

Chapter Four: 1950 – 1959

The decade of the 1950s is arguably the most dynamic and historically significant time period in Albuquerque's history. Although the Cold War still loomed in the back of every American's mind, in general most people were excited to be done with the tragedies and hardships of war and looked forward to the prospects of good-paying jobs, new houses, and bright, shiny automobiles. In particular, the population and economic surge experienced by Albuquerqueans during the late 1940s continued unabated in the 1950s. Albuquerque's population in 1950 was 96,815, more than double the 1940 census, and it more than doubled again in the 1950s as shown in the 1960 census count of 201,53.

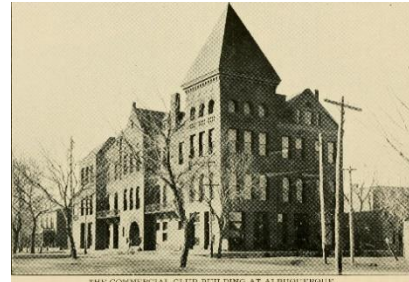
This remarkable increase in city residents was, in part, spurred by a general migration of people to the Sunbelt states after the war, but also by increased employment opportunities at Kirtland Air Force Base and Sandia National Laboratories, as well as an increase in the number of regional offices established by the federal government. The percentage of Albuquerque residents working for the government in 1950 was 17% and rose to 19% by 1960. It is no wonder that the city was nicknamed "Little Washington." This in turn spurred the founding of small, defense- and aircraft-related industries that sought business with Sandia and Kirtland; and other small businesses that supported the influx of new people. And, finally, the University of New Mexico's student population, bolstered by the G.I. Bill, increased dramatically after the war, and its science departments began to work closing with KAFB and Sandia through research grants.

Despite the appearance of neighborhood strip shopping centers in the Northeast Heights – the Nob Hill Business Center (1947), the Bel-Air neighborhood shopping center (1949), and Hoffmantown Shopping Center (1951) - Downtown Albuquerque in the 1950s (pictured right) was still the center for shopping, entertainment, government offices, and professional services, such as physicians, attorneys, and banking. And construction was still going on. American Furniture opened a showroom on Fourth St., the Sunshine Theater was remodeled, and a new



Greyhound bus terminal was completed at Second and Marquette. Albuquerque National Bank opened its new headquarters downtown in 1956 at the corner of Second and Central, across from the Sunshine Theater.

In 1954, the Simms Building was completed on the former site of the Commercial Club, where once the city’s most prominent civic leaders and businessmen gathered. The 13-story Simms building, located at Fourth and Gold, was designed by the architectural firm of Flatow and Moore in the International style – one of the first Modernist buildings in Albuquerque. Its shining glass curtain walls and “Panorama Room” on the top floor offered a new modern look to downtown. Although some citizens were at first unhappy with this break in the traditional Southwestern styling, the Simms Building was generally accepted as its styling brought the city into the modern world.



The Commercial Club built in 1897.



The Simms Building as seen in 2017. The front entrance incorporated sandstone blocks (far right) salvaged from the Commercial Club, thus paying homage to the site’s former occupant.

Despite this new growth in downtown, city officials realized that the city’s immediate future direction lay to the east. As such, during the 1950s, the city boundaries were extended, particularly at the north edge of the city in what today we would call the middle of the Northeast Heights. The new boundaries included land

***Bel-Air Becomes Part
Of City by Annexation***

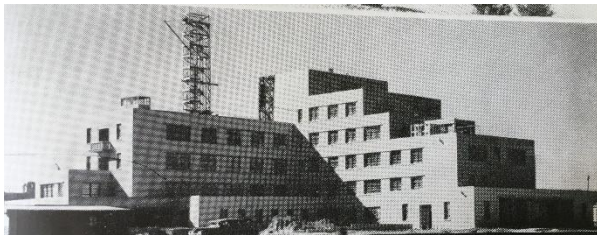
north of Constitution to Montgomery and Louisiana west to the river. Smaller sections included the Four Hills area and checkerboard sections of land south of Gibson. And, as a sign of things to come, the city annexed a sliver of land on the west side of the river – flanking Central from the river west to what is now 98th St. and south to Bridge Blvd., which included residential builder Leon Watson’s Los Altos Addition.

The city commission also approved several major projects to improve city services in the mid-1950s, including four new fire stations, two new libraries, a downtown parking garage, and a downtown convention center. In 1952, following a traffic survey completed in 1949 by the newly created city Planning Commission, the city undertook a re-routing of Coal and Lead avenues to try and ease downtown traffic congestion. They also re-named several streets to better unite downtown with the Heights. Interestingly, this re-naming was aimed at streets named after U.S. Presidents (see box to right). All of this was accompanied by new street paving, water and sewer lines, street lighting, and traffic lights. In addition, from 1950 to 1962, the city increased its park acreage from 291 acres to 3,036 acres (much of this dedicated to Los Altos Park and Golf Course).

RE-NAMING CITY STREETS

<u>Old Name</u>	<u>New Name</u>
Harrison	Summer
Roosevelt	Constitution
Taft	Bellemah
Wilson	Aspen
McKinley	Kinley
New York	Lomas

However, activities and businesses normally found downtown were slowly starting to creep up the sand hills onto the East Mesa. New drive-in movie theaters began to appear in the Heights as early as 1947 on south Yale Blvd., with three others opening over the next two years. The Hiland Theater in Nob Hill opened in 1950. In the late 1940s, the Lovelace Medical Clinic moved from the First National Bank building to a new location on Gibson at the end of Ridgecrest Blvd., where a few years later the new Bataan Memorial Hospital would be built (pictured left). As Presbyterian Hospital transformed itself from a



Bataan Memorial Hospital under construction in 1951

TB sanatorium to a general hospital, new medical offices, such as Medical Arts Square

(constructed 1950) began to appear in the Near Heights. And churches started to relocate closer to their congregations. Temple Albert moved to the Heights in 1951, and developers left open land near their subdivisions for new churches, such as the Hoffmantown Baptist Church in 1953. Small

Lovelace Medical Clinic moved from the First National Bank building to a new location on Gibson at the end of Ridgecrest Blvd., where a few years later the new Bataan Memorial Hospital would be built (pictured left). As Presbyterian Hospital transformed itself from a



Rhodes Super Market at the intersection of Ridgecrest and San Mateo in 1950.

supermarkets began to spring up near subdivisions as well. Finally, the Civic Center was literally dug out of the sand hills in Near Northeast Heights in 1957.

As an insight into the future, there is the interesting story of Sears, Roebuck and Co. and a temporary relocation to the Heights. In 1952, a fire at their downtown store at Fifth and Central closed the building. Not interested in losing business during the post-fire remodeling, Sears opened a temporary location in a building at the southeast corner of San Mateo and Central. To their surprise, the new location was a huge success. Shoppers found it close to their new suburban house and the site had lots of parking. Although Sears moved their store back to downtown after remodeling, the future had been revealed and ten years later Sears was back in the Heights, this time at Coronado Center.

Finally, on July 4, 1956, the city held a large celebration for the 250th anniversary of the founding of the Spanish *Villa de Alburquerque*. According to accounts at the time, practically the entire city turned out for parades, and for an elaborate “Enchantorama” – a ninety-minute pageant regaling the history of the city held at UNM’s Zimmerman football field located on campus. A highlight of the celebration was the visit by the Duke of Alburquerque who arrived from Spain with his wife.

All this growth in the Heights, a new look downtown, and new amenities for Albuquerque’s residents resulted in *Look Magazine* designating Albuquerque as an “All-American City” in 1958.

Housing Development in the 1950s

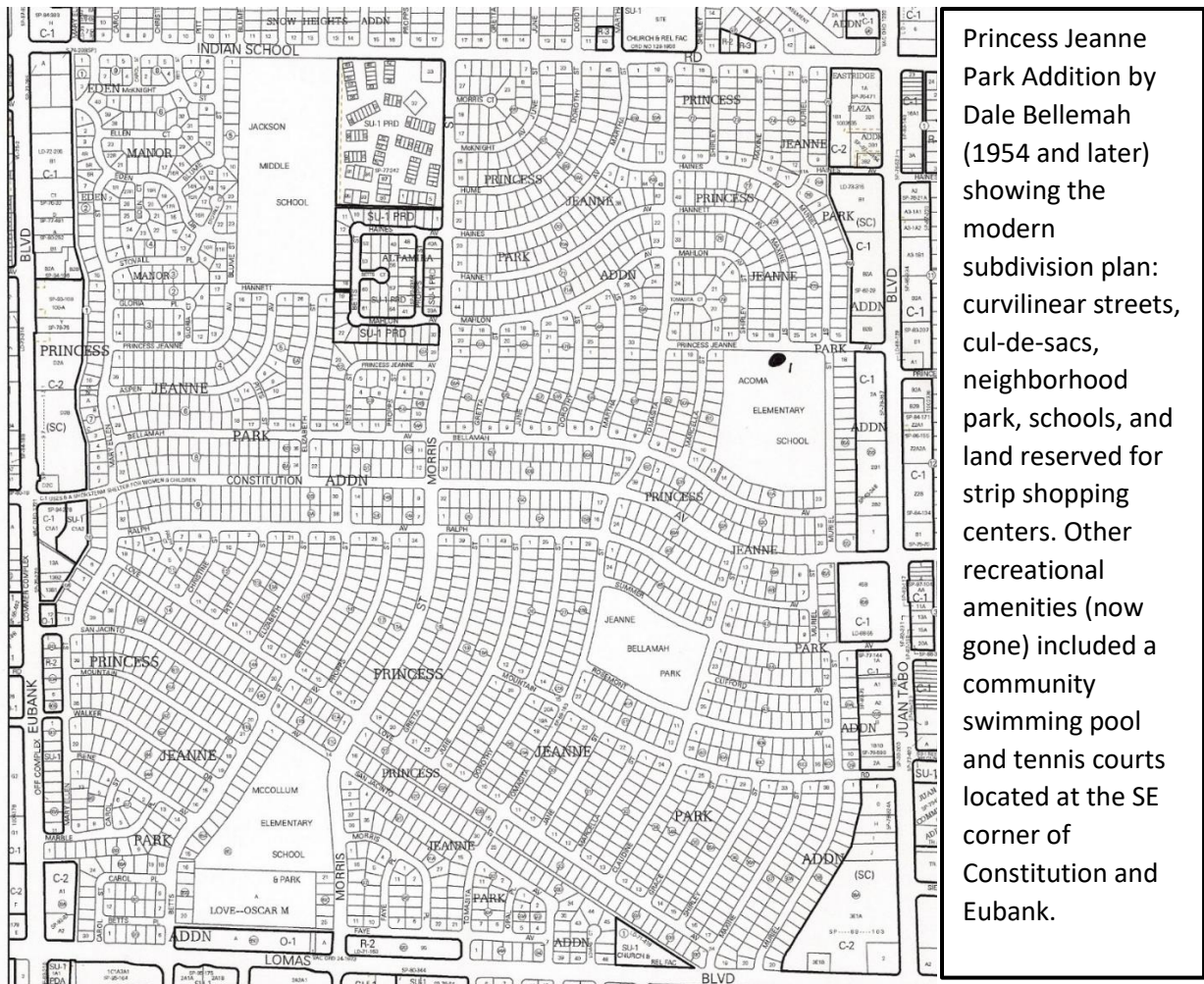
The city created a Planning Commission in 1949 and a zoning ordinance in 1953. Out of this came new rules and regulations for subdivision developers. The Planning Commission now had jurisdiction over subdivision planning and platting for those developments over five acres in size. They also wrote guidelines for subdivision designs that included minimum specifications for new streets and residential lots. In addition, the city required the new subdivisions to be plotted on topographic maps which were checked for adequate drainage as well as avoidance of arroyos.

Some veteran politicians, such as Clyde Tingley, warned the new “progressive” officials on the city commission that this checkerboard pattern of growth would be costly to the city unless developers were required to share at least some of the costs of expanding city services. After several years of haggling over various proposals and enduring intense lobbying by builders, the city commission finally voted in 1953 to assess developers the partial costs for water and sewer extensions and service hook-ups. Starting in 1955, builders were also assessed for the cost of street-paving.

And this was no small assessment, the historian Robert Wood estimates that between 1954 and 1958 the city installed 190 miles of water lines and paved 157 miles of new roads. As a result, home prices rose significantly in the 1950s, although this did not seem to significantly affect

home ownership which rose from 62% to 68% during the decade. In a May 1, 1948 editorial, the *Albuquerque Journal* pointed out that the importance of home ownership was, in essence, akin to fighting America's Cold War enemies. They wrote, *As home ownership grows, so is our democracy strengthened. A nation of home-owners won't ever do much flirting with any of the 'isms' including Communism.*

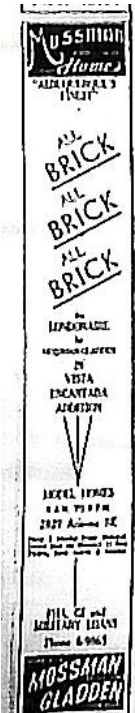
In addition to the city's local laws and regulations, developers in the 1950s began to seriously consider some subdivision guidelines first set forth some twenty-five years earlier. The new standard subdivision plan, found not only in Albuquerque but throughout the United States during this period, was characterized by several blocks of houses on streets featuring low traffic flow, but flanked by major arterials for easy access to other parts of town. Many of these new neighborhoods included curvilinear street patterns to break up the monotony of the standard rectangular street grids. This pattern was first used in the city by William Leverett, Sr. at the Monte Vista Addition and S. R. DeBoer at Parkland Hills in the late 1920s. In the 1950s, developers added strip shopping centers which were situated along the thoroughfares. Land was frequently set aside for an elementary school, as well as a park or open space.



Princess Jeanne Park Addition by Dale Bellemah (1954 and later) showing the modern subdivision plan: curvilinear streets, cul-de-sacs, neighborhood park, schools, and land reserved for strip shopping centers. Other recreational amenities (now gone) included a community swimming pool and tennis courts located at the SE corner of Constitution and Eubank.

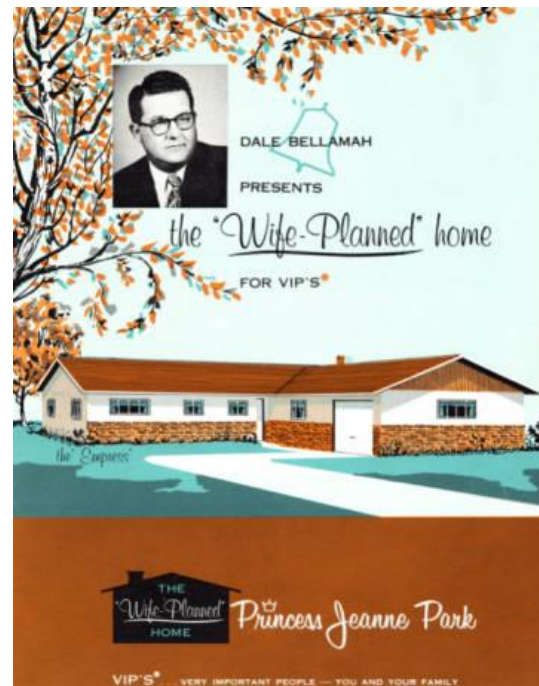
These ideas were not new but had been conceived as early as the mid-1920s and dubbed the “neighborhood unit plan” by Clarence A. Perry, a Progressive Era reformer. This type of mass-produced housing was later often ridiculed (“ticky-tacky boxes all in a row”), but in fact, was hugely popular throughout the Heights and helped solve a major housing shortage after the war.

In post-war America, the developers of large tracts of land using modern, mass-production techniques to build upwards of a hundred or more houses at one time were commonly called “merchant builders.” There were several of these builders and developers in Albuquerque during the 1950s, and their names are well known to most older Albuquerqueans as well as in the real estate community: Dale Bellemah, Sam Hoffman (doing business as F&S Construction), and Ed Snow. Along with numerous other builders, also called “subdividers,” such as Mossman-Gladden, Leon Watson, and R. B. Waggoman (just to name a few), the merchant builders transformed the East Mesa into a series large and small subdivisions, each with unique characteristics (the “Mossman” home) and accompanying amenities. As Harold W. Lautner notes, “The results of [subdividers’] activities are in truth indelibly impressed upon the physical pattern of the community at large.” In other words, the developers of these subdivisions on the city’s East Mesa reflected not only the builders’ concepts of housing but also those of the home-buyers, which in turn reflected the larger community as a whole. The following is a summary of the merchant builders’ accomplishments in Albuquerque.



The red brick Mossman home was highly desired in the 1950s

Dale Bellemah started his home building career in 1947, and over the next decade as the Bellemah Corporation he became the pre-eminent home builder not only in the city, but the state of New Mexico as well. He built more than 7,500 homes throughout the Southwest, including 3,500 homes in the Albuquerque subdivisions of Parkland Hills (infill from the 1930s subdivision), Ridgecrest, Mesa Village, Kirtland, Bellehaven, and perhaps his most well-known, Princess Jeanne Park in the Far Northeast Heights. In one year, 1959, the



Bellemah featured “the Wife-Planned Home” at his Princess Jeanne Park subdivision.

Bellemah Corporation built over 1,500 houses that made him the sixth largest builder in the nation.

The Princess Jeanne Park subdivision was started in 1954 with the purchase of 327 acres. It eventually grew significantly until it was bounded by Lomas, Eubank, Indian School, and Juan Tabo, with the main thoroughfare being Constitution Blvd. By the end of its multi-phase construction the subdivision included over 5,000 homes. Named for his wife, Jeanne, the subdivision was a fully planned community including parks, a recreation area with a community swimming pool at Constitution and Eubank, a shopping center (the Princess Jeanne Center on Eubank), and schools (Acoma and McCollum elementary schools and S. Y. Jackson Middle School). The initial phase of Princess Jeanne Park offered two basic styles, “Pueblo” and “Colorock” with three sizes for each style, all designed for middle class home-buyers. Each year the subdivision expanded, Bellemah and his designers would look to California for new styles and incorporate them into their offerings, for example the distinctive “Cinderella” home (pictured right). The result was a distinctive, yet virtually identical, assortment of homes that change block by block depending on the year built.



Bellemah later built more upscale subdivisions, such as Bellehaven just west of Princess Jeanne, and on the Dietz Farm property along Rio Grande Blvd. in the North Valley. Bellemah also developed commercial properties. His first was the 10-store Bel-Air shopping center in 1947, and following his Princess Jeanne center, he was a part of the early development of Coronado Center, Northdale and Eastdale shopping centers. He also built the fashionable Four Seasons Motor Hotel at Carlisle Blvd. and Interstate 40. He took his holdings on the south side of Coronado Center and conceived a project he called “Jeannedale” which is now known as Uptown Center that included office towers and high-rise apartment buildings. Unfortunately, Bellemah died in 1972, at age 58, before the project reached fruition. After his death, his corporation continued to build throughout the next decade.

Edward H. Snow grew up in Albuquerque, and after graduating with a degree in engineering from the University of New Mexico, he built his first homes in 1947. In 1953, he bought a quarter section of land just east of Hoffmantown Shopping Center and built 500 homes in the Snow Heights Addition. In the same year, he bought an additional 640 acres immediately northeast of the Snow Heights subdivision for over one million dollars and began a \$10 million home building project – Snow Heights Addition Numbers 2 and 3. Snow would also soon build a five million dollar shopping center for his Snow Heights community.

Snow's good fortunes would end in 1959 when he endeavored to take over a failing housing development (Hoffman City, see below) started by Sam Hoffman on the South Valley's Atrisco land grant. In short, Snow tried to salvage this massive project by renaming it Snow Vista and attempting to resolve conflicts over land ownership and a general decline in home sales. In addition, his future sales rested on a continued influx of military personnel whom Snow believed would be attracted to his modestly priced homes. However, military cutbacks in personnel, as well as personnel transfers to other bases derailed this plan. The final straw was the decision by the Defense Department in 1960 to build 500 homes on base under the Capeheart housing program, thus further eroding the private housing market. The 1960s saw a slowdown in the housing market and Snow's debts, including lawsuits by creditors, proved to be too much for him and he died of heart attack at age 45 in 1968.



Like the Capeheart housing program, Wherry housing on Sandia Base provided inexpensive housing for military personnel, which adversely affected the city's real estate market.

Sam Hoffman was a builder who got his start in Phoenix, Arizona in the late 1940s, and soon thereafter his company, F&S Construction, moved into the Albuquerque market. In 1950, he developed Hoffmantown in the Northeast Heights near Wyoming and Menaul. Within two years, the subdivision had over 800 homes and 2,800 residents, making it the largest suburban community in New Mexico. Of course, he also built the Hoffmantown Shopping Center in 1951 which featured a massive, and now iconic, sign. Eventually, the curved building housed a Barber's Super Market, service station, Campbell Drug Store, a Ben Franklin's store, and several clothing stores. And it had 300 parking spaces! This was the largest shopping center in the Heights during the 1950s, and it eliminated in most cases the need to go Downtown. He continued to build large subdivisions in the Northeast Heights throughout the 1950s, becoming the third largest homebuilder in the country.

In 1959, Hoffman Homes Inc. announced plans to build Hoffman City, a planned community that Hoffman said would eventually have 12,000 homes by the mid-1960s. It was to be built on the Atrisco land grant, an area on the west side of the Rio Grande, just southwest of the city. Although there was opposition to the plan by many of the landowners whose families had owned the land for generations, Hoffman was able to convince the Atrisco Board of Trustees to sell him 3,840 acres for a reported \$1.2 million. In June, 25,000 people attended the grand opening event that featured four model homes and an announcement by Hoffman that he expected to build 2,200 homes during the following year.

However, a series of legal problems including fraudulent deeds for the property he purchased as well as disputes over mineral rights plagued his dream project. In addition, the Federal

Housing Administration brought up issues over house plans, street layout, drainage problems, and plans for the water and sewer system. While, individually, these were not insurmountable obstacles, Hoffman's plans had been delayed to the breaking point. On October 13, 1959, Hoffman shot his wife and then turned the pistol on himself. This tragedy seemed to seal the fate of Hoffman City. As discussed earlier, Edward Snow tried to save the proposed project, but he too was unsuccessful.

While the big builders constructed their large subdivisions in the Northeast Heights, other smaller builders were not entirely shut out. They filled the gaps in the housing market that the big builders generally ignored. One example is the 1,000-home low-income subdivision built by Horizon Homes begun in 1954 and featuring two- and four- bedroom homes costing \$5,900 to \$6,500 – compared to Hoffman homes which ranged in price from \$7,950 to \$8,950 in the nearby Inez subdivision. In 1958, modestly priced homes also appeared in the South Valley with the construction of Adobe Acres.

At the other end of the scale, many buyers were looking for more luxurious homes in the higher price range. In 1958, the Broad Acres Addition was constructed with an average home \$25,000. In 1959, Bellemah moved into this market with his Bellehaven subdivision where home prices ranged from \$18,000 to \$25,000 and Dietz Farms where the most elegant homes sold for upwards of \$85,000. Also, in 1958, developer Don Pravitz announced the construction of two developments in far Southeast Heights near Four Hills Country Club. One was to build 600 homes, which were priced at \$14,000 to \$25,000, while the more upscale development would have 1,100 homes starting at \$30,000.

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TEN DIFFERENT STYLES TO CHOOSE FROM

Sample Homes at San Pedro and Roosevelt

F. & S. Construction Co., Inc.
5917 East Roosevelt

The Mossman Gladden company was another builder who got into the luxury market in the late 1950s.

Sam Hoffman's F&S Construction offered a variety of modestly priced house styles in the Hoffmantown area.

Mossman Gladden
CUSTOM DELUXE HOMES

LUXURIOUS
AND GRACIOUS
LIVING FOR 1959

AND YEARS TO COME

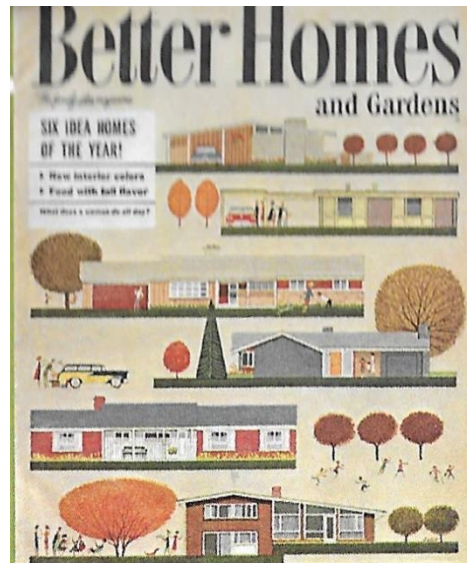
CAN BE YOURS IN ALBUQUERQUE'S FINEST
Custom Deluxe HOMES

Housing Styles of the 1950s

Albuquerque's taste in home styles moved along with the times in the 1950s. The true revival styles of the 1930s, as well as some of the vernacular styles, were losing favor as the Ranch House and the more Modernist Contemporary styles were coming into vogue.

The Ranch House. First designed in California by the builder, developer, and designer Carl May, the Ranch House became inarguably the most popular housing form in the twentieth century. Its origins can be loosely traced back to the Spanish *hacienda* that was common in colonial California; however, it was May who popularized the style through *Sunset Magazine*, and later, *House Beautiful* and *House and Garden* magazines. Home builders across the country found the Ranch House easy to build and it became wildly popular throughout the United States.

A 1958 issue featuring the Ranch House.



One of the keys to identifying a classic Ranch House is its interior floorplan that features a “closed” or “zoned” plan. This type of floorplan has partitioned doorways that divide the interior into functional spaces – living room, dining room, kitchen, bedrooms, and possibly a den or study. These divided spaces offered a great sense of enclosure and more individual privacy. This type of plan contrasts with an “open” floorplan that is generally associated with Contemporary house styles (discussed below).



These divided spaces offered a great sense of enclosure and more individual privacy. This type of plan contrasts with an “open” floorplan that is generally associated with Contemporary house styles (discussed below).

The Closed Plan is zoned into functional spaces. Walls and doorways zone off each area.

The overall look of the classic Ranch House is low and wide. Exterior features on a classic style Ranch House frequently include a hipped roof with a prominent chimney (usually brick), a large picture window that is often centered on the building, a front porch supported by decorative metal support posts, and a recessed



picture window that is often centered on the building, a front porch supported by decorative metal support posts, and a recessed

Classic Ranch house built in 1954. Note unusual 3-car garage for the time period which further exaggerates the recessed entryway.

entryway. Other details include masonry/brick planters in front of the porch, as well as shutters on front-facing windows. Wall cladding can be wood, brick, stone, stucco, and sometimes board-and-batten. On many Ranch homes, the wall cladding changes at the entryway or at the base of the windows (for example, brick to stucco). The width of this house form often caused home developers to re-plot the lots in their subdivisions to make room for this extra width.



Hipped roof Ranch House with decorative shutters, wrought iron porch supports, and brick planters. Garage is not visible in the photo.



The Compact Ranch has all the same features as a Classic Ranch but reduced in size to fit on smaller lots. Note how wall cladding changes from brick to stucco. Because of lot size restrictions, the garage had to be moved to the rear of the property.

Attached garages, either facing the front or the side, are a standard feature. Single-family homes initially had

garages that held one car and were recessed from the front of the house. By the mid-1950s, with the advent of the two-car family, the garage was enlarged and moved to the front of the house. By the 1970s and beyond, the garage actually protruded from the front of the house and often held three cars.

Soon after the classic style Ranch House became popular, architects and designers began to customize its look by using other traditional styles on the home's exterior. Such a home is

known as a “Styled Ranch.” Thus, the classic “low and wide” look of the original Ranch House, there was now a Ranch House that had Spanish, Neo-Classical, French Provincial, or Tudor styling. In Albuquerque, the Styled Ranch also include Spanish-Pueblo Revival or Pueblo styling, as well as a curious style called “Cinderella,” (also called “Storybook” style) which was a style that Dale Bellemah borrowed from the California architect Jean Valjean Vandruff and built in the Princess Jeanne Park subdivision, naming it the “Sugar Plum Chateau.”



The Pueblo Ranch house has a “Pueblo” look to it but also has classic Ranch House features – picture window, prominent chimney, and wrought iron porch supports.

The Territorial Ranch has classic Territorial Revival features, but a recessed entryway suggests a Ranch House form inside.





Cinderella (Storybook) Ranch homes in Princess Jeanne Park. (Top) Note the upturned gable ends, fanciful window trim, and original shake shingles on entryway. (Left) Home with original shake shingles on roof and siding of window box. Note original wood windows with cross-hatched mullions.

Contemporary. In the late 1940s, American architects began to experiment with a new style of house that emphasized broad expanses of uninterrupted wall space or alternatively the use of large, floor-to-ceiling window glass. Roof shapes vary, but most examples of the Contemporary home consist of low-pitched gabled roofs with wide, overhanging eaves and exposed roof beams. Other roof styles include the butterfly roof, the slant roof, and even flat roofs with wide overhangs. The use of natural materials, such as wood, stone, brick, or even concrete block, is also common. The entry door is usually deeply recessed, sometimes obscured by a screen wall, or even located inside the carport.



Contemporary style home highlighted by low-pitched roof and floor-to-ceiling windows separated by wood beam dividers. Entryway is to the left on the side wall.

Blank walls are a common feature of the Contemporary home. Also note the brick screen wall left of the front door, and the transom-like glass over the recessed entryway and garage.





An example of a compact Contemporary home for middle class buyers in the Princess Jeanne Addition. Note the many Contemporary style features, such as an entryway located inside the carport, low-pitched roof, and screen wall dividing the carport from the main house.



Two Contemporary homes in the Princess Jeanne Park Addition exhibiting the butterfly roof and slant roof forms.



A distinguishing feature of the Contemporary home is found inside the house. As opposed to the zoned interior, the Contemporary home features an open concept in its public area (pictured below right). The kitchen, living room, and dining area are undivided or minimally divided. Bedrooms are usually set off in a separate wing of the house. Together with tall ceilings and large expanses of glass, the interior of the Contemporary home feels open and airy. This feel is exaggerated by the integration of indoor and outdoor space by the use of glass sliding doors to the rear of the house that, even when closed, seems to bring the outdoors inside. Contemporary homes often feature lushly landscaped backyards with patios which encourage outside use.



One- or two-car garages are common as are the use of carports.

A Contemporary exterior design can also be found on the Ranch House and it is sometimes difficult to differentiate the two without seeing the inside floorplan.



Contemporary Ranch House. Contemporary features include overhanging roof and ribbon windows; however, the wrought iron porch supports, and brick planters speak to the Ranch House form. Is its floorplan open or closed?

Both the Ranch House and the Contemporary styled home would be extremely popular well into the 1960s.

GAAR Activities in the 1950s

With the real estate market growing, GAAR membership list grew to fifty-seven members in the 1950s and sales grew dramatically throughout the decade (see chart below). Interestingly, all the real estate firms were locally owned and operated, it would be another twenty years or so before the national companies entered the Albuquerque market.

ALBUQUERQUE BOARD OF REALTORS MULTIPLE LISTING REPORT SEPTEMBER 1977							
YEAR	SALES	TOTAL-\$	LISTINGS	EXP.	WAIVERS	YEAR TO DATE-\$	HOUSES AVG. SALES-\$
1952	28	261,217	-	-	-	2,942,523	9,322
1953	60	633,358	-	-	-	3,458,531	10,701
1954	51	637,273	-	-	-	4,183,135	12,859
1955	118	1,477,871	-	-	-	8,484,221	12,900
1956	191	2,192,239	-	-	-	13,836,271	11,409
1957	178	2,281,568	-	-	-	12,471,596	12,817
1958	214	2,859,573	-	-	-	18,319,272	13,665
1959	246	3,592,846	452	-	-	23,169,643	15,313

With this post-war increase in activity, GAAR officers pushed the state regulators to update the state's real estate exam, which the state did in 1951. Charles W. Williams, GAAR president in 1957, was particularly insistent that the exam continue to be improved and made more comprehensive. GAAR offered training sessions in order to make sure its members were up-to-date on the latest rules and regulations.

GAAR held monthly meetings which often featured a speaker who would discuss a topic pertinent to brokers and sales people. One announcement indicated that the speaker would talk about G. I. appraising and funding - a topic of interest for Albuquerque Realtors due the increase in base personnel at Kirtland Air Force Base.

August 18, 1951

First Exams Set For Real Estate Brokers Oct. 19

The first examinations for real estate brokers and real estate salesmen required under a law passed by the legislature will be held Oct. 19 at the House of Representatives in Santa Fe.

The law which became effective last June requires all brokers and salesmen to pass a written examination before they may legally operate in the state.

BOARD OF REALTORS MEETS TOMORROW

Albuquerque Board of Realtors will hold its January meeting tomorrow at 6:30 p. m. at the Franciscan, Ira V. Boldt, secretary said today.

Eugene L. Wheeler and Martin J. May, chief appraiser and loan guarantee officer respectively of the VA regional office here, will speak on "G. I. Appraising and Financing."

GAAR meeting announcement featuring a guest speaker.

Real Estate Sales Climb

Real estate sales through multiple listing service of the Albuquerque Board of Realtors jumped \$6,647,166 in 1958, the board said today.

Total for last year was \$27,633,836 compared with \$20,986,670 in 1957, Ed Dixon, board secretary, said.

In 1958 there were 1932 residences sold, 117 lots and 19 businesses. This compares with 1643 residences, 42 lots and nine businesses in 1957.

The 1958 total represents about a 30 per cent increase over '57. The 1957 total is about \$1 million higher than 1956 but the '58 figure represented a more than 30 per cent hike over 1955.

By the late 1950s, GAAR's multiple listing services were tracking Albuquerque's boom in real estate sales. Their findings showed a 30% increase in busines between the years 1955-57, 1957-58, and 1958-59.

The method of tracking new listings and sales was all done by hand, and, more surprisingly, by one person! In an interview filmed later in his career, Doyle Pargin (GAAR President 1976) reflected upon the "early days." He told the story of how a secretary at Star Realty (later, Charles Williams Realty) named Ann-Louise Blotney would gather up all the new listings, including photos of the property, and type up a multiple listing book every week for delivery to members. In addition, she sent out daily letters with a list of properties sold that day and additional listings. Brokers and sales people used listing cards like the ones shown on the following page to determine the details of each Albuquerque house for sale.

November 8, 1959 ALBUQUERQUE JOURNAL

Home Living in New Mexico

GARDENING • REAL ESTATE • BUILDING • FURNISHINGS • RANCHING

Beautification of New Homes Can Begin Now

Your home is in the 40's now and the best time to beautify it is now. Start with a few simple steps...

Journal Home of the Week

Designer Offers Housing Here Betrays A 'Really Good' Absence of Architects

Small Dwelling

BY HELEN W. DYER

It is a small, one-story house with a flat roof and a large patio. The design is simple and functional, reflecting the 'mid-century modern' aesthetic of the late 1950s.

Appliances Rate High On Gift List

BY VIVIAN ROYCE

Gift giving is in full swing and the refrigerator, electric range, and washing machine are the most popular choices.

This section from the Albuquerque Journal in December 1959 shows the increased interest in the city's real estate market.

813 Madison, N.E. Ph. 5-9026		Listing No. A-8967	No. Rms. 5
Mack O'Neal		Total Price \$11,500.00	Bal Due
BRs 2 (12.8x12, 10x12, 10)		Mortg. %	Mo. Pay
LR 16.6x14.6 DR No		FHA % 6,850.00	62.08
Kit 8.3x13 BR. Nk. Yes		GI % 1,684.00	10.00
Den 9x19.6 Bath. SOT		Ex. REC % 8,524.00	
Gar. Att. Ser. Rm. 5x13		Title I. % 2,966.00	72.08
F.P. No Lot 60x135		Min. Down	
Const. Fr. St. Floors HW		Paving Lien Payable	
Roof. Pitched Heat Central		Other Incumbrances None	
Prev. Yr. Tax 74.83		Payable	
Builder American Builders			



How shown Phone owner Occupied Owner

Possession Compl. of deal Key Mail box if no one home

Age 5 Condition Good Copper plumbing, wiring in conduit. Carpeting in LR & Hall

Insulated Yes Weatherstripped DRs House has approx. 1150 sq.ft.

H. Water 30 gal. Washer R. I. Yes Title insurance.

Zoning R1 Paving Paid

Utilities All city

Wall Back Sprinklers No

Landscaping Yes

Schools Zia, Lady of Fatima

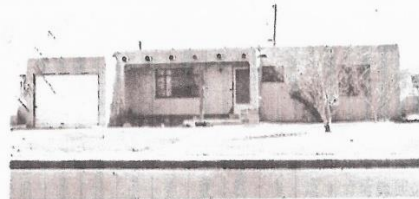
Bus. 3 blks Shopping 3 blks

Income -

Remarks: All sizes are approx.
Lot 17, Blk 11, New Year Addn.

Listing Agent Anderman & Glasebrook, M. D'Conner 7-8831
Listed Aug. 5, 1956 Expires Oct. 6, 1956
Appraisal committee report:

824 Madison, N.E. Ph. 6-6872		Listing No. A-10001	No. Rms. 6
W. O. Roberts		Total Price \$13,950.00	Bal Due
BRs (3) 12.6x10; 6; 12.6x11.6		Mortg. % 8,115.01	Mo. Pay 78.24
LR 13.4x19.3 DR 10.6x12.6		FHA %	
Kit 11.6x12.4 Bfr. Nk. in kit		GI %	
Den none Bath 1 large		Ex. REC % 2,903.51	23.19
Gar. Att. Ser. Rm. in kit		Ow. REC %	
F.P. Gas log Lot 60x130		Title I. %	
Const. Fr. St. Floors H/W		Min. Down 2,931.48	101.43
Roof. Flat Heat FF		Paving Lien No Payable None	
Prev. Yr. Tax \$129.53 in pymts.		Other Incumbrances	
Builder <u>T.K. Giant</u>		Payable	



How shown Call owner first Occupied Owner

Possession to be arranged Key Owner usually home, call please, or neighbor N. at 828.

Age 4 yrs Condition excellent

Insulated yes Weatherstripped yes

H. Water 30 gal. Washer R. I. yes

Zoning R-1 Paving yes

Utilities All city

Wall rear Sprinklers no

Landscaping F & B

Schools Hiland, Zia, Fatima

Bus Lomas Shopping Lomas

Income -

Remarks: All sizes are approx.

If owner away, she will have her dog in garage (unfriendly so do not show garage. This is well built home, immaculately clean too. Shows well. New FHA appraisal \$11,750.00. FHA. Comm. \$ 9,900.00. \$4,050.00 cash to new loan. 25 yrs. payments approx. \$77.00 mo.

Lot 14, blk. 12, New Years Add, Zweig-Jamison Replat.
Listing Agent Homes & Ranches-Mary Graham Ph. 5-7529
Listed February 6, 1956 Expires May 5, 1956
Appraisal committee report:

Two examples of multiple listing cards from 1956. (Left) A compact Ranch House with a partially enclosed garage for \$11,500. (Right) A Pueblo Ranch (with a mean dog in the garage – according to the note on the card) for \$13,950.

Home Builders Oppose Measure To Set Up Co-Operative Housing

Members of Albuquerque Home Builders are opposed to the co-operative housing legislation now pending before Congress. Dale Bellamah, recently installed as president of the organization, said today.

"The legislation definitely follows the present 'give-away' trend in Washington," he said. "It is definitely a socialistic measure. It would permit the co-op to borrow money at three per cent or less interest—something we can't do. It would free the co-op's land from taxes, and the co-op from income taxes on the property. And it would go into competition with private builders in exactly the market where we do our greatest business."

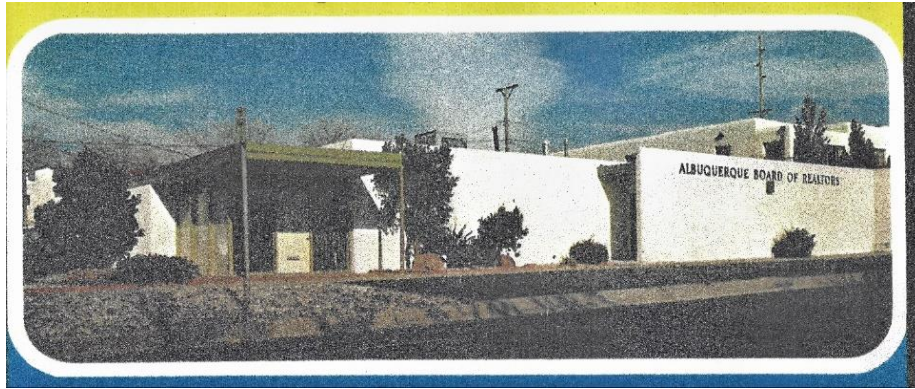
The Home Builders adopted a resolution opposing the legislation.

Move to Free Children Backed

Albuquerqueans today joined a national drive to raise funds for the liberation of 28,000 Greek children taken forcibly from their homes and transported to other

GAAR was also politically active while trying to protect its members' interests. They took a position opposing co-operative housing legislation being considered by Congress as a "give-away" to co-ops at the expense of professional builders. GAAR objected to the low-interest loans that were available to co-ops, but not other builders, and tax advantages to co-ops that would result in unfair competition. GAAR argued that this unfair competition hurt builders who competed in this lucrative market.

As a result of increase in real estate activity, GAAR moved into new facilities at 1203 Coal Ave. SE. (pictured below in 1976) in 1957. This Contemporary styled building, costing \$35,000, included offices and meeting rooms for GAAR personnel and members. GAAR held an open house for the new building and its officers and staff entertained several hundred visitors according to newspaper accounts.



NEW REALTORS' BUILDING: The Albuquerque Board of Realtors showed off its new \$35,000 building to several hundred visitors at an open house Saturday which climaxed Realtor's Week in Albuquerque. Pictured at the open house are, left to right, Russell D. Hiller, co-chairman of Realtor's Week; Julia Propps, executive-secretary of the board's Multiple Listing Service; and City Commissioner Charles Lanier. Officers and staff members of the board and the MLS served as hosts for the day-long affair. The new building is located at 1203 Coal SE.

This grainy newspaper article shows Russell D. Hiller, co-chairman of Realtor's Week and Julia Propps, executive-secretary of the Realtor board's Multiple Listing Service greeting City Commissioner Charles Lanier at GAAR's new office space on April 7, 1957.

The question facing GAAR and the entire Albuquerque real estate community in 1959 was: Will this real estate boom continue into the following decade? The following chapter will examine this question.