

Edmonton hosted its first AREA conference on September 24, 1948. At this meeting Sam Ferris was elected president and Andy Whyte honorary president. Sid Lawrie

was elected secretary-treasurer and Norm Winterburn was director.

The AREA conference had presentations on the national Housing Act; Fred Scott spoke on legal points. The convention included a reception followed

by a banquet at the Hotel Macdonald.

The total cost of the convention was \$616.33. This sum included \$497.55 for the banquet. Sundry expenses for printing of tickets and programmes were \$78.78, and Fred Scott's expenses and his fee to attend the conference totalled \$60.

By 1946 Edmonton had 147 licensed real estate agents as members of AREA — the

largest number from any community. In 1955 Edmonton still had the largest contingent in AREA, with 162 members out of a total membership of 439. In 1956 Edmontonians made up 211 of the membership total of 515.

The Edmonton Real Estate Association during the 1940s shifted from simply surviving to aggressively pursuing a number of objectives. It participated in the formation of CREA and AREA. It also helped the effort to oppose the clause in the Veterans' Land Act which prevented the charging of commissions. It also took an interest in the wartime housing problems of Edmontonians. Housing had become a problem during the Second World War because of the lack of new construction during the Depression, restrictions on new house construction, and the influx of workers and military personnel involved in the war effort.

Despite the economic recovery of the 1940s which was continued after the War by the discovery of oil at Leduc in 1947, the membership remained small. Organized real estate, however, was poised for a spectacular period of growth as the extent of the Leduc discovery became known in the 1950s.



Stony Plain Road and 149 Street in 1948: 149 Street was the boundary between Edmonton and Jasper Place prior to annexation in 1964.
(City of Edmonton Archives, EA-10-166)



In 1948, the Alberta Real Estate Association Conference was held on September 24 at Hotel MacDonald.
(Edmonton Real Estate Board)

A Golden Age for Edmonton Real Estate 1951-1981

In 1951 Edmonton entered a golden age of spectacular growth, unprecedented in its history. A population explosion, a new civic centre, new subdivisions, and new suburbs transformed this city and the metropolitan area. Edmonton became a major centre for the petrochemical industry and expanded its traditional role as a government, educational, and transportation centre. Expectations since the early 1880s that a great city would be built on the banks of the North Saskatchewan River were realized.

Edmonton's expansion was reflected in the rapid growth of the real estate industry and substantial changes in its organization. The Edmonton Real Estate Association was replaced by an entirely new organization. The Edmonton Real Estate Board Co-operative listing Bureau, established in 1952, dramatically increased the services offered to its members. It established permanent offices to carry out its expanded role within the city of Edmonton and the province.

Edmonton in the golden age

The economic expansion of the golden age was partly due to ongoing oil exploration and development. This discovery phase reached its peak in 1952 when 551 wells were drilled. The last major discovery of a conventional source of oil during this era was the Pembina field, located 85 miles (137 kilometres) southwest of Edmonton. The first large-scale efforts to develop the oil sands in the Fort McMurray area began in 1964 with the construction of the Great Canadian Oil Sands plant. It went into production in 1967.

Added to the direct economic benefits of the oil boom were increased construction and expanded educational facilities. Student enrolment increased at the University of

Alberta and its infrastructure grew. New additions to the campus included the Henry Marshall Tory Building (1966), which was named after the first president of this institution.

The Northern Alberta Institution of Technology (NAIT) opened in 1963. NAIT's courses were designed to train students in practical ways that were directly applicable to the job market.

New provincial government services and jobs also contributed to Edmonton's booming

The postwar boom transformed downtown Edmonton. The new buildings in this 1967 photograph include the CN Tower, City Hall, and the Centennial Library.

(Provincial Archives of Alberta, J 97/2)





Originally constructed in 1911 for Alexander Cameron Rutherford, Rutherford House is now a designated historic site on the campus of the University of Alberta. (Edmonton Real Estate Board)

economy. Existing departments such as Highways expanded to meet the increased transportation needs of the province. A new department, Culture, Youth & Recreation, was created to deal with the development of Alberta's cultural and historical resources.

The demand for housing went up as Edmonton's population grew from 159,631 in 1951 to 551,314 in 1982. Unlike the undeveloped subdivisions of

pre-World War One, the new subdivisions were rapidly filled with new arrivals. The effect on Edmonton's boundaries was dramatic. Since 1917, city boundaries had remained unchanged simply because the pre-World War One boom had created an oversupply of undeveloped land. Fringe communities, such as Beverly and Jasper Place, remained without many of the city services. By the 1950s, however, the mood of Edmonton (along with that of the entire nation) shifted to expansion, since most of the land from the boom had been used up. Extending Edmonton's boundaries resumed in 1947 with the annexation of Pleasantview and continued until 1982, which increased Edmonton's size from 40.8 to 270.5 square miles (65.7 to 435.3 square kilometres).

Real estate was an excellent investment during the 1960s and particularly in the 1970s. The widespread land speculation evident before World War One was replaced by land investment that was actually developed for residential, commercial or industrial use. According to the City of Edmonton Planning Department, the real value of property increased 36 percent during the years 1962 to 1969 and 92 percent in the 1970s. This increase resulted in the price of the average

home in Edmonton going from \$12,556 in 1962 to \$91,438 in 1981.

New buildings

One effect of this growth was a program to rebuild the city, particularly in the downtown core. Many buildings constructed during the railway boom of 1900 to 1914 were demolished and replaced with modern ones. One objective was to design and build a civic centre with a central park surrounded by public buildings.

A civic centre had been planned since 1912, but the high cost of land and the Depression had delayed its construction. In 1927 the old Edmonton Real Estate Association had tried to persuade the land owners to cooperate with the city by providing the land at a lower price, but they had refused. The civic centre begun in 1956 thus fulfils an old objective.

The civic centre includes Churchill Square, a new city hall, library, art gallery, and theatre. These buildings transformed the appearance of the City of Edmonton's downtown core. The Edmonton City Hall (completed in 1956) was the first step in this development. It was a controversial addition. Critics disliked its modernism while defenders saw it as a symbol of Edmonton's progress.



Jasper Avenue looking east from 101 Street in 1966 shows the new Empire Block under construction. (City of Edmonton Archives, EA-273-8)

The Citadel Theatre had begun in the old Salvation Army Citadel building on 102nd Street in 1965. In 1976 it moved to a new

facility on Churchill Square. Its initial construction and subsequent expansion was funded by both private and public contributions.

New commercial structures in the downtown core began in 1949, when the Hotel Macdonald was expanded. The *Edmonton Journal*, in commenting on the addition, noted that the old portion: "will be overshadowed by this far-from-beautiful sixteen-storey rectangular mass." It opened in 1953. Other commercial buildings downtown were the new Empire Block (opened in 1963), the twenty-six storey CN Tower (completed in 1966) and Edmonton Centre (completed in 1974). The last major addition during the golden age was Manulife Place (completed in 1983).

The Hotel Macdonald and the MacLeod Building built before World War One linked the city with its past. The Hotel Macdonald had been completed by the Grand Trunk Pacific Railway in 1916. The MacLeod Building, completed in 1915 by Edmonton businessman Kenneth MacLeod, had been Edmonton's tallest building until the construction of the Hotel Macdonald addition in 1951.

Portions of the former City of Strathcona were also preserved during this period. Some of the buildings on both sides of Whyte Avenue



Top: An addition to the Hotel Macdonald was under construction in 1951. This was the first major addition to downtown Edmonton since the construction of the Canadian National Railways station in 1928. (City of Edmonton Archives, EA-273-33)

Middle: Westmount Shopping Centre in 1969 was the first mall to be built in suburban Edmonton during the postwar boom. (City of Edmonton Archives, EA-267-47)

Bottom: The Edmonton Coliseum built in the mid 1970s was one of many new sports facilities built during the golden age. (City of Edmonton Archives, EA-117-145)

A new City Hall, constructed in 1956, began the development of Edmonton's civic centre.

(Edmonton Real Estate Board)



between 103rd and 104th streets are still part of the commercial core. Public buildings such as the library and the fire hall have also survived and still operate.

New sports facilities were built for the Commonwealth Games in 1978 when

Edmonton was the host city. One was the Commonwealth Stadium, containing more than 42,000 seats. The Edmonton Coliseum, where the Edmonton Oilers hockey team plays, was also opened in 1975. Improvements were made to the Exhibition grounds as well.

Calder, Highlands, and Allendale. In some cases where development had not begun, the original subdivision plan was cancelled and the district redesigned to reflect current ideas on town planning. Districts that went through this process included North Glenora and Argyll. These subdivisions were the first to witness the boom in residential construction.

Jasper Place occupied land that had been originally subdivided in 1910 but development did not take place for another forty years. In 1948 building permits valued at \$327,225 were issued, which included eighty-one new homes. Life in Jasper Place during the boom meant some people had no running water, no bus service, no sewers, and no indoor plumbing. Given the rate of growth, Jasper Place quickly evolved from a village to a town. It amalgamated with Edmonton in 1961.

Beverly, on the northeast boundary of Edmonton, was originally incorporated as a village in 1913 with a population of 300. Its population

reached 1,000 by 1929 where it remained until the boom in the 1940s and 1950s. At the time of amalgamation with Edmonton in 1961 it had a population of 9,041. It lacked urban services just as Jasper Place had. Water and sewerage services were delayed until 1953.

New districts

The development of entirely new districts within the city limits was also a feature of Edmonton's growth during this period. The first of the new districts was Pleasantview. The portion of Pleasantview east of 106 Street had been part of Edmonton since 1914. The remaining portion was annexed in 1947. It was subdivided into one-half to full

acre lots and sold under the Veterans' Land Act to war veterans. Later these new districts proved to be particularly popular with the baby boomers.

Other new districts developed in rapid succession through to the early 1980s. From

Old districts

Some of the neighbourhoods developed during the golden age had origins dating back to the pre-World War One boom. These included Westmount, Jasper Place, Beverly,

Commonwealth Stadium was one of the sports facilities constructed as part of Edmonton's effort to host the 1978 Commonwealth Games.
(City of Edmonton Archives, EA-117-144)



Valleyview in the west to Capilano in the east and from Castle Downs in the north to Mill Woods in the south, Edmonton was expanding in all directions. Two of the most ambitious developments were Castle Downs and Mill Woods. Both projects began in the early 1970s for a planned residential population of 200,000. Both subdivisions differed radically from all previous ones. They represented the trend towards total concept planning. This means that several housing types, commercial buildings, institutions, and parks were planned at one time. Another feature of both projects was the reservation of land for a town centre that incorporated commercial, institutional, and high-density residential land uses. One difference between the two projects was that Castle Downs was designed and developed entirely by a private company while Mill Woods was designed by the City of Edmonton and then private companies were able to develop the individual lots.

In 1970, Mill Woods was the largest publicly sponsored land assembly project in North America. In that year, the provincial government purchased 4,425 acres (1,790 hectares) and then sold the land to the City of Edmonton in 1971 for residential development. The intent of the land assembly was to develop and maintain a large supply of housing lots to limit rapid increases in housing prices.

The first distribution of land in the Mill Woods subdivision was made on a first-come-first-served basis in April 1973. This event, in terms of its public interest, had some resemblance to the famous 1912 Hudson's Bay

Co. land sale. The line up began to form at 2 p.m. although the sale did not begin until 9:30 a.m. the following day. As the *Edmonton Journal* noted: "lawn chairs, sleeping cots, card tables, coffee thermoses and even one television set were strung out in rough fashion on the city hall's main floor as the prospective home owners played cards and reviewed subdivision plans during the night."

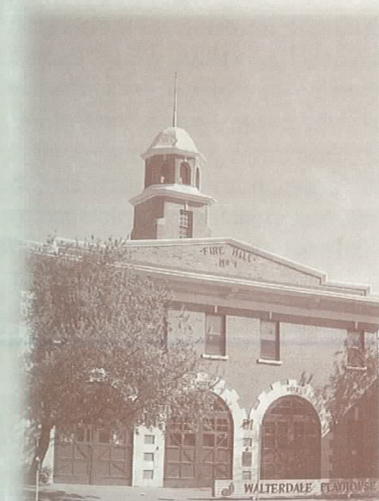
Malls developed along with suburbs. They served the existing population and encouraged further residential and commercial development in the area. This trend began in Edmonton between 1953 and 1955 when Westmount Shoppers Park was built. David Gray, a vice-president with Shoppers Park Westmount Ltd., said that: "retailers found that increased sales resulted from merchandise being made more accessible to the shopper." He also noted that shopping centres enhanced downtown business by reducing traffic congestion. Westmount proved to be a success — it expanded in 1979. Similar commercial developments began in other parts of the city. These included Bonnie Doon Mall in 1958, Northgate in 1963, Southgate in 1967,



The Princess Theatre in Old Strathcona was constructed in 1914 by John McKernan. It was an exceptional example of commercial architecture since its facade featured British Columbia marble. It has been restored as part of the renewal of Old Strathcona.

(Edmonton Real Estate Board)

The former Fire Hall Number One of the City of Strathcona was renovated in 1974 for use by the Walterdale Theatre.
(Edmonton Real Estate Board)



Gainer Block in Old Strathcona was constructed by pioneer industrialist John Gainer in 1902. It was restored as part of the overall renewal of Whyte Avenue between 104th and 103rd Streets.

(Edmonton Real Estate Board)

Londonderry in 1972, and Heritage Mall in 1981.

West Edmonton Mall, built in the 1980s, was the last of these types of commercial



West Edmonton Mall as it appeared with the completion of phase three in 1986.

(West Edmonton Mall Administration)

Walk-up apartments of the type featured in this picture were constructed in large numbers in the golden age.

(City of Edmonton Archives, EA-33-295)



developments. Triple Five Corporation, owned by the Ghermezian family, built the complex over a six-year period in three phases, beginning in 1980. It was the largest mall in the world. Phase One, which opened in 1981, is 1,150,000 square feet (107,000 square metres), which provided space for 220 stores and services. Its interior furnishings include inlaid Italian marble floors and an enormous chandelier. West Edmonton Mall, however, is not only distinctive for its size and its decor. It also introduced a new form of retailing by providing a range of services (including recreational facilities) unparalleled in any other mall in North America. It has become a major Edmonton tourist destination in its own right. Real estate spin offs include housing

developments such as West Edmonton Village — a multi-family development.

Bedroom communities

As access to Edmonton improved, places like Stony Plain, Spruce Grove, St. Albert, Fort Saskatchewan, Leduc, and Sherwood Park were able to expand.

Stony Plain began in 1905 as a town on the Canadian Northern Railway line. Spruce Grove was established as a townsite on the Grand Trunk Pacific line in 1912. Both communities served the local farming community before evolving into Edmonton bedroom communities in the early 1970s. Stony Plain became a town in 1971 and Spruce Grove became a city in 1986.

St. Albert was established in 1861 as a mission settlement by Father Albert Lacombe. Lacombe's original log church, built in 1861, and the bishop's residence, built in 1888, still stand as historic and religious sites. It is one of Alberta's oldest communities and Edmonton's largest suburb. It became a city in 1977.

Fort Saskatchewan owes its origins to the establishment of an RCMP detachment in 1875 and to the fact that the Canadian Northern Railway passed through the community on its way to Edmonton. In 1899 Fort Saskatchewan was incorporated as a village and in 1904 it became a town. It remained a quiet country place until 1954 when Sherritt Gordon Mines Ltd. established their multi-million-dollar nickel refinery. Since 1954 other industries have been established, making it a significant industrial centre. It became a city in 1985.

The history of Leduc begins in 1867 when a telegraph station was built and named in memory of a well-known pioneer priest, Father Leduc. A townsite was established by the Calgary and Edmonton Railway in the 1890s. The discovery of the Leduc oil field in 1947 has been the basis of its growth since the Second World War. It became a city in 1983.

Sherwood Park, once known as Campbelltown, was originally proposed by developer and entrepreneur John Hook Campbell in the early 1950s. The first preview of homes was opened to the public on

September 10, 1955. The home show featured sixty-eight ranch-style homes designed by J. Thomas Wilner of Los Angeles and C.T. Larrington of Edmonton. The homes were advertised in the *Edmonton Journal* for \$10,459 to \$14,100. Payments were from \$59.62 per month. These homes featured built-in eye-level wall ovens, countertop stoves, and double compartment sinks with swing spout. The exclusive agent for Campbelltown Realty Ltd. was Spencer and Grierson Ltd. This was a well-established firm in the Edmonton area.

From this beginning, Sherwood Park has become a significant community in the Edmonton metropolitan area, reaching a population of 29,000 by the early 1980s. The last neighbourhood to be developed during the golden age was Village on the Lake, which features an artificial lake. Along with residential development, Sherwood Park has also acquired two shopping centres and a range of educational and recreational facilities.

Real estate specialiation

The boom made specialization in the real estate industry possible. Real estate agents before the 1950s had to combine real estate with insurance to survive. Not only could a company work solely in real estate, it could also specialize in various types of real estate, such as condominiums and high-end/low-end single family homes. Acreages, recreational property, and commercial real estate were also specialities.

Esch Real Estate specialized in acreages. Started by Peter Esch, it was continued by his sons Ron and Jim. (Jim remains active in the EREB and has been given a Life Membership.) Most of the acreages were located west and east of Winterburn and Stony Plain. Peter Esch recalls that many of his customers were from a rural background who wanted to return to the land.

Initially, people were interested in three-acre hobby farms where they could raise animals and have their privacy. This trend was encouraged by the County of Parkland, which benefited from the expansion of its tax base. It limited acreages initially to three-acre parcels. Esch Real Estate helped farmers market and sell their land, thus creating economic benefits for the land owners as well as for the county.



The Laurier Heights district in 1970 shows typical residential development during the golden age.

(City of Edmonton Archives, EA-33-143)

MacGregor Real Estate was a company that specialized in recreational properties. It was established by Bill MacGregor in 1944. He was a member of the original group that set up the Edmonton Real Estate Board Co-operative Listing Bureau, Ltd. in 1952. He was awarded a Life Membership in the EREB.

Bill began to sell lake front property in the late 1940s, eventually establishing an office at Alberta Beach in 1952. As with acreages, the customers had to be educated on the finer points of this type of real estate. In some cases the property line extended to the beach and in other cases it did not. The distinction between a lake front lot and a genuine lake front lot depended on the survey plan.

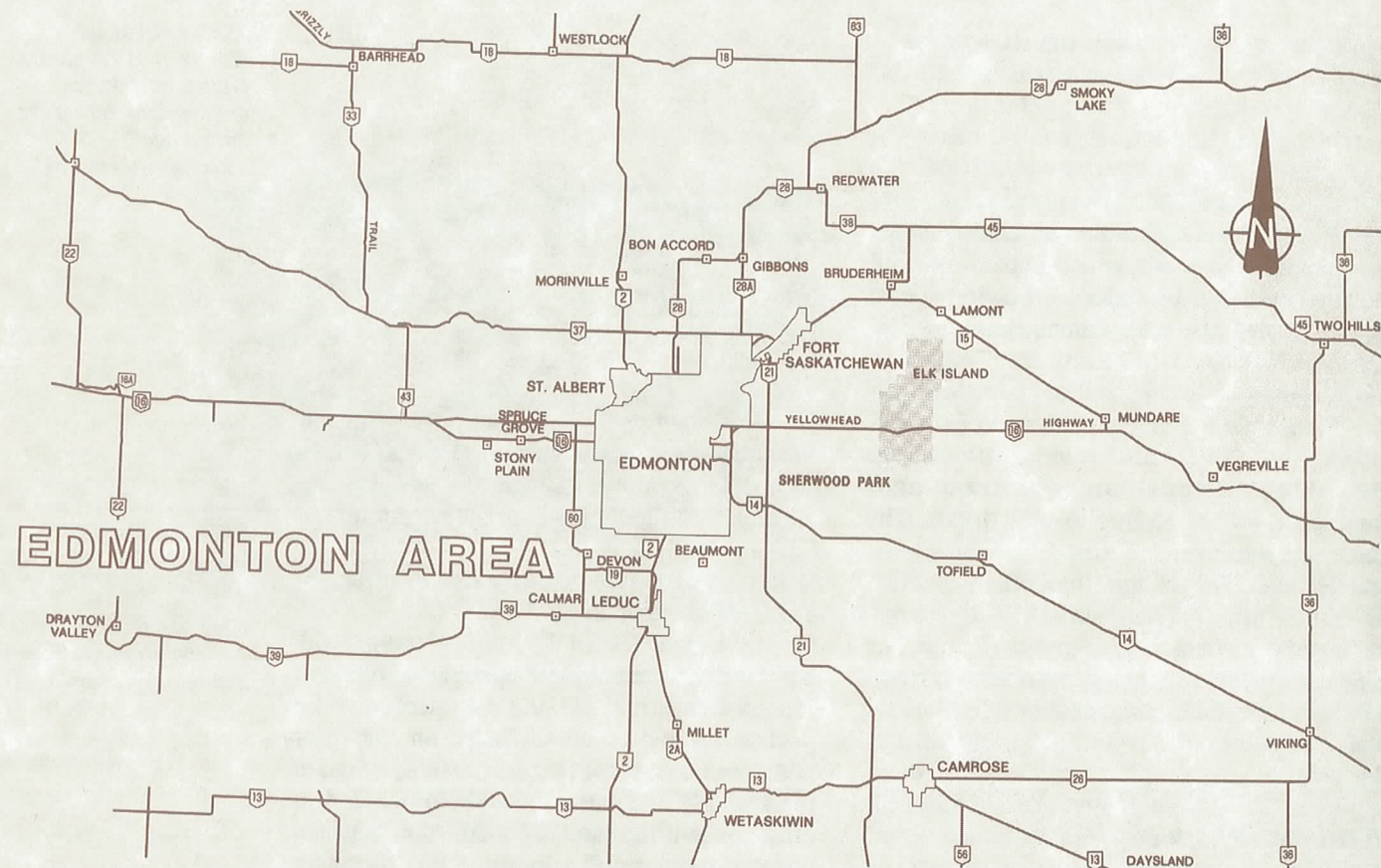
Expertise gathered by the Esch family, Bill MacGregor, and others was passed on to various companies through the activities of the Board's Acreages, Farms and Recreational Properties Committee. This educational program for members of the industry was necessary because acreages are a specialized market that have specific needs concerning water problems, septic systems, schools, zoning regulations, and utilities.

Industrial, commercial, and investment property was another specialization. Three companies active in this area were Melton Real Estate, Weber Brothers, and Imperial Real Estate. Pat Turner was in charge of Melton's commercial division. He contributed to the



The actual development, not just the promotion of new subdivisions on the outskirts of Edmonton was an important aspect of Edmonton real estate in the golden age.

(City of Edmonton Archives, EA-33-167)



activities of the Edmonton Real Estate Board by serving on the Industrial, Commercial and Investment standing committee.

Imperial Real Estate was established by Jack Young in 1952. Dennis Stewart, Ray Buxton, and John Sinclair were managers of its various branches. In 1958 Dennis Stewart acquired the company and expanded it to twelve departments. These departments dealt with all aspects of the industry.

Many of the employees of Imperial Real Estate played an important part in the activities of the Association. This group included Ray Buxton, Dennis Stewart, and Trevor Caithness. Trevor Caithness was with the company from 1958 to 1967, when he went into business for himself. One of the distinctive features of the company, he recalls, was Ray Buxton's eighty-hour training program.

Edmonton Real Estate Board Co-operative Listing Bureau

The organization of Edmonton's real estate industry began to change when Edmonton delegates came back from a CREA conference

in Quebec City in 1951. These delegates returned with ideas about education and a multiple listing service that would transform the real estate industry in Edmonton over the next thirty years.

Norm Winterburn played a leading role in this process of change. During the convention, he attended a presentation by Phil Seagrove (of the Hamilton Real Estate Board) on the subject of a multiple listing service. He liked the idea because it gave the opportunity for the Edmonton Real Estate Association to provide a new service to its members. He returned determined to see the creation of a similar institution in Edmonton.

The idea of a multiple listing bureau in Edmonton was presented to the general membership at a meeting on March 31, 1952, where it was greeted unenthusiastically. George Sillman moved that no attempt should be made to actually complete a co-operative listing bureau unless they had first obtained a favourable majority vote of the members at a general meeting called for that purpose.

Despite some opposition within the Edmonton Real Estate Board, a meeting of interested members led to the creation of a co-operative listing bureau. At a meeting on May

1, the chairman presented the rules and regulations, and discussion about a seven percent sales commission followed. Weber said that it was financially impossible to start the bureau on anything less than seven percent.

The Edmonton Real Estate Board Co-operative Listing Bureau Ltd. was officially incorporated on June 27, 1952, under "The Co-operative Associations Act, 1946." (See appendices for Certificate of Incorporation.) The founding members were Norm Winterburn, Mark Cummings, Jack Haliburton, Sid Lawrie, Jack Weber, Stan Melton, Don Spencer, Frank Alloway, Bill MacGregor, and Tom Visser.

The Edmonton Real Estate Board Co-operative Listing Bureau Ltd. operated as a separate organization with its own executive. It worked closely with the old Edmonton Real Estate Association. It had the same membership and had the same need for permanent offices and a permanent staff.

Amalgamation of the Association and the Co-op

The integration of the two organizations began by sharing information. On August 27, 1952, Jack Haliburton, chairman of the Co-op, reported to the Edmonton Real Estate Board that the Bureau had been in operation for exactly three weeks and during that time 89 listings had been taken, of which 5 had been sold and another 4 sales were in the process of being completed, making a total of 9 sales out of 89 for ten percent. He said that they had received some criticism and complaints and also a few pats on the back. Haliburton felt that the Edmonton Real Estate Board Co-operative Listing Bureau would be beneficial to all.

Cooperation moved from sharing information to integrating the two organizations. In September 1953 the Edmonton Real Estate Board began by adopting two forms used by the Co-op: the offer-to-purchase form and the listing form.

Membership of the two organizations was the same from the executive to the general membership. By December 1953, new applicants to the Co-op were advised that approval of their applications for membership in the Board would mean automatic approval of their Co-op application. By May 1955, Secretary Henry Flewwelling advised that there

were eighty member agents in the Edmonton Real Estate Board, fifty-four of whom were also members of the Co-op Bureau.

In July 1954, the Edmonton Real Estate Board wrote to the Co-op asking them for office space and a permanent secretary. In September the Co-op offered to supply permanent secretarial services to the Edmonton Real Estate Board for \$50 per month and that in addition the Board was to pay all out-of-pocket expenses for stationery, postage, and audits. The new arrangement would come into effect on January 1, 1955. The offer was accepted and on January 28, 1955, the Edmonton Real Estate Board held its first meeting in the Wallace building, with Henry Flewwelling serving as secretary.

On May 10, 1955, the two organizations had their first joint meeting. They shared information on membership and discussed common problems. The most important one was the lack of attendance at the general meetings of both organizations. Suggestions included giving tickets to the principals of large firms and making them responsible for the attendance of their sales personnel. It was also suggested that the tickets be sold two weeks in advance. Stan Melton went so far as to suggest that the Edmonton Real Estate Board bill each firm for an amount equal to fifty percent of their sales staff for tickets to each general meeting. The suggestion was withdrawn for lack of a seconder.

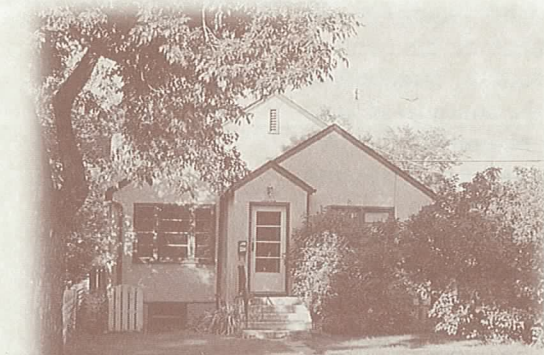
Norm Winterburn said that Phil Seagrove of Hamilton, Ontario, would arrive in Edmonton on May 30 for a joint meeting of the two organizations. (Phil Seagrove's presentation was part of the Co-operative Bureau's ongoing efforts to popularize the use of the multiple-listing service. In his presentation he stressed the need to have one organization to represent the industry.)

The final point discussed at this joint meeting was the fact that some salesmen were placing advertisements in the *Edmonton Journal* without naming the employee's firm. All agents were to be notified that this was contrary to section 25A of the Real Estate Agents' Licensing Act. Any further complaints were to be turned over to the superintendent of insurance.

A committee chaired by Henry Flewwelling brought about the formal amalgamation of the two organizations. The first annual meeting of the Edmonton Real Estate Board Co-operative

The first listing of the Multiple Listing Service was taken by Norm Winterburn on August 7, 1952.

(Edmonton Real Estate Board)



The first MLS® listing at 11158 - 65 Street sold in five days for \$13,700.

(Edmonton Real Estate Board)

BUREAU COPY EXCLUSIVE AUTHORITY TO SELL CO-OPERATIVE LISTING AGREEMENT

To L. Winterburn & Son

In consideration of you listing and offering for sale the undermentioned property and agreeing to list it for sale with all Brokers Members of the Edmonton Real Estate Board Co-operative Listing Bureau Limited, I hereby give you the sole and exclusive authority to sell the same with sole authority to dispose of the same irrevocably until the 6th day of Aug 1952 at the price and on the terms herein stated or as may be agreed upon.

LOCATION No. 11158 Street 65th Lot 19 Block 22 Plan 600-4

Owner(s) full name(s) Norm Winterburn & Son

POSSESSION Possession to be given immediately the date of sale of seven floor day of Aug 1952 subject to the rights of tenants, if any.

PRICE Taxes, Rents, interest and insurance to be adjusted at the date of sale if rented, otherwise at the date of possession.

Price (including commission) Thirteen thousand seven hundred Dollars (\$13,700.)

Cash payment Eight thousand Dollars (\$8,000.)

Balance \$ 5,700. monthly including interest at 6 percent.

Or, balance payable as follows:

The following appliances shall be included in the sale price: Refrigerator in living room, main floor & all bottles in basement suite, 100 lbs. per bag to the tenant.

COMMISSION I agree to pay you a commission of Seven (7%) percent of the sale price on any sale/exchange effected during the currency of this exclusive listing either by myself or by any other person, or on any sale or exchange resulting from negotiations commenced or instituted during the currency of this listing; or, in the event that I should fail for any reason to complete the sale upon your introducing a potential purchaser, able, ready and willing to deal on the prescribed terms or such other terms as may be agreed upon by myself from time to time. In consideration of your endeavours to sell I hereby charge this property with any commission which may be earned under the terms herein. In the event of a sale, any necessary documents shall be prepared at my expense.

It is agreed that should the Purchaser make a deposit but fail to complete the purchase your full commission shall nevertheless be deemed to be earned but my liability shall not in that event exceed the amount of the deposit, or if I fail to accept purchaser's offer on these terms your commission shall be deemed to be earned.

It is understood and agreed that all enquiries from any source whatsoever will be referred to you.

I agree to allow you to show prospective purchasers over the property during reasonable hours, and I hereby give you the exclusive right to place a "FOR SALE" sign upon the property.

OTHER TERMS I have read and clearly understand the above listing agreement and I acknowledge having received a copy of it on this date. I agree to the terms of this agreement and I agree that in the event of a sale being made by any member of the Co-operative Listing Bureau all the terms of this agreement shall apply, and the commission as provided for will be payable to the member of the Bureau who shall be solely responsible for reimbursing such other member of the Bureau in accordance with the arrangements in effect between you and the Bureau.

THREE SIGNATURES (Witness) L. Winterburn

DATE DATED this 6th day of Aug 1952

OWNER Norm Winterburn & Son

ADDRESS 11244 - 72nd

PHONE: Res. 75936 Office NIL

(FOR DESCRIPTION OF PROPERTY SEE REVERSE SIDE)

CO-OP No. <u>E-1</u>	Expires <u>September 20th, 1952</u>	Appointed through <u>L. Winterburn & Son</u>	ROOMS (No.) <u>5 on main floor</u>
			BEDS. <u>2 on main floor - 2 in basement</u>
			SUITES <u>4 room suite with private bath in basement.</u>
Address <u>11158 STREET</u>	<u>65th Street</u>	DISTRICT <u>Bellevue</u>	Price <u>\$13,700.00</u>
Block <u>22</u>	Storeys <u>1</u>	Style <u>Bungalow</u>	Cash pmt. <u>\$8000.00</u> Est. <u>\$80.00</u> per mo
Age <u>2 yr</u>	Blendl. (Walls) <u>Yes</u>	(Cell) <u>Yes</u>	Mtgs. <u>1st</u> % <u>6</u>
Lot <u>33-123</u>	Exterior Finish <u>stucco</u>	Roof <u>patent</u>	Payable to <u>Vendor</u>
House <u>2</u>	Color <u>pebble dash</u>	East	Est. per Mo. <u>213.76</u>
	Thermo. <u>Gravily ex. ext. yes</u>		
IN. FLR. <u>Yes</u>	Hall <u>Yes</u>	L. Room <u>Yes</u>	BASEMENT <u>Full basement with 4 room suite with private bath rented at \$70.00 per month.</u>
Tile-gas <u>radiant</u>	Map in <u>L.R. & D.R.</u>	Maps in <u>bedrooms</u>	
Ingr. Rm. <u>Yes</u>	Den <u>No</u>		
In Rm. <u>No</u>	Bed R. (1) <u>Yes</u>		
2) <u>Yes</u>	(3)		
with <u>Rainbow tile on walls & rubber tile</u>			
nd. FLR. <u>Yes</u>	Bed. R. (1) <u>on 2 floors</u>		
3) <u>Yes</u>	Bath R. <u>Yes</u>		
General Condition, Appearance and Remarks: <u>Newly decorated throughout, floors newly sanded</u>			
Owner <u>Norm Winterburn & Son</u>	Address <u>11344 - 72nd St.</u>	Ph. Res. <u>75936</u>	
Date <u>August 6th, 1952</u>	Listing Broker <u>L. Winterburn & Son</u>		

BUREAU COPY

The Edmonton Real Estate Board Co-operative Listing Bureau, 304 Wallace Bldg., Edmonton, Alberta

Co-op No. E-1 Price \$13,700.00

Address 11158-65 Street

Dear Sirs:

With regard to the above mentioned listing, this is your authority to advise all co-operative members of the Edmonton Real Estate Board Co-operative Listing Bureau of the following:

Listing Sold for \$ 13,700.00 by Norm Winterburn & Son

Listing Expired 19

Listing Renewed to 19

Price Reduction—Remarks, Etc.

RECEIVED AUG 12 1952

Broker L. Winterburn & Son

Date August 11, 1952 Address 410 Agency Bldg. W. Board

Listing Bureau Ltd. after amalgamation was held in the ballroom at Hotel Macdonald on May 27, 1959. This amalgamation did not involve the creation of a new organization. The Edmonton Real Estate Board Co-operative Listing Bureau Ltd. carried on as the flag ship for organized real estate in Edmonton.

Growth of the Co-op

Once the Edmonton Real Estate Board Co-operative Listing Bureau had been established, the next challenge was promoting its use by the various real estate companies. Norm Winterburn also played a very important role in this campaign. He made presentations to the sales staff of various companies. He encouraged their participation by pointing out that the multiple listing service would allow a salesman to have a listing circulated to other members. It also helped smaller companies with a small staff and few or no branch offices to build up a clientele.

Norm was also involved in the organization of social events. The philosophy behind these activities was to encourage camaraderie amongst members of the real estate industry. These events included charter trips to Las Vegas and Spain. He also organized events in Edmonton that featured his expertise as a magician.

Despite some initial opposition, the co-op became an established institution in the industry through the efforts of Norm Winterburn and others. The first property listing of the Edmonton Real Estate Board Co-operative Listing Bureau was received on August 7, 1952, for a house located at 11158 - 65 Street in the Highlands. Norm Winterburn had the first listing and also sold the first house through the Co-operative Listing Bureau. By September 23, 1952, they had 177 listings. By then the Bureau had sold twenty-five properties with a total value of \$241,200.00. The value would continue to increase every year thereafter until 1982.

Permanent staff

The size and activities of the Board, particularly after amalgamation in 1959,

justified the hiring of full-time staff to handle its day-to-day activities.

The first employee of the Multiple Listing Bureau was Grace Forbes. She was the secretary and manager of Elmore Pointer's insurance business, which was located in the Wallace Building. When the Multiple Listing Bureau took over Pointer's office, Grace Forbes was hired to manage the daily activities of the Bureau.

The daily operations of the Bureau when it began involved the preparation of the *Daily Bulletin*. Initially, the Co-operative Listing Bureau contracted out the photography of the buildings to McDermid Studios while the Co-operative Listing Bureau prepared information cards on the property. When the photographs were received they were attached to the information cards and copied for distribution to the membership.

Delays in obtaining the photographs from McDermids ended when Gordon Whiddon was hired on January 1, 1957. His duties at that time consisted of photographing the new listings in the morning and typing the listing information onto paper stencils in the afternoon. It was Whiddon's responsibility to run off the *Daily Bulletin* on the Gestetner using tear sheets, which preceded the current catalogue's style.

Tony Hamilton is a thirty-year veteran of the Production Department. When she joined the Board on July 15, 1966 Tony's first duties with the Board involved the preparation and printing of the *Daily Bulletin* on a Gestetner machine.

She also assisted Gordon in the preparation of the plates used to produce the listing sheets. With the move to the building on 142nd Street, she became part of the pro-



Grace Forbes was the first employee of the Board, seen here at work in the Wallace Building. (Edmonton Real Estate Board)



Tony Hamilton handled the production needs of the EREB for over thirty years. (Edmonton Real Estate Board)



Gordon Whiddon (far left) and other staff members celebrate the official opening of the new EREB building on Princess Elizabeth Avenue on November 30, 1962. (Edmonton Real Estate Board)



Kelly Haugen served as executive secretary from September 1, 1959 to March 31, 1976.
(Edmonton Real Estate Board)

duction department which is responsible for the printing of the Board's publications such as the *Daily Bulletin* and a weekly newsletter. The production department now uses the most advanced press to meet the needs of the Board.

In 1959 Kelly Haugen became executive secretary following the death of Henry Flewwelling. Kelly Haugen was born in Grand Forks, North Dakota, in 1910 but his family moved to Canada when he was six weeks old. After graduating from Camrose College and the University of Minnesota he joined the RCAF in 1940. He was discharged with the rank of Squadron Leader on October 1946. After World War Two he worked for the Soldier Settlement Board of Canada, helping to resettle veterans on land. In 1955 he left government service and sold real estate in Edmonton for Alex McCrae and Administration and Trust. Kelly Haugen served as executive secretary from September 1, 1959, to March 31, 1976, when he retired from the Board.

Norm Winterburn had been president of the Board in 1972 and 1973. On April 4, 1974, he was hired as assistant to Kelly Haugen until Kelly retired on March 31, 1976. He was the executive vice-president of the Edmonton Board until March 31, 1982. During his term

he introduced a pension plan for EREB staff.

Another past-president who joined the Board as an employee was Max Kaplan, who had served as president in 1967 and 1968. He was assistant to Norm Winterburn from 1976 to 1982. He played a major role in supervising the construction of the building on 142nd Street.

Permanent offices

Along with a permanent staff came permanent offices. The Edmonton Real Estate Board had traditionally met in the offices of its

members or at the Edmonton Chamber of Commerce. When the Edmonton Real Estate Board Co-operative Listing Bureau moved into suite 304 of the Wallace building at 9921 - 101A Avenue in 1952, it would remain there for six years. In 1955 the Edmonton Real Estate Board also moved into the Wallace building, with the Edmonton Real Estate Board Co-operative Listing Bureau providing secretarial services.

In 1958 the Co-operative Listing Bureau and the Edmonton Real Estate Board moved to the Brown Building at 9107 - 118 Avenue, where they remained until 1962. From 1962 to 1979 the Edmonton Real Estate Board occupied a new building at 10505 Princess Elizabeth Ave, built at a cost of \$50,000.

The move to the building on Princess Elizabeth Avenue in 1962 had a significant effect on the day-to-day operations of the Board. Gordon Whidden got an assistant and a process lab, which ended dependence on outside services. The Edmonton Real Estate Board Co-operative Listing Bureau now had its own printing plant and mailing department on the lower floor, its own darkroom, and the necessary camera equipment for photographing properties offered for sale. The Board was able to provide full details and photographs of any property within forty-eight hours of its being listed to more than 400 sales agents throughout the city. Initial notice of the listing was provided in the *Daily Bulletin*.

The premier event in the history of the Edmonton Real Estate Board offices was the building of its new premises on 142 Street and 112 Avenue. The site chosen was the former location of a Second World War American military installation. It was purchased for \$700,000, which was the selling price for the old building on Princess Elizabeth Avenue. Recommendations for the design of the building came from real estate boards across Canada and United States, with many ideas from local members. Cec Cunningham, Graham Downey, and Jim Baker each served consecutively as chairman of the committee coordinating the construction of the building. The architect was James Wensley. Plans were completed on February 1979 and the building was officially opened in June 1981 at a cost of \$4,095,676, which included both land and building.

The result is one of the best facilities for a Real Estate Board in Canada. The building has



Office staff of the Edmonton Real Estate Board are shown in the Princess Elizabeth Avenue building. Kelly Haugen is on the far right.
(Edmonton Real Estate Board)

sales representatives.

In August 1979, work began on the computerization of the MLS® functions. There-after, statistics could be compiled quickly and accurately. The first computerized *Daily Bulletin* was produced by December. By April 1980 accounts receivable had been entered on the computer system. Norm Bulat became the manager of the new computer systems department.

Standing committees

The construction of the new premises and the creation of a permanent staff to take over day-to-day duties did not eliminate the need of the standing committee system. These committees continued to provide the leadership for the Board's activities.

The Legislation Committee continued to review the Real Estate Agents' Licensing Act.

space for all aspects of its operations along with a parkade. Printing of all regular Board publications except the catalogue and the *Real Estate Weekly* is carried out onsite. Meeting rooms and a 200 seat auditorium accommodate committee meetings and educational programs. The new building on 142 Street was also designed to facilitate the upgrading of its computer system.

Expansion of services

The new services included a catalogue introduced in January of 1973 to replace the daily perforated listing sheets. In 1978 the board of directors decided that computerization should play an important role in the operations of the Board. Bill Colman of Colman Organ and Co. was retained as a computer consultant. Computerization of operations began in July 1979 when the membership department converted all of their records. This enabled the Board to produce mailing labels, to update the membership roster quickly, and to provide immediate answers to inquiries regarding the status of agents and



The Princess Elizabeth Avenue office of the Board officially opened in 1962. It was home to the Board until 1979.
(Edmonton Real Estate Board)



The current offices of the Edmonton Real Estate Bureau Co-operative Listing Bureau opened in 1981.
(Edmonton Real Estate Board)



The Wallace Building was the location of the first permanent office of the Edmonton Real Estate Board. It was located where the Westin Hotel parkade is today.
(Edmonton Real Estate Board)

The committee also monitored other legislation by the federal and provincial governments. The federal proposals to amend the Combines Investigation Act in 1975 was of particular concern, because the MLS® system could be considered a restraint to trade. The revisions, it was feared, would end organized real estate and the MLS® system as they had operated up to then. Another proposed change was that infractions of the law were to be dealt with under the criminal code.

Advising all three levels of government on policies and procedures related to the real estate industry was another task of the Legislation Committee. Local concerns included having the city pay commissions to real estate agents who sold city-owned industrial or commercial land. In February 1960 city council voted to pay a commission of three percent of the selling price of the land. The commission would be sent to the Real Estate Board, which would distribute it to the agent who sold the land. Alderman Ed Leger, chairman of the city council's special committee on land sales, said distribution through the Real Estate Board would prevent city involvement in disputes among agents, and would establish better liaisons between real estate agents and clients who arrived in Edmonton to look for industrial

or commercial sites.

The Membership Committee, which had struggled since 1927 to expand the membership, now had to adjust to sustained increases in membership. Between 1951 and 1980, membership went from 61 to a high of 3,356. This acceleration in membership was evident as early as January 14, 1952, when nineteen new members were admitted at one meeting. At the meeting of June 25, 1957, 103 new members were approved, thus setting a record for the number of new members admitted at one time. This increase in membership resulted from the cooperation of companies such as Melton Real Estate and Weber Brothers, who enrolled their sales representatives en masse in the Board.

Despite increased membership the committee launched a membership drive. In January 1952 the committee received a list of agents from the office of the superintendent of insurance. Once informed of the value of the services offered by the Board, few members of the industry needed much encouragement to join.

With the problem of attracting new members solved, this committee had the ongoing responsibility of scrutinizing new membership applications.



Members of the Edmonton Real Estate Board met at the old Seven Seas Restaurant in June of 1955.
(Edmonton Real Estate Board)

Ethics have always been an important part of the Edmonton Real Estate Board since they were at the heart of its efforts to ensure the self-policing of the industry and to improve its image. The importance of this issue is evident in the adoption of a Code of Ethics in 1927, in the efforts to obtain legislation, and in the Board's cooperation with government to ensure its enforcement. Up until 1953 ethics and arbitration were handled by one committee. The Ethics Committee continued to arbitrate the problems of the members as long as no commission was involved. (The least active committee, much to everyone's satisfaction, was the Arbitration Committee. It dealt with any commission disputes.) The lack of meetings reflected the informal network amongst the agents and sales representatives that effectively dealt with concerns before they got to the arbitration stage. The Ethics Committee was also not overworked for the same reason.

One of the activities of the Ethics Committee in the early 1950s was to supervise the pledging ceremony. The pledge was a commitment by the member to abide by the bylaws and code of ethics of the Association. It was also a commitment to make "every reasonable effort to avoid controversies." If arbitration became necessary, the members pledged to abide by the Arbitration Committee's decision. The final part of the pledge was to abide by the rule "do unto others as we would have others do unto us." The first pledge ceremony was conducted by Mark Cummings on January 29, 1954. The idea of the pledge went back to 1927 and would continue until the late 1950s when it was dropped.

Publicity initiatives became important in the golden age. The Edmonton Real Estate Association had functioned without most Edmonton residents knowing of its existence. The Edmonton Real Estate Board Co-operative Listing Bureau therefore made a deliberate effort to raise the profile of the Board in the community. Advertisements on Edmonton Transit System buses, billboards, and business cards started the process. The billboard advertisements were on the Scona Bend Apartments building and on a second building located at the corner of 124th Street and 118th Avenue. The Bureau also advertised in newspapers and on radio. The Board sponsored the telecasts by Bryan Hall of Edmonton Eskimo games.

A committee concerning acreages, farms, and recreation properties was the last to be created during the golden age. From the start one of its main goals has been to educate other agents and sale representatives of the special needs of this kind of property. The committee was able to give this market more



exposure by having special sections in the catalogue and special information fields for the computer listings.

A monthly publication had never been undertaken by the Association because of lack of funds and its small size. The rapid growth in membership meant that some type of publication needed to be developed. The result was the *Edmonton Realtor*, which began in March 1960.

As Dennis Stewart in his presidential greeting observed,

Promoting the activities of the Board in the 1960s.
(Edmonton Real Estate Board)

For many years our Association (had) been without any means of officially

sponsor two, two-day educational courses to be held in May. CREA required a guarantee of at least twenty candidates for each course. Each candidate would pay \$15 per course. Since each course would be full at thirty candidates, it was decided to admit applicants on a first-come, first-served basis. The first course was very successful.

Given the growing demand for education, an Education Committee was established in 1952. This committee implemented an education program in 1956 when the Board started a "primary school" for new members of the industry. This course provided an introduction to such topics as sales-manship, appraisal, law, brokerage, and ethics.

The primary school made the Edmonton Real Estate Board a leader in the formal education of its members. Requests came from across Canada for copies of the *Primary School Manual*. The Education Committee responded by assembling detailed lectures for such a manual. The ongoing organization and operation of the primary schools would continue to be the Education Committee's main function for most of the golden age.

In 1970 the committee began to expand the educational program to include seminars. In the spring of 1970 a successful eight-week salesman course attracted 402 attendants. In 1971 an all-day sales seminar featuring a popular American motivational speaker, Douglas Edwards, was held. Four sales training films were purchased for use by the members.

Consistent with the Board's interest in education, the suggestion was made in May 1952 that it establish a library, but the shortage of space in the Brown Building was a problem. Given this situation, the committee decided to concentrate its efforts on collecting books for a library to be opened when space was found. Space for a library was resolved when the building was built on Princess Elizabeth Avenue. Library facilities were improved even further with the construction of

the present building. The library acquires not only printed material but also audio tapes and video tapes for training purposes.

Since 1927 the Edmonton Real Estate Board had been organized on a two-system format based on agents and salesmen. During 1952-1981 far more salesmen joined than agents, and "salesladies" also entered the industry. The creation of the Salesmen's Committee in 1960 was a way of dealing with this growth. Unlike other committees, it elected its own chairperson and its own members to the board of directors.

The Salesmen's Committee dealt with the special needs and interests of the sales representatives. The committee had members on the board of directors, which gave the sales representatives an opportunity to bring their issues to the Board, such as Sunday open houses, a group insurance plan, and part-time sales people. The committee also organized seminars of interest to the members.

Managing the Board's multiple listing service was the responsibility of the Photo Listing Committee. The MLS® was particularly critical to the Board since the fees from this service provided the funds for the operation of the Board. The committee encouraged the use of the system and worked towards making improvements. Contests between the sales staff for the highest total over a certain period helped to promote its use. Improvements involved buying new machinery for producing the *Daily Bulletin*.

Social life

During the golden age, the entertainment activities of the Board expanded beyond the program of guest speakers and musical presentations, and became independent of the regular meetings of the membership. Organizing social activities was the responsibility of the Program and Attendance Committee. The Program and Attendance Committee's first organized event was a bowling league started on September 9, 1960, at the B and B Lanes.

Social activities had been part of the Association's history since 1933 when the first golf tournament was held at the Prince Rupert Golf Club. The April 1960 issue of *The Edmonton Realtor* suggested that a golf

tournament would be the appropriate recreational activity for the summer.

Other social athletic activities included an annual curling bonspiel and a softball league. By 1979 curling had become so popular that only members were allowed to participate. The curling bonspiel was held in conjunction with another popular event: the "smoker." The annual trap shooting contest reflected the influence of Ed Shaske, who won nine Canadian Championships and was on the 1968 Canadian Olympic team. He was also instrumental in organizing the facilities for the 1978 Commonwealth Games. He served as president of the EREB in 1965 and 1966. Ed is also a Life Member.

Social activities were very popular in the Board's history. At this time no individual company parties were held and the Board organized all activities. There was real camaraderie since it was a small group and there was less movement between companies. One popular contributor to the social life of the Board was Howie Molstad's band.

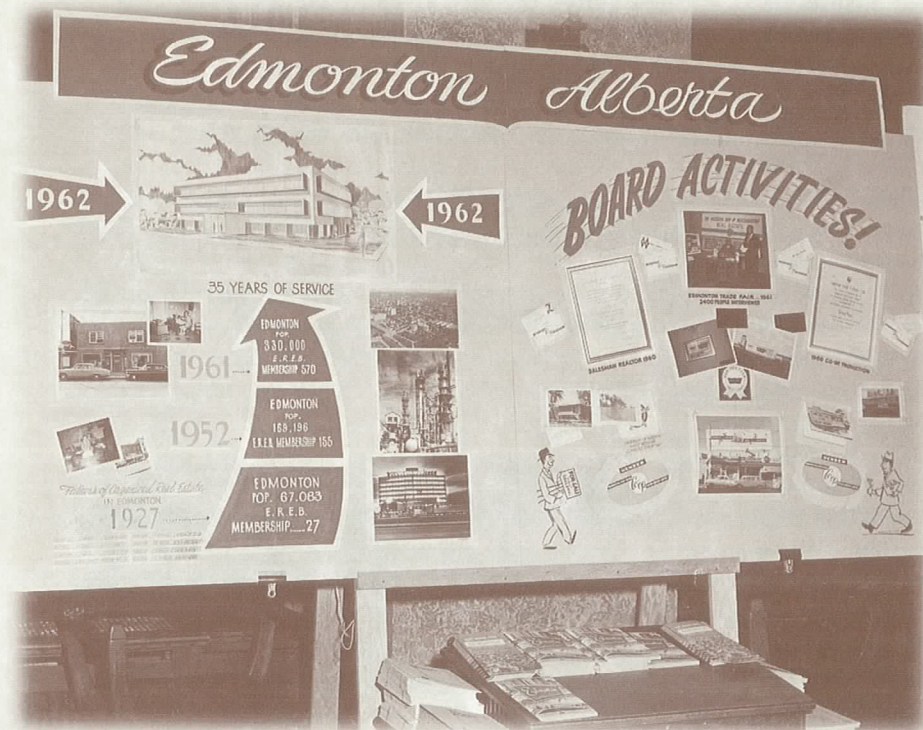


Recognition system

Formal recognition of the accomplishments of members of the Edmonton Real Estate Board was another innovation of the golden age. The first recognition awards were given in 1953, when Andy Whyte, Lou Weber, and Luke Winterburn were made Honorary Members. Shortly thereafter Sam Ferris and H. Milton Martin were similarly honored.

REALTORS join in Klondike Days festivities.

(Edmonton Real Estate Board)



Public display showing the progress of the Board and promoting its activities in 1962.

(Edmonton Real Estate Board)

communicating with its members. The "Edmonton Realtor" will be the official voice of over 500 members of the real estate fraternity in Edmonton. This publication will prove to be a milestone on the road to success of organized real estate in Edmonton.

To build a strong association everyone must be informed. We want the Edmonton Real Estate Board to be the strongest body of organized REALTORS in Canada. To do this we must be constantly on the alert for methods and means of improving ourselves, our business and our Association.

With only one minor change in format, it would continue to be published until September 1961. It was followed in 1978 by the *MLS® Informer*, a bimonthly publication edited by Art Jones. It included articles by presidents on traditional themes such as the growth of the Board, ethics, and education. It provided a list of top sales representatives, new additions for the library, upcoming events, and announcements concerning educational programs.

In March 1952, CREA advised the Edmonton Real Estate Board that it would

The presentation of these awards was an opportunity for the veterans of the industry in Edmonton to pass on some advice to the rapidly increasing number of new members. Sam Ferris advised the members that: *"If you really take this business in the right spirit and you set yourselves to it you will find the same as I have found, and you will find the same as many other men before you who have arrived in this business — it is the finest business in the world, and there is not a business in the world where you can make more money by good management, sound investments and carry on, never get discouraged — if you do, you're sunk — Don't worry about the deal you lost but go right on as if you had never been working on that deal. If you have the right spirit, the right ability, just as soon as that one goes you see another one pop up on the horizon and away you go."*

After 1953 the honorary membership award evolved into one given to non-members of the Edmonton Real Estate Board who have rendered outstanding service to the real estate industry.

During the golden age the Board also began to award Life Memberships. This award was for outstanding service to the industry but the recipient had to be a member of the Edmonton Real Estate Board.

Life Members have all the rights and privileges of membership and are not required to pay membership dues. They cannot, however, hold office or vote at meetings unless they are a regular member of the Board with such privileges. (Recipients of life memberships are listed in an appendix.)

The Board also recognized the current successes of its members with its salesman contest begun in March 1960. Points were credited to a member when he or she sold a house through the MLS® system. The prizes ranged from a free lunch to \$500. The monthly winners were also seated at a special table at general meetings as further recognition of their achievements.

Million Dollar Sales Club

In 1967 the directors of the Edmonton Real Estate Board approved the formation of a "club" to be known as the Million Dollar Sales Club. The qualifications for membership then

was the accumulation of \$1 million in sales "points" in three consecutive calendar years. Points equated to the dollar value of the selling price of a home. Thus, if a home sold for \$40,000, then the listing and the sales broker were each awarded 20,000 points. The amount was set to be achieved at a time when the average sale price of residential property was approximately \$16,000. The first club member was Fred Kurylo.

As land values went up, the qualifying time period was decreased, eventually to one year by 1976. In 1978 procedures were revised further. A formula was prepared to maintain the level of difficulty regardless of market conditions. The formula involved dividing the average residential sale price of the past year by the average residential selling price of 1975 (established as the base year) and multiplying the result by one million. Using this formula the qualifying amount reached \$1,591,000 by 1979, \$1,801,000 by 1985 and \$2,556,000 by 1995.

In 1980, the directors established a Five Million Dollar Sales Club, and a Ten Million Dollar Sales Club effective in 1981. The qualifying volume for both clubs was fixed at five and ten million points.

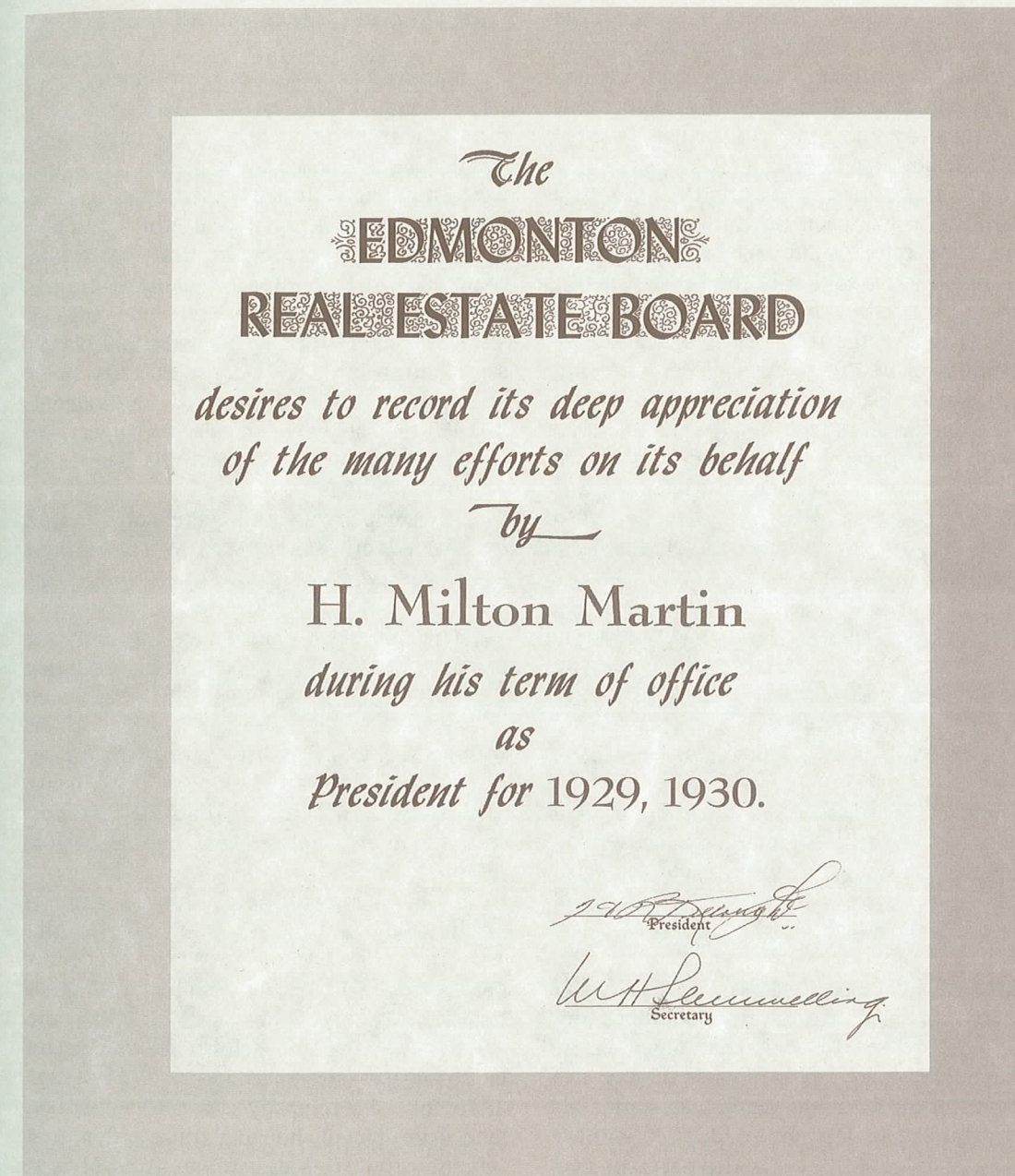
Men & women builders of the Board

The members of the EREB in the 1950s were an interesting mix of people. It included veterans of the industry who had been involved since 1907. This older generation was represented by H. M. E. Evans and H. Milton Martin. Both men had been part of the Edmonton land boom pre-1918 and the Edmonton Real Estate Exchange in 1909. Both Martin and Evans were from the era when real estate was sold by an agency that also sold insurance. Martin died in 1962 at the age of 90. Evans passed away at the age of 97 in 1973.

By the 1950s, a second generation of Edmontonians had followed their fathers into the industry. This group of dynamic young leaders in the industry included Norm Winterburn, whose contributions to the establishment and growth of the Board have already been noted. He was the son of Luke Winterburn. Norm was born in 1920 and



Norm Winterburn played a key role in launching a multiple listing service in Edmonton.
(Edmonton Real Estate Board)



H. Milton Martin was recognized for his significant contributions to the Edmonton Real Estate Board (Edmonton Real Estate Board)

educated in Edmonton. In 1938 he joined his father's real estate firm. He recalls that his first major purchase was a house costing \$1,100. He put \$200 down and had payments of \$25 per month, plus \$2.50 per month taxes. He then rented it for \$27.50 per month.

In 1942, Norm joined the Royal Canadian Navy and after serving on the high seas, worked at King's College in Halifax. He received his discharge in August 1945 and returned to real estate, to become the agent of his father's firm. His presidency of the Edmonton Real Estate Board in 1950 began a long and distinguished career dedicated to the development of organized real estate in

Edmonton. He also served on the board of directors of AREA and CREA. For his many contributions he was awarded a Life Membership from the EREB.

Another member of this second generation was Howie Molstad. Born in Edmonton in 1919, he was educated in Edmonton where he completed one year at the University of Alberta. He joined the RCAF in 1942 and served until 1946. Upon being discharged he joined his father's firm, Molstad and Co. Ltd., which was founded in 1910, and later became president. He and his father branched out and had four offices with a staff of about fifty. Between 1951 and 1953 Howie and his father



Stan Melton stressed the importance of good customer and employee relations.
(Edmonton Real Estate Board)

Stan Melton (left) President of Melton Real Estate, receives top Edmonton Real Estate Board 1963 Sales Production Award from Ray Buxton, retiring president of the Edmonton Real Estate Board. Melton Real Estate achieved this award in recording sales totalling \$4,172,290.00 during 1963.
(Edmonton Real Estate Board)



established a series of finance companies. The first was the Star Finance Co., which provided mortgage loans. Howie's many contributions to the Edmonton Real Estate Board included his term as president in 1957. He was awarded a Life Membership in 1985.

An important part of the Molstad organization has been Howie Molstad's wife, Cora. She received a Life Membership in 1994. The real estate tradition in the Molstad family is being carried on by their son, Rick. With Rick as part of the firm, Molstad Real Estate continues to be Edmonton's oldest surviving real estate company.

A third veteran with family connections to the Edmonton real estate industry was Darrell Ball. His career in the mercantile business was interrupted by World War Two, when he served in the Canadian Navy. After his discharge he returned to the mercantile business before starting his own firm in 1953. He was assisted by his father, Frank Ball. Frank had been a real estate salesman specializing in commercial property, particularly hotels. Darrell was active on a number of committees and was given a Life Membership in the Edmonton Real Estate Board.

Melton Real Estate was one of the stars of the golden age because of the influence of Stan Melton, who was also a veteran and son of an Edmonton real estate salesman. The founder of the company was his father, Louis Timothy Melton, who was born in France and immigrated to Canada in 1887.

In 1918 Timothy moved to Edmonton, where he entered the real estate business. He was employed by Allan, Celom, McKay and Greene for the next four years, then started his own business. He opened the Stanley

Investment Co., which was officially incorporated on March 10, 1925. After 1932 the name of the company was changed to L. T. Melton Realty. The company specialized in west-end properties, since Tim's motto was: "Buy land in the west end of

a growing city, keep it and it will keep you".

Stan Melton took over the company after he returned from the war. Under Stan's direction the company quickly expanded, opening branches throughout Edmonton and western Canada. He used existing personnel trained in Melton policy and ethics. Melton Real Estate was one of the first real estate companies in Edmonton to establish branch offices in residential districts. These offices were convenient for the customer and placed sales staff in the community where they could become familiar with the area and its residents. In 1955 the company expanded to Calgary. Its success was based on good customer and employee relations.

The company also coined one of the most familiar advertising slogans in Edmonton's history, "call a Melton man and start packing."

The system of branch offices was an important part of Stan's concept of how sales staff acquired listings. In his view, a sales representative without listings was a merchant with nothing to sell. A listing was the purpose, reason, and justification for a merchant being in business. To obtain listings Stan Melton recommended finding those people with a reason to sell.

In 1968 Melton Real Estate became a public company when it was listed on the Toronto Stock Exchange. Following Stan Melton's death from a heart attack at an Edmonton Eskimo football game in 1973, the decision was made to sell off the real estate brokerage part of the business to A. E. LePage of Toronto. The company then concentrated on land development, housing construction, and income properties development as Melcor Developments Ltd. Stan's son Tim was president.

Stan served as president of the EREB in 1954, as president of AREA in 1955, and as president of CREA in 1963. AREA and CREA each awarded him a Life Membership in recognition of his outstanding service to the industry.

Contributions to the operation of the Board by other members of the Melton organization were made by Mark Dubord, Ed Sande, Ian McKinnon, Garf Bennett, Dave Crawford, Murray Beckhusan, Harold Dundas, and Don Clark. These people either began their real estate careers with Melton or were long-term

employees who remained with the company even after its purchase by A. E. LePage.

Mark Dubord started with Melton Real Estate in 1950. After leaving Melton Real Estate, he operated his own company with the exception of an interlude with Royal Trust. His contributions to the Board began in the 1960s, when he served on a variety of committees

committee work, he received a Life Membership in 1994.

In 1959, Garf Bennett started with Melton Real Estate. He established his own company in 1976. Garf was president of AREA in 1977 and served as a director of CREA in 1978. He was made a Life Member of the Edmonton Real Estate Board in 1988.



The ongoing commitment of volunteers ensured the growth of the Edmonton Real Estate Board.
Back row left to right:
Neis Greidanius, Graham Downey, Norm Winterburn, Herman King, Don Helmers, Ted Dale, Mark Dubord, Stan Melton, Chris Graefe
Seated left to right:
Max Kaplan, Ed Shaske
(Edmonton Real Estate Board)

including public relations. He was a director for many years and was president in 1969. He was awarded a Life Membership.

Another "Melton Man" who started his own company is Ed Sande. He worked for Melton Real Estate from 1955 until 1963 before going into business for himself. He served on many committees, including the Professional Standards Committee, and received a Life Membership from the Board.

Ian McKinnon played an important role in the expansion of Melton Real Estate. In 1970 he established the Winnipeg branch where he remained as regional manager. Upon his return to Edmonton in 1975, he established his own company. In recognition of his work for the Board, which included extensive

After working for Melton Real Estate from 1968 to 1972, Dave Crawford joined Don Spencer as a partner in Spencer Real Estate. Since 1979 he has been sole owner. He served as president of EREB in 1986 and as president of AREA in 1990/91. He was named REALTOR of the Year in 1984 and received a Life Membership from the EREB in 1992.

Melton employed Murray Beckhuson from 1948 to 1978. He rose from salesman to become a company director. Murray served as president of the Edmonton Real Estate Board in 1958 and was awarded a Life Membership in 1989.

A builder of the Board who was also a long service member of Melton Real Estate is Harold Dundas. He was born in Onoway, where his

family farmed until he was ten. The family then moved to Fort Saskatchewan. Harold moved to Edmonton in 1959 to begin his career in real estate. He started with a small firm called Keystone Agencies, eventually becoming vice-president and divisional general manager for Royal LePage. As with many Board members who came into the industry in the golden age, he considers the greater emphasis on education and training in the 1980s as one of the more important developments in the industry. He was president of the Board in 1975 and was awarded a Life Membership in 1987.

Don Clark began his career with Melton Real Estate in 1963. He remained with the company after its acquisition by A. E. LePage. He served as president of the EREB in 1984 and has been active in the Realtors' Charitable Foundation. In recognition of his service Don was awarded a Life Membership in 1991.

Another outstanding figure in the Edmonton real estate business who followed his father into the industry was Jack Weber. He began his real estate career with his father and uncle's firm, Weber Brothers, in 1939, working as a collection

clerk. Later he became secretary-treasurer. In 1945 he purchased the shares of the Edmonton Credit Co. and took over control of the family firm. Like Melton, Weber Brothers expanded after the Second World War. Branch offices were established in order to compete with their most serious competitor, Melton Real Estate. Weber Brothers established offices in other areas in Alberta. The firm was sold to a group of senior employees in 1979.

A very active community booster, Jack's efforts ranged from encouraging investment in the western Canadian economy to promoting Klondike Days. He was one of the original "Six Sleepy Sourdoughs" who launched Klondike Days. In recognition of his role he was awarded the Cheechako Award in 1975 by the Canadian Progress Club and received the key to the City of Edmonton the following year. He also served as president of both the Edmonton and Alberta Chamber of Commerce, was northern Alberta CNIB district president, and in 1949 served as

president of the Boyle Street Community League.

Like so many other individuals of his day, Jack Weber divided his time between his business and his work in the various real estate associations. He became president of the Edmonton Real Estate Board in 1953 after having served as secretary-treasurer. While secretary-treasurer he introduced the practice of preparing audited statements for the Association. In his 1953 president's report, he cited the need for education and the need for a permanent secretary. Since earlier suggestions for revising the licensing act had involved the need for education, the Licensing Committee became the Licensing and Education Committee. It included Don Spencer, Stan Melton, and Dennis Stewart. Their efforts resulted in an educational course being offered through the University of Alberta Department of Extension leading to FRI (Fellow of the Real Estate Institute) and/or AACI (Accredited Appraiser, Canadian Institute) designations.

Jack's strong attachment to education was evident in his president's report in which he encouraged older members of the Association to take the course: *"It is true that with their long experience in the Real Estate Business, they have, perhaps, little need of taking an Education Course, which, in many respects, is quite elementary, but I do sincerely feel that if those who have been in the business for a number of years lead the way by taking the course, whether they feel they need it or not, it will provide the spark and incentive for the newer members of our profession to do likewise."*

After serving as president of AREA in 1953, Jack Weber went on to become president of CREA. He was also a founding member and the first president of the Canadian Institute of Realtors (CIR). He helped found and later served as president of the International Real Estate Association (FIABCI). The City of Paris awarded him the Silver Medal in recognition of his efforts to establish this organization. He suffered a severe stroke in 1975, which forced him to be hospitalized until his death in 1989. He was made a Life Member of the EREB.

Another member of the Weber Brothers organization who was also president of the Board in 1980 was Al Scott. He was one of the senior executives who took over Weber Brothers following Jack's retirement.



Jack Weber was a major architect of the Edmonton Real Estate Board.

(Edmonton Real Estate Board)

Homer Kellough was as involved in the EREB as Melton and Weber. He began his real estate career in 1945 when he became sales manager for William Hawkeye, who operated a real estate and insurance company in Edmonton. He became a partner the following year. In 1948 he joined Weber Brothers as a sales representative. By 1951 he was manager of the real estate division. He left Weber Brothers in 1955 to establish the firm of Kellough and Haliburton in partnership with Jack Haliburton. It continued until 1958. After serving as president and managing director of the firm of Trotter, McIntyre and Kellough for one year, he took over the firm, renaming it H. R. Kellough Realty Ltd., which he operated until his death in 1971. He had branch offices similar to the Weber Brothers and Melton Real Estate. Homer was one of the first of the established firms to hire women. Doris Woodward managed his west end office. He is remembered as an individual who inspired loyalty, who worked with his employees to improve their performance, and who encouraged education. He was a strong supporter of the cooperative approach to real estate. In recognition of this fact he received a Life Membership.

The Kellough organization supplied its share of people who contributed to the development of the Board. Norm Murray began his real estate career in 1951 when an accident prevented him from continuing his farming and pipeline construction work. He started with a small company called Leader Realty. He eventually moved to Weber Bros. Realty and then to Trotter, McIntyre, and Kellough, where he remained until 1971. After three years as a partner in the firm of Kellough Realty, he established his own company, Norm Murray Realty.

Norm made significant contributions to organized real estate both locally and provincially. He served eighteen years as a director of either the EREB or AREA. He was president of the EREB in 1976 and AREA in 1986/87. He received a Life Membership in 1986.

Veterans who had no prior experience in the real estate industry also contributed to its vitality during the golden age. After serving in the Army for three-and-one half years and then obtaining a bachelor's degree from the Faculty of Commerce, Dennis Stewart began his career as a real estate agent. He left real estate



Jack Weber was one of the original "Six Sleepy Sourdoughs" who launched Klondike Days in Edmonton in 1962.

(Edmonton Real Estate Board)

between 1954 and 1956 to organize First Investors Corporation, but he returned later and became president and agent representing Imperial Real Estate Ltd. Imperial Real Estate Ltd. was a large company that was active in all aspects of the industry. He served as the president of CREA in 1969.

Upon graduating from high school in Edmonton, Don Spencer spent four years with a wholesale firm and five years as a life underwriter. His service overseas during World War Two was with the RCAF, in which he reached the rank of flying officer. After the war Don worked for a year as a sales representative with Chapman Agencies. In 1948, he formed a partnership known as Spencer and Grierson Ltd. that lasted for twelve years. He then established his own firm, known as D. M. Spencer Agencies Ltd. He served as the president of the EREB in 1951, and AREA in 1957. He was made a Life Member of the EREB.

Other new recruits to the Edmonton real estate industry came from rural Alberta or small towns in central and northern Alberta. They were attracted to Edmonton because of improved employment opportunities. Earl

Pottage, Ray Buxton, and Barry Gogal are three people who made a successful transition to the big city.

Earl Pottage grew up on a farm in the Sedgewick area and graduated from high school in Camrose. (A fellow student was Al Larson, an executive secretary of AREA.) Earl began his career in real estate in 1964 with McBeth Agencies, eventually establishing his own company in 1969 in partnership with Pat Burns. In 1980 he bought Pat out and in 1984 changed the name of the company to Pottage Realty.

Earl's involvement in the activities of the EREB reflects the influence of his first boss, Frank Oakie. Frank encouraged Earl to take the real estate programs leading to his FRI designation. Because Earl attained the highest mark recorded for the entrance exam for both salesperson and agent, he was approached to become involved with the Education Committee of both the Edmonton Real Estate Board and AREA. He has also served as a director of both organizations. He received a Life Membership in the EREB in 1988 and another from AREA. Earl was president of AREA in 1979/80.

After selling his garage in Fairview in 1955, Ray Buxton moved to Edmonton to begin a new business career. He spent three years with Imperial Real Estate before starting his own company in 1958. Buxton Real Estate grew to twelve offices in Edmonton and Calgary with 130 employees. Ray sold his interests in the company in 1976 and formed Javelin Real Estate, which specialized in commercial and industrial properties.

After serving as president of the Edmonton Real Estate Board in 1962 and 1963, he went on to become president of AREA in 1972 and CREA in 1982. A strong supporter of education in the industry, Ray recalls that when he entered the field there were no educational programs for salespeople. He had to find his own books, periodicals, and university courses on the subject of real estate. In his view: "the most important thing that organized real estate has done is recognize the necessity of educating salespeople. It's extremely important to the growth of the industry." This emphasis on education fulfills, in his view, the original purpose of real estate boards, rather than the operation of an MLS® service.



Active participation was the key to the on-going success of the association. EREB members included back row left to right: George Stott, Stan Melton, Dennis Stewart, Norm Winterburn, Homer Kellough. Front row left to right: Howie Molstad, Mark Cummings, Murray Beckhuson. (Edmonton Real Estate Board)

Real estate attracted Barry Gogal at a very young age to his very successful business career. In 1971, at the age of 21, he became a salesman for Borden Real Estate. He remained with the company after its purchase by Royal Trust. In 1975 he left Royal Trust to establish Gogal Real Estate Ltd. He also shifted his activities to commercial properties. From 1982 to 1988 he held senior positions with Canada Trust. Since 1988 he has been a partner in Western Realty Group, which specializes in industrial, commercial and investment (IC&I) property.

Barry has been involved in all three levels of organized real estate. His contributions began in 1977, when he served on the Membership Committee of the Edmonton Real Estate Board. He became president of the Board in 1981, and of AREA in 1985. His participation in CREA began in 1986 when he became a director. He has received Life Memberships from all three organizations. He was REALTOR of the Year in 1986.

Native Edmontonians also entered the real estate business in large numbers. One important builder of the Board from this group was Graham Downey, who started his real estate career in 1960 when he was employed by Royal Realty. Later he worked for Melton Real Estate. He then spent four years at Royal Trust, where he specialized in residential and industrial sales.

When Canada Permanent Trust expanded their operations into Alberta in 1966, Graham was asked to oversee the start of a branch in Edmonton. He set up the first office and worked as district manager for the company for the next fourteen years. Since 1982 he has run his own company called Downey and Associates.

Graham has served on the Edmonton Real Estate Board in many capacities since the 1960s. He has been a director and was president in 1978. He has also served on many committees, beginning with the Ethics and Business Practices Committee (formerly known as the Ethics and Arbitration Committee).

His service to the industry also includes being president of AREA in 1974 and serving as Alberta director of CREA. He has received Life Memberships from both AREA and CREA. He is also a past president of the Realtors Charitable Foundation. Graham was REALTOR of the Year in 1989.

Before the golden age, the real estate in-

dustry in Edmonton had been an exclusively male occupation. Women had served as secretaries but not as sales people, branch managers, or directors of the Edmonton Real Estate Association. A number of pioneers changed this situation.

Kitty Callaghan, Jessie Oxford-Spencer, Mabel Gordon, Ruth Thatcher, and Connie Kennedy were the first women to enter this male bastion of Edmonton business.

After successfully completing the real estate primary school in October of 1960, Jessie Oxford-Spencer pursued a career in real estate with Weber Brothers, eventually becoming the manager of the central west branch of that company.

One of the first real estate sales women in Winnipeg was Mabel Gordon. She began her real estate career in 1956. In 1965 Mabel moved to Edmonton where she was involved in various community activities until 1972, when she went back to selling real estate. In 1976 Mabel became a member of the Million Dollar Sales Club. From 1979 to 1984 she served as the first woman on the board of directors for the EREB. In 1985 she was made a Life Member, the first woman to gain that distinction.

Montreal was where Ruth Thatcher began her career in real estate. One problem she encountered when she moved to Edmonton was having to deal with an executive who initially refused to accompany her to look at homes because she was a woman. She was able to overcome his concerns and make a sale. She has the distinction of being the first woman hired by Stan Melton. Melton was the last of the established real estate companies in Edmonton to end a policy of not hiring women.



Ray Buxton (right) receives a Past President Certificate from President J. G. McAfee, September 1962.

(Edmonton Real Estate Board)



Mabel Gordon, first female director and first female Life Member.

(Edmonton Real Estate Board)

In 1969, Connie Kennedy began her career in real estate. She established the first all-woman company specializing in what was then a new form of residential development: condominiums. Her first project was Hyde Park.

These women were the pioneers who provided the role models for those women who have come into the industry since the 1960s. Women now make up a significant portion of the membership of the Edmonton Real Estate Board. They are active in all phases of the industry from sales persons, to agents, to owners of companies. Their role in the activities of the Board includes membership on the executive, on committees, and in the administration.

National companies

The growth of Edmonton during the golden age also attracted companies from other cities to the Edmonton real estate market. This group included the Vancouver-based firm of Block Brothers and the Toronto-based firm of A. E. LePage. Trust companies also opened real estate divisions. These included Royal Trust, Montreal Trust, Canada Permanent, and National Trust.

These companies sometimes bought existing Edmonton companies and/or recruited Edmontonians to help establish their

operations. Cec Cunningham, an active member of the EREB, was part of this trend. He was born and raised in Saskatchewan. He received his license in 1959 and became involved in property management with his father's firm, Cunningham Agencies. Cec joined Royal Trust's real estate division in 1965. At the time of his sudden death in 1984 he was northern Alberta regional manager and Lendrum branch manager for Royal Trust Corporation in Edmonton. He twice served terms as a director of the EREB and served as president in 1979. He was also a director of AREA and president in 1982. He was awarded a Life Membership by the EREB.

The arrival of Block Brothers was particularly noteworthy. Its aggressive campaign to recruit staff was a new departure for the industry in Edmonton. A. E. LePage established itself in Edmonton by buying the brokerage portion of Melton Real Estate.

The founders of the Edmonton Real Estate Exchange in 1909 created an organization dedicated to the self-regulation of the industry. The collapse of the economy in 1913 made that attempt short-lived. The founders of the 1927 Edmonton Real Estate Association saw the regulation of the industry as a partnership between the industry and government. The passage of the Real Estate Agents' Licensing Act and the ongoing cooperation between the government and the Association made this partnership work.

In 1947 the oil boom gave Edmonton the impetus to grow. The opportunity to build an organization was not missed. Between 1952 and 1981 the Edmonton Real Estate Association was superseded by the Edmonton Real Estate Board and Co-operative Listing Service. The new organization offered a range of services that gave it a great deal more influence within the city and made membership an essential part of being a real estate professional in Edmonton. It was able to establish permanent offices and hire a permanent staff that offered not only a multiple listing service but also educational and social programs.

Continuity and Change 1982-1995

Edmonton's longest period of economic growth came to an abrupt end with the 1982 recession. Although the 1982 recession was severe, it is the 1913 recession that remains unchallenged as the real estate industry's greatest crisis in Edmonton's history since the market did not simply decline, it collapsed and remained relatively inactive for years. Northern development projects, such as the construction of a gas pipeline down the MacKenzie Valley from Inuvik to Edmonton, were cancelled.

The 1982 recession caused by the national energy policy was only one of the shocks to the Edmonton economy. The downsizing of all three levels of government has also reduced the number of jobs in the public service sector of the Edmonton economy.

The Edmonton economy has recovered from these events as new projects for northern development are revitalizing its economy. The Board has led the way by adapting to new technologies. It has also played an important role in achieving self-regulation by creating the Real Estate Council of Alberta. The Board has thus retained its commitment to an industry based on integrity while meeting the challenge of change.

Rising expectations

Rising expectations were evident in the Edmonton Regional Planning Commission 1979 Annual Report. It predicted that Edmonton would have a population of a million people by the year 2000. These expectations were based on oil extraction projects planned for Cold Lake and the Fort McMurray area, including the Alsands plant and the MacKenzie Valley pipeline. Construction of the pipeline was estimated to cost \$1.5 billion. The ripple effect on the Canadian economy was estimated

at \$15 billion because of the need for construction materials. It promised to be another Alaska Highway many times over.

The recession of 1982

The recession of 1982 was begun by the national energy policy. It had the effect of directing investment away from the development of Alberta's petroleum resources and towards the frontier regions and Newfoundland. It led to the cancellation of projects designed to develop the oil sands.

Another more long-term factor affecting the Edmonton economy was demographic. The baby boom generation, born between 1946 and 1964, created an unprecedented demand for housing which was not continued into the 1980s and 1990s.

The result of the economic slowdown on the labour force in Edmonton was dramatic. Between 1971 and 1981 employment increased by 165,150 jobs. Between 1981 and 1990 the labour force in the Edmonton metropolitan area increased by only 5,000 jobs. Employment levels in goods-producing industries in 1992 were below their 1981 levels. The largest declines were in construction and manufacturing. Employment growth was concentrated in the service-producing industries.

The impact of the 1982 recession on the Edmonton real estate market was reflected in comments to the press by Art Jones, the then public relations manager for the Edmonton Real Estate Board. In 1983 an article entitled "Grim year for realtors as local ranks dwindle," appeared in the *Edmonton Journal*. While many Canadians were worrying about how wage restraints would affect their lives, the article noted, some Edmontonians were trying to cope with much more stringent constraints. Incomes of the average real estate salesperson dropped

Edmonton skyline in 1978 had been totally transformed by the postwar boom.
(City of Edmonton Archives, EA-117-149)

