ASSURED!**

**Corporation** BAYPORT, MINNESOTA



Residence of Mr. E. R. Mason, Des Moines, Iowa.  
Architect, C. E. Cope.  
Stucco on Sykes Expanded Cup Metal Lath.

**1923 Is a Stucco Year**

STUCCO steadily gains favor as its merits become better and more generally known and as proper methods of application are more generally used.

Sykes Expanded Cup Metal Lath is the one lath that secures proper reinforcement in any type of construction, without extra labor or expense.

The "waves" that are rolled into Expanded Cup make a thoroughly self-furring lath, whether applied to a flat surface or on studs.

The wider strands and the "wave" construction give more metal per square yard, greater strength and rigidity, resist sag and spring under the load of wet plaster, and make for a better job more easily done.

**Build for Less—  
Sell for More**

Back-plastered stucco on metal lath costs considerably less, according to late contractors' bids, than first class frame construction with sheathing, weather boards and paint. There is no comparison in attractiveness, permanence or salability. Write for full information.

**Sykes Metal Lath Company**  
505 Walnut Street Niles, Ohio



**NATIONAL ASSOCIATION OF REALTORS®**



The National Real Estate Journal disaffiliated with NAR in 1956, and advertisements in predecessors feature almost exclusively technology. Through these advertisements, you can track the evolution of communication, technology, and the seismic shift in the tools REALTORS® rely on to do business. Fax machines and floppy disks give way to the internet as articles muse about the new millennium and the 1990s hottest housing trend, gated developments.

Our collection of publications holds an astonishing amount of real estate history, statistics, and trend forecasting. The small but important culture details are often, however, found in between the lines.

You can request to view any of these titles by browsing our [catalog](#) or emailing Librarians@nar.realtor. In addition to our historic print resources, you have access to millions of journal articles via [EBSCO](#). If you are interested in the NYT article above, staff can also request PDFs of articles behind paywall via a Librarian.

If it's **IMPORTANT** to **FILE**  
**COPY**, **FAX**,  
 or **SIGN** HERE, then  
**FYI**, please **NOTE**,  
 you should **RUSH!**  
 out for Post-it  
 Flags.

Send in this coupon for a free sample pack.

**Post-it  
Flags**

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Mail to: 3M Response Center, P.O. Box  
 130514, Minneapolis, MN 55113-0514  
 Or call 800-630-6542, ext. 9  
 Fax 612-633-7092, or visit our website  
 at [http://www.3m.com/postit](http://http://www.3m.com/postit)

3M Innovation

# "Concealed telephone wiring adds sales appeal to our homes"

REALTOR® News, Jan. 15, 1990

—says Mr. Don Scholz, of Scholz Homes Incorporated, Toledo, Ohio

Digital Mavica™  
 Imagine That. On a Floppy.™



**SHOOT!**

10x optical zoom lens • Up to 500 shots per battery charge\* • 5 exposure settings • 4 in-camera special effects



**STORE!**

Standard 3.5" floppy disk • No wires, cables or drivers • Up to 40 images per floppy • Universal JPEG file format

Database Files    Spreadsheets    Word Processing Documents    Page Layout Documents



**SHOW!**

Add images with ease • 640 x 480 24 bit VGA color • Mac/Windows compatible

www.sony.com/mavica

\*Continuous recording at 10-second intervals with flash off  
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 Imagine That. On a Floppy, and Shoot! Store! Show!  
 are trademarks of Sony.

SONY

Housing trend comes to your neighborhood

# GATED COMMUNITIES

Whether you view them as unapproachable fortresses or safe havens, gated communities are a popular housing choice you'll soon be selling—if you aren't already.

## Want More Listings?

Reach Hundreds of Homes A Day!



**FREE CASSETTE:** This 60-minute cassette will explain how our computerized lead generating system will get you more qualified prospects for listings than you can handle!

The all new CBC-8000 Deluxe System dials 1,600 numbers per day and uses two commercial tape drives that reproduce the human voice without the problems of digital systems.

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- ★ The best investment I've made since I've been in real estate.
- ★ We got two new listings our first week.
- ★ I paid for my system with my first listing.
- ★ I have never had such follow-up and service.
- ★ Your great tapes have helped us dramatically increase our business.
- ★ The system has been virtually trouble-free.

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 Over 15,000 Satisfied Customers!

**NEW LOW PRICES!** CBC manufactures the majority of lead generating systems sold today. Because of our large volume, we can sell you a deluxe system at the same or less cost than our competitors sell their standard system for.

To receive a free cassette and color literature, call toll-free: **1-800-248-5323, ext. 156**  
 (in Indiana: 317-758-4415) Or Write: COMTEL BROADCASTING CORPORATION  
 CBC Plaza, Suite 156, Sheridan, Indiana 46069



# 7 BIG REASONS WHY SUPRA-B IS AMERICA'S NO. 1 KEY BOX

**NATIONAL ASSOCIATION OF REALTORS®**

# NAR Publications: A Timeline

1908: United Realty (only one issue produced)

1910-1958: National Real Estate Journal

1934-1942: Freehold, The Confidential Weekly

1942-1976: REALTOR® Headlines (weekly)

1977-1978: REALTOR® Associate News, REALTOR® Review

1980-1985: REALTOR® News (weekly)

1979-1995: Real Estate Today

1996-1998: Today's REALTOR®

1999-Present: REALTOR® Magazine