



80 REALTORS AT STARK BANQUET—Madison's real estate men helped Paul E. Stark and his associates celebrate Friday night. Formal opening of the new home of the Stark company is being held today. Among the guests were Herbert U. Nelson, national secretary of the National Association of Real Estate boards; Ben Faast, national director and university regent; and Phil Hayes, Milwaukee board secretary.

National Real Estate Secretary to Be Here for Stark's Opening

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SPEAKERS AT STARK DINNER. Above is August C. Sehr (left), vice president of the National Association of Real Estate Boards, and Otto Ludwig, president of the Wisconsin Association of Real Estate Brokers; below (left) Phil P. Hayes, former president of the Milwaukee Real Estate Board, and Perry O. Powell, Milwaukee, executive secretary of the Wisconsin Association of Real Estate Brokers.

Herbert U. Nelson Among Prominent Figures to Attend Dinner Friday Night

Madison will have as its guests on Friday a number of men nationally known in the real estate field. They have accepted the invitation of

Paul E. Stark and associates to be present at the dinner to be given to the Madison Real Estate Board Friday night to celebrate the formal opening, the next day, of the new home of the Paul E. Stark company, Mifflin at Fairchild.

Mr. Stark has made it known that it is now certain that Herbert U. Nelson, executive secretary of the National Association of Real Estate Boards, numbering 600, will be present at the dinner.

There are 43,000 members in the National association. August Sehr, vice-president of the middle-western region of the national association will, it is reported, also be here. Representing the state of Wisconsin on this occasion, Mr. Otto N. Ludwig, president of the Wisconsin Association of Real Estate Boards, and Mr. Perry Powell, the executive secretary, will come here from Milwaukee.

Board Meets Friday

With these men present, the Friday meeting of the Madison Real Estate Board, one of its regular meetings, will probably be one of the major real estate events of the year. The entire personnel of the board has been invited by the Stark organization, the dinner being given in the new building itself, and taking on the character of a unique "house-warming."

The spacious new building, now just receiving the contractor's finishing touches, will be thrown open to the public Saturday from nine in the morning until nine at night. The entire first floor is occupied by the numerous specialized departments devoted to real estate sales, rentals, property management, insurance and investments. Each of these departments is under an able executive, trained in expert management by years of experience with the Stark organization.

17 Years Expansion

The new building is the outgrowth of 17 years of constant expansion and sound business experience in Madison, which has resulted during the last seven years alone in the selling of over \$8,000,000 of real estate in the city. Last year sales went over the \$1,500,000 mark.

The opening celebrates the completion and installation of a far larger equipment than the company has ever before possessed. Patrons ordinarily do not think of a realty organization as possessing business equipment, but an inspection of the map room, the file room, the conference room, and the building library of the new building will convince almost anyone of the modern need for a really elaborate equipment in the up-to-date realty establishment.

Members of the company staff, it is announced, will be present to welcome both the dinner guests, and the citizens of Madison during the formal opening on Saturday. A complete new map of Madison will, it is said, be given to every interested visitor at the opening.

THE FOLLOWING ANNOUNCEMENTS AND ADVERTISEMENTS
APPEARED IN BOTH LOCAL PAPERS ON
FRIDAY, MAY 14, 1926
PRECEDING OUR FORMAL OPENING HELD
SATURDAY, MAY 15, 1926

Homer Designs Building

Philip M. Homer, who designed the Stark-French building on the corner of West Mifflin and Fairchild streets, is one of the younger architects who is rapidly coming to the front in this city. The Stark-French building is only one of a group of commercial and office buildings which he has planned for Madison business men. Probably one of the most imposing structures built by him is the Schenk building on the corner of Atwood Avenue and Winnebago street directly opposite the Security State bank. This building has attracted a great deal of attention and is one of the outstanding buildings on the East Side.

Mr. Homer designed the No. 5 fire station on Atwood Avenue for the City of Madison. In this matter, he departed boldly from the custom prevailing in Madison for buildings of this type, and created a Fire Station which suggests the home rather than the ordinary type of building. Instead of being a detriment to surrounding property, this building is generally considered one of the assets of the East Side, demonstrating how an architect can be of service in building up values rather than destroying in a community.

Mr. Homer also designed the Mifflin arcade on the corner of Mifflin and Fairchild streets across from the Stark-French building, the Rieder store and apartment building on the corner of University avenue



and Lake street, and a large number of other buildings both residential and commercial.

THE NEW OFFICE BUILDING
OF
PAUL E. STARK CO.
AND
HARRY L. FRENCH
DESIGNED BY
PHILIP M. HOMER
Architects

Tel. Fairchild 1190

105 Monona Ave.