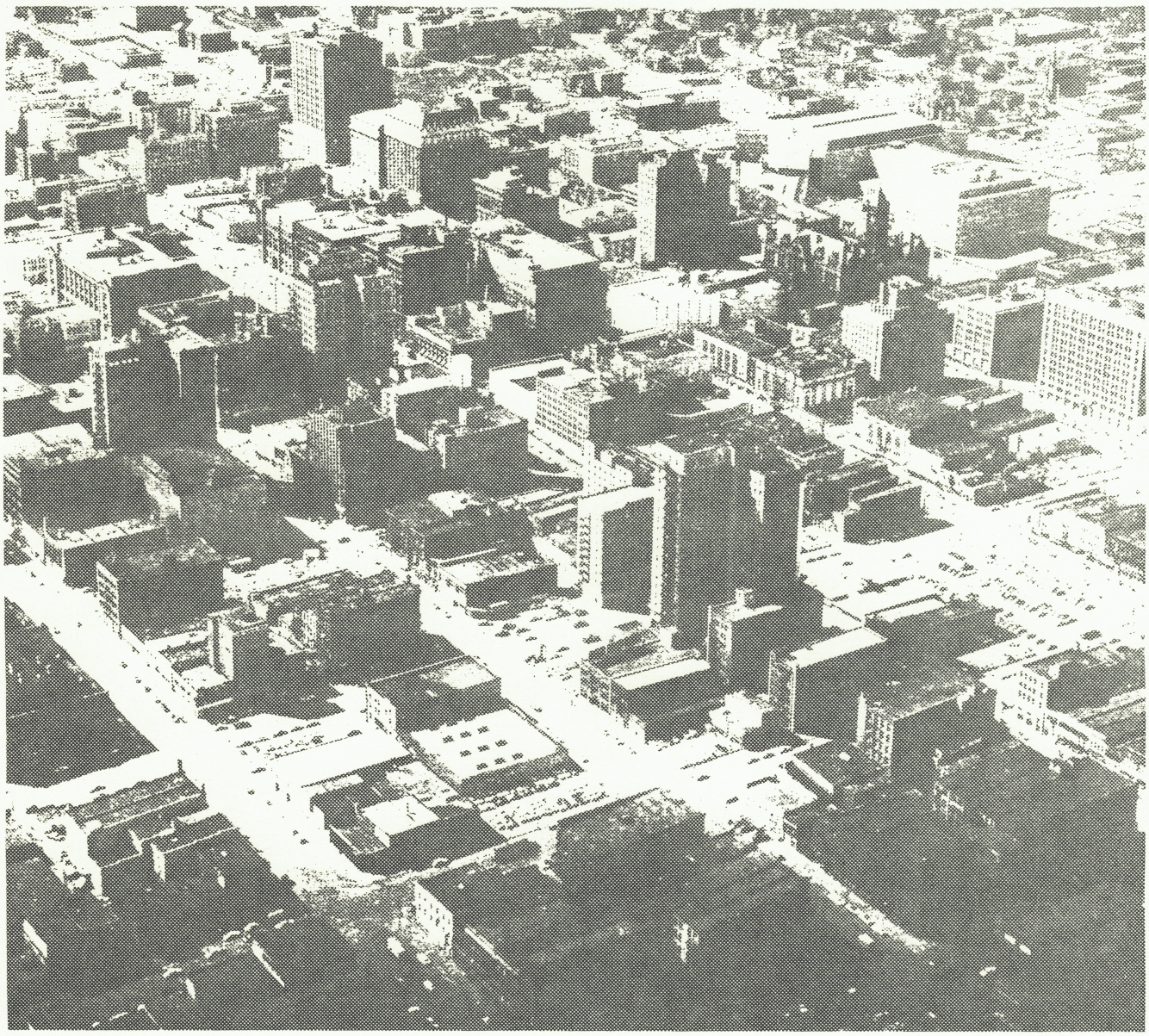
1960 — 1969



1960-1969: Turbulent Times

The 1960s began calmly enough. An energetic young President, John F. Kennedy, and his pretty wife and children moved into the White House. The Peace Corps, the Space Program, and a successful end to the Cuban Missile Crisis all seemed to say that America was capable of almost anything.

On November 22, 1963, the violence began. Shots rang out in Dallas that Noon; most Americans watched the aftermath of the Kennedy assassination on their television sets during the next few days. The ensuing years saw an escalation in the number of American troops in Vietnam — and an escalation in anti-war protests, some violent, at college campuses across the country. The Civil Rights movement was marred by violence; even Omaha faced racial tension in the mid-60's. In April 1968, Civil Rights leader Martin Luther King was murdered. Just a few months later, Bobby Kennedy was the victim of another gunman. In record numbers, disillusioned young people "tuned in" to drugs and dropped out of society.

The American economy was relatively strong throughout the decade. Technological advances such as computerization helped business and industry to prosper and made life easier for consumers.

City Concerns

The Air Force requested 500 additional units of Capehart Housing in 1960. Offutt Air Force Base Commander Colonel William Campbell spoke at a Board luncheon to address the issue. The following year, after more debate, OREB members voted to recommend that the Department of Defense delay its request for additional housing.

Capehart Housing was an issue in 1964, when Realtors were successful in convincing U. S. Senators and Representatives to turn down a request for 400 units of housing; they pointed to the number of homes available for rent and sale in the Bellevue area. "Realtors and builders thought government housing would depress the market," wrote 1961 OREB President William Otis.



Real Estate Chief Pledges Effort

The new president of the Omaha Real Estate Board, William L. Otis, Wednesday pledged his organization to work for neighborhood conservation and rehabilitation.

Mr. Otis was installed by his father, R. R. Otis, at the seventy-fifth anniversary celebration dinner of the board at the Blackstone Hotel. The elder Mr. Otis is a past president.

Another past president, N. P. Dodge, Jr., member of the City Council, urged realtors to run in the 1961 city election. He noted that four realtors were members of the City Charter Convention four years ago.

A bell engraved with the names of past presidents was dedicated by John R. Maenner, whose father, the late T. H. Maenner, was a president of the National Association of Real Estate Boards.

Dr. Carl S. Winters, Chicago clergyman, was a guest speaker.

The board presented an engraved compact and a cash gift to Mrs. Prudence McMichael, executive secretary for 12 years, who is leaving the board's employ. She also was commissioned an admiral in the Nebraska Navy.

Other officers installed: Charles F. Rasmussen, vice-president; Harold L. Peterson, secretary; Robert J. Wilson, treasurer, and Frank H. Binder, Morrie Rice, Kenneth F. Reed, Hiram S. Manville, Charles A. Peters, and Mr. Maenner, directors. Lad V. Tesar, Sr., outgoing president, is ex-officio director.

—World-Herald Photo.

William Otis (left), Lad Tesar, Sr. . . . examine bell.

Christmas sparkle
BEACON WAX

Above: An Omaha World-Herald article in December, 1960, told of that year's Installation ceremony. The bell dedicated that year is still on display at the Board.

The Omaha Real Estate Board took an active role in rewriting the city's subdivision ordinance in the early '60s. Members of the Board's Planning Committee worked with City Planning Board officials, offering suggestions throughout the process. Additionally, the Board was heavily involved in the issue of urban renewal throughout the decade.

Northwestern Bell Telephone Company changed from a two letter prefix to seven digit telephone numbers in the autumn of 1960. Over a million local calls and 21,000 long distance calls were made per day in Omaha during that year.

Omaha schools saw an enrollment of 55,000 children in 1962. Superintendent of Schools Dr. Paul A. Miller, speaking at an OREB luncheon, predicted that the number would reach 70,000 by 1970. Miller also stated that there was a great need in Omaha to begin job training in the public schools.

Realtor Charles A. Peters served as President of the Omaha Board of Education in 1964 — the same year he served as President of the Omaha Real Estate Board. "There was an on-going problem with my work with the school board because it was necessary from year to year to vote on raising taxes, which was of course anathema to anyone in the real estate business," Peters wrote. "Our reliance in Nebraska on real estate as a way of raising money for tax-supported institutions such as public schools made this a very awkward situation. Nevertheless, I voted to increase taxes even as I was president of the Omaha Real Estate Board."

News Highlights

In addition to the assassinations of John and Robert Kennedy and Martin Luther King, news headlines of the Sixties included the Civil Rights Movement and Women's Liberation. In 1967, the Middle East exploded in the Six-Day War waged by Israel, Egypt, Syria, and Jordan. Richard Nixon won a close race for the presidency over Hubert Humphrey in 1968. On July 20, 1969, Astronaut Neil Armstrong set foot on the moon with the memorable words, "That's one small step for man, one giant step for mankind."

Architecture

A new City-County Civic Center was proposed for downtown Omaha. The original plans called for a three-and-one-half block complex bounded by 14th and 16th Streets between Harney and Jackson Streets. In late 1967, the Eugene C. Eppley Foundation offered a grant of $2.25 million to the City of Omaha and Douglas County. The money was for construction of a city-county government site, but would be granted only if certain conditions were met; one stipulation was that the building site be the city block bounded by 18th and 19th Streets between Farnam and Harney Streets. In November 1967, Omaha Real Estate Board members passed a resolution requesting that the City Council postpone a decision on the Eppley foundation proposal for four weeks in order to weigh the two plans carefully. The Civic Center was eventually built at 18th and Farnam Streets.

Cost Of Living, Income

The Board began holding its weekly luncheon meetings at the Blackstone Hotel in 1964. The Blackstone Hotel Ballroom offered a luncheon for $2.00 per person, which included parking and tip.

The average sales price in 1960, according to figures from the Multiple Listing Exchange, was $13,500.

1962 OREB President Charles Rasmussen reported that interest rates on Conventional mortgages were about 6% during his term. He also stated that there were no points at that time; a 1% service charge was paid by buyers. An article from the Omaha World-Herald in early 1963 listed the Board's top sales agents for 1962; each of the 20 sales people who sold more than 400 thousand dollars in property was honored (see article at left). The Multiple Listing Exchange had more than 25 million dollars in sales in 1962.

Exchange Honors Its Best Salesmen

It was no fluke that Mrs. Jerome Taylor and Robert Herink were Omaha's top residential real estate sellers of 1961. They repeated their performances in 1962.

The Multiple Listing Exchange awarded them plaques Wednesday—Mrs. Taylor as the star salesman and Mr. Herink as the top corporate member.

His sales totaled $797,250. She sold $658,500 worth of property. Mrs. Taylor is with the N. P. Dodge Company. Mr. Herink was with the Morin Company last year and now is with the R. G. Olson Company.

Plaques went to five other leading salesmen: James Donahue and Ken Kisner, Dodge Company; Harold Lee, Dial Realty Company; C. B. Schmitz, C. B. Schmitz Realty Company, and Charles Clarey, Morin Company.

Mr. Schmitz is the 1963 chairman of the exchange.

Others honored for selling more than 400 thousand dollars in property:

Bud Lohman, Paul Dickson, Herman Kammermier and Roy Brewer, all of N. P. Dodge Company; Frank Gunderson, Osborne Realty Company; Don Martin, Otis Company; Ron Switzer, Switzer Realty Company; Ed Covert, T. H. Maenner Company; Carol Gast and J. Paul Morgan, R. F. Mitchell and Son; Ann Blessing, Blessing Real Estate; John Giordano, Schmitz Realty Company, and Floyd Yager, H. L. Osborne and Associates.

W. Irving Hansen, 1962 chairman, said Multiple Listing Exchange sales rose from $23,542,000 in 1961 to $25,147,000 lost year, a 9.3 per cent gain. The number of firms increased from 58 to 64, the largest membership to date.

The MLE, formed by the Omaha Real Estate Board, is composed of realtor firms which share their residential listings to increase the sales potential.



Story at left. —World-Herald Photo.

Mrs. Taylor, Herink . . . Repeat winners.

The following year, wrote 1963 President Harold Peterson, "The market was a good one. At that time there were approximately 114,000 family units in Omaha; 78.5% owned their home, and 21.5% were tenants. Average family income was $6,793.00. The most popular price bracket of homes sold were $10,000.00 to $15,000.00 with 31.3% of home sales being in that bracket. Only 3.8% of homes sold were over $30,000. The average sale price of homes sold through the Multiple Listing Exchange was $15,570.00, down 1.5 percent from the previous year. A total of 12,923 deeds were recorded, for a total consideration of $111,794,500."

In 1967, "there was a bit of a slow-down in the market due to the increase in mortgage rates at a whopping 6 to 6½%," wrote 1967 OREB President John R. Maenner in 1986. He continued, "The prime rate ran between 5½% to 6% for the year."

Contracts

The Directors of the National Association of Real Estate Boards approved a recommendation in 1965 stating that standard real estate forms (such as an Offer to Purchase) should contain the following phrase, displayed prominently: ''This is a legally binding contract. If not understood, seek competent advice.''

The resulting Uniform Purchase Agreement of the Omaha Real Estate Board is shown at right.

Beginning in 1966, the Board had separate Uniform Listing Contracts for MLS and non-MLS brokers. Shown below is the Residential Listing information form which was filled out at the time of listing, as revised in 1966.

RESIDENTIAL LISTING

Address ..... No. Rooms ..... Price $ .....

Broker ..... Salesman ..... Terms .....

	FLOOR PLAN	B	LL	1	2	3	Incl Crpt	Incl Drps	Room Sizes
Zoning	Living Rm.								x
Age	Dining Rm.								x
Exterior	Kitchen								x
Style	Family Rm.								x
Type Roof	Rec. Rm.								x
Foundation	Bed Rm.								x
Basement	Bed Rm.								x
Garage	Bed Rm.								x
Sq Ft AG	Bed Rm.								x
Sq Ft BG	Bed Rm.								x
Lot Size	Baths								x
Wtr. ..... Gas	Fire Pl.								
Sewer	Floors								Utility Rm.
Paving	D W or Pl			C Air Cond					Rng or Oven
Occupant	Insul.			Type Heat					Dishwshr.
Possess	Storms			Wtr Htr					Disposal

1st Mtg to .....

2nd Mtg. to .....

Mtg Bal $ .....

Home Imprvmt .....

Land Contract .....

Type Loan .....

Mo Paymt. $ ..... Int ..... %

Taxes Incl ..... Ins. Incl .....

Taxes $ .....

Rented? ..... $ .....

Bus Line ..... Blks. ....

Grade Sch ..... Blks. ....

Par. Gr. ..... Blks. ....

Jr. Hi. ..... Blks. ....

Hi. Sch ..... Blks. ....

Par. Hi. ..... Blks. ....

LEGAL: .....

REMARKS: .....

.....

.....

L: .....

N/S .....

Loc. # .....

List. # .....

Population Of The Area

The U.S. Census figures for 1960 reported that 301,589 persons lived within Omaha's city limits.

(This is a legally binding contract. If not understood, seek competent advice.)

OMAHA REAL ESTATE BOARD

UNIFORM PURCHASE AGREEMENT

The REALTOR negotiating this agreement is a member of the Omaha Real Estate Board and as such is governed by its CODE OF ETHICS AND RULES OF FAIR BUSINESS PRACTICE.

_____, Realtors _____, 19____

Omaha, Nebraska

Gentlemen:

I, the undersigned, hereby agree to purchase the property hereinafter described, to-wit:

Address:_____

Legal Description_____

_____

_____

including all fixtures and equipment permanently attached to said premises but no personal property being included except:

_____

Subject, however, and on condition that the owner thereof has a good, valid and marketable title, in fee simple, and said owner agrees to furnish abstract of title certified to date of sale, or Title Insurance policy and convey said premises to me or my nominees by_____ free and clear of all liens, encumbrances or special taxes levied or assessed, except

_____

_____

but subject, however, to all building restrictions and easements now of record against said premises.

I agree to pay for same_____ ($_____) DOLLARS, on the following terms, to-wit: $_____ deposited herewith as evidenced by your receipt attached below. Balance to be paid as shown in Paragraph(s) #_____ following, which paragraph(s) ha____ been initialed by me, and_____ specified as the only paragraph(s), of the following paragraph(s) numbered 1 to 5 inclusive as being applicable to this agreement.

_____#1 ***All Cash***

Balance of $_____to be paid in cash from my own funds, at time of delivery of deed, no financing being required.

_____#2 ***Conditional upon Loan***

Balance of $_____to be paid in cash at time of delivery of deed, conditional however, upon my ability to obtain a loan, to be secured by first mortgage on above described property, in the amount of $_____. Said loan to be VA_____, FHA_____, CONVENTIONAL_____, M.G.I.C._____, or VA/FHA_____, with terms providing for interest not exceeding _____% per annum, and monthly payments of approximately $_____ plus taxes and insurance.

I hereby authorize you to negotiate for a loan on the above basis, and I agree to sign all papers and pay all costs in connection therewith, and to establish escrow reserves as required.

If said loan is not approved within_____days from date of acceptance hereof, this offer to be null and void, and the money paid herewith to be returned to me. Provided, however, that if processing of the application has not been completed by the loaning agency within the above time, such time limit shall be automatically extended until the loaning agency has, in the normal course of their business, advised either approval or rejection.

_____#3 ***Assume Existing Mortgage***

I agree to assume and pay existing mortgage balance in favor of_____ in the approximate amount of $_____ and pay the balance in cash from my own funds at time of delivery of deed; it being understood that present mortgage terms call for interest rate of _____% per annum and payments of $_____ per_____. Said payment includes_____. Interest on existing loan to be prorated to date of closing. I also agree to reimburse the seller for the amount in the escrow reserve account which is to be assigned to me.

_____#4 ***Land Contract***

Balance to be evidenced by land contract with present owner calling for additional cash payment of $_____ at time of execution of the contract, and remainder of $_____ to be paid in monthly payments of $_____, or more, which monthly payments shall include interest at the rate of _____% per annum computed monthly on the actual unpaid portion of the principal, and 1/12th the annual taxes.

_____#5 _____

Possession of said premises shall be given me on or before_____

Consolidated taxes due January 1, 19_____, rents if now rented, and City of Omaha sewer-use fee, if any, shall be pro-rated as of the above possession date.

If this proposition is accepted, I agree to close said purchase within_____days after delivery to me of abstract of title or a Title Insurance binder, and if an abstract is furnished, I further agree to furnish a written opinion from my attorney showing defects, if any, in the title.

This offer is based upon my personal inspection or investigation of the premises and not upon any representation or warranties of condition by the seller or his agent.

It is understood and agreed that this agreement shall in no manner be construed to convey the premises or to give any right to take possession thereof.

Upon acceptance of this offer the risk of loss or damages to the premises is assumed by the seller until the date of closing.

WITNESS: _____, Purchaser

_____, Purchaser

Address_____ Phone_____

RECEIVED FROM_____

the sum of_____ ($_____) DOLLARS to apply on the purchase price of the above described property on terms and conditions as stated above, it being hereby agreed and understood that in the event the above offer is not accepted by the owner of said premises within the time hereinafter specified, or that in the event there are any legal defects in the title which cannot be cured after said purchaser has filed or caused to be filed with us written notice of such legal defects, the money hereby paid is to be refunded. In the event of the refusal or failure of the purchaser to consummate the purchase, the owner may, at his option, retain the said money hereby paid, as liquidated damages for such failure to carry out said agreement of sale.

This receipt is not an acceptance of the above offer, it being understood that the above proposition is taken subject to the written approval and acceptance by the owner on or before_____.

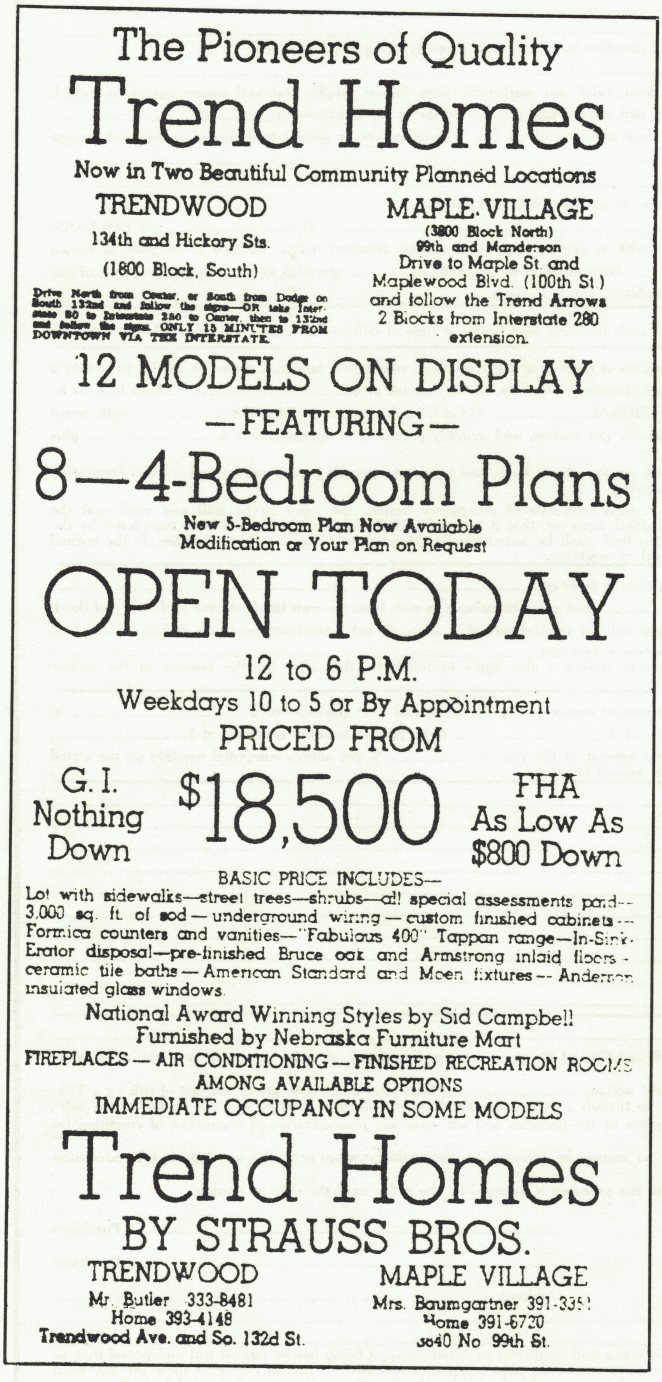
_____, Realtors

By_____

ACCEPTANCE ON REVERSE SIDE

Membership Figures

At a 1962 luncheon meeting which celebrated the 10th anniversary of the modern Multiple Listing Exchange, Realtor Hugh Van Alstine said that in its first 10 years, the Exchange handled over 162 million dollars in residential sales, and processed 27,568 listings.



Above: This real estate ad appeared in the Omaha World-Herald in 1964. Special features included ceramic tile baths and In-Sink-Erator disposals.

The Bylaws of the Omaha Real Estate Board made provisions for four classes of membership: Corporate (available to principals, partners, corporate officers, or managers); Active (sales agents); Affiliate (non-licensed persons having an interest in real estate); and Honorary (''individuals of good character and standing, a distinguished citizen, or a retired member of the Board''). A ''Member Emeritus'' category was added in late 1966.

The 1964 OREB Membership Roster lists 135 member firms, 33 of which still maintained Realtor membership in 1986. There were 568 Corporate and Active Members in 1964.

1966 local dues were $75.00 per year for Corporate Members, and $22.50 for Active Members. The dues for Affiliates were determined each year by the Board of Directors.

Paul E. Quinlan was appointed as Director of the Nebraska Real Estate Commission to replace William F. Swanson in 1965.

The Board's Education Committee proposed that an Orientation session be developed for new brokers and sales agents in 1965. The OREB Directors encouraged the committee to continue work on the matter.

A West Omaha Real Estate Council was formed by several West Omaha brokers who met to discuss problems of the decade. The Council was eventually dissolved.

The Multiple Listing Exchange was incorporated as the Multiple Listing Service of Omaha Realtors, Inc. on January 1, 1969. The Articles of Incorporation stated that seven Directors, each elected for terms of three years, would govern the new MLS.

One of the most controversial issues facing Realtors during the '60s "was the perceived notion that minorities could not buy lots or houses, anywhere in the city, of their choosing," wrote 1967 President John Maenner; he and other Board members worked diligently to squelch that perception.

"Emotions ran high on both sides of the issue," wrote 1963 President Harold Peterson, "in fact, one Saturday morning, students and faculty of Creighton University picketed my house." In 1963 and again in 1964, the Directors of the Omaha Real Estate Board went on record with a position against discrimination by race, creed or ethnic background, and asserting strongly the belief in the basic rights of the property owner.

Most of Omaha's real estate companies were still located downtown in the 1960s, according to 1964 President Charles Peters. "But even then there was a continual disagreement about 'where shall we meet' as firms were moving out of the downtown area."



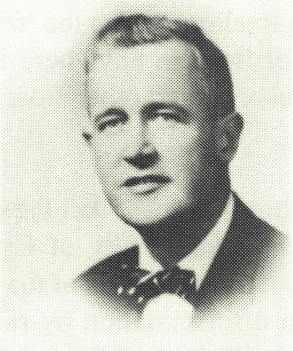
Dinners honoring the Past Presidents of the Omaha Real Estate Board were held almost every year. This photo was taken at such a dinner in January, 1963. From left to right, standing: Wayne Selby (1946), Harold Grove (1948), Alfred Kennedy (1935), Ed Undeland (1939), Jess Schroeder (1934), Lad Tesar (1960), Hiram Manville (1937), Robert Hastings (1949), Charles Rasmussen (1962), Lloyd Peterson (1952), G. E. Shukert (1947), Russell Bailey (1945). Middle row, left to right: A. E. Burr (1941), W. B. Hargleroad (1951), Clay Thomas (1938), R. R. Otis (1940), George Morton (1912), Lew Sholes (1922), E.H. Benner (1929), Ken Reed (1930), Harold Payne (1950), Bob York (1943). Front row: Howard Drew (1957), Harold Peterson (1963), and Phil Dodge (1955).

Presidents Of The Omaha Real Estate Board

1960—1969



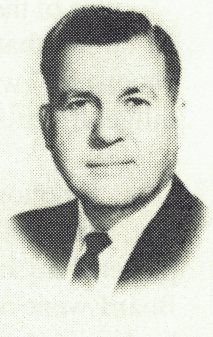
Lad V. Tesar
1960



William L. Otis
1961



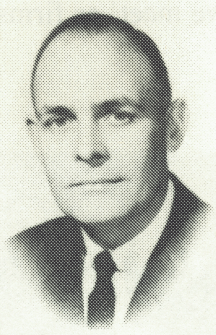
Charles Rasmussen
1962



Harold L. Peterson
1963



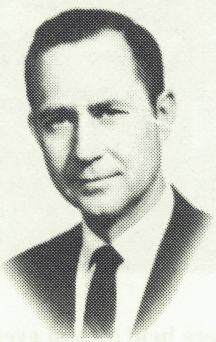
Charles A. Peters
1964



Kirk P. Miller
1965



Norman J. Keegan
1966



John R. Maenner
1967



Richard E. Deuser
1968



Victor J. Lich
1969

Executive Secretary Prudence McMichael left the Board after 12 years of service in late 1960. She was followed by Edna M. Johnston. Roy A. Bryan was Executive Officer from 1964 to 1969. Ronald N. Williams was hired as Executive Officer in 1969.