

Charlotte, North Carolina, Tuesday, January 29, 1957

Charlotte

By JULIAN SCHEER
Close-Up

Progress, n. Movement forward as in time and space.—Webster.

As inevitable as the sunrise, as certain as young romance, as arousing as a baby's cry, progress—it is a part of us.

You see it in the early morning as workmen warm themselves around a barrel fire. You see it in the early morning as youngsters rush busily to schools designed by the magic fingers of the visionary.

You see it in the morning on a farm where a tractor churns across earth still wet with dew.

You see it in the morning as thousands ride to a city and disappear like gophers into the concrete giants.

Progress, n. Onward course; progression.—Webster.

You see it as steel and mortar reach into the sky and shove the clouds aside.

You see it as buildings mushroom across marshes and flatten out into cities.

You see it as ships get longer, aircraft faster, highways wider.

Progress, n. The rapid progress of events.—Webster.

You see it in automation when factory hands merely stand by machines.

You see it in factories which spin yarn, make food, sole shoes.

You see it in the earth where shovels scoop up loads of energy ores.

Progress, n. A journeying forward.—Webster.

You see it when sewer lines reach weed-covered fields.

You see it when street lights hang near the farmhouse.

You see it as hundreds line the walls of a tax office.

Progress, n. Advance to an object.—Webster.

You see it when schools and pools and hospitals and libraries are built.

You see it as men fight for political offices.

You see it as city limits are no longer like fences.

Progress, n. Gradual betterment.—Webster.

You see it as school population swells.

You see it when your sick smile.

You see it when your poor are warm.

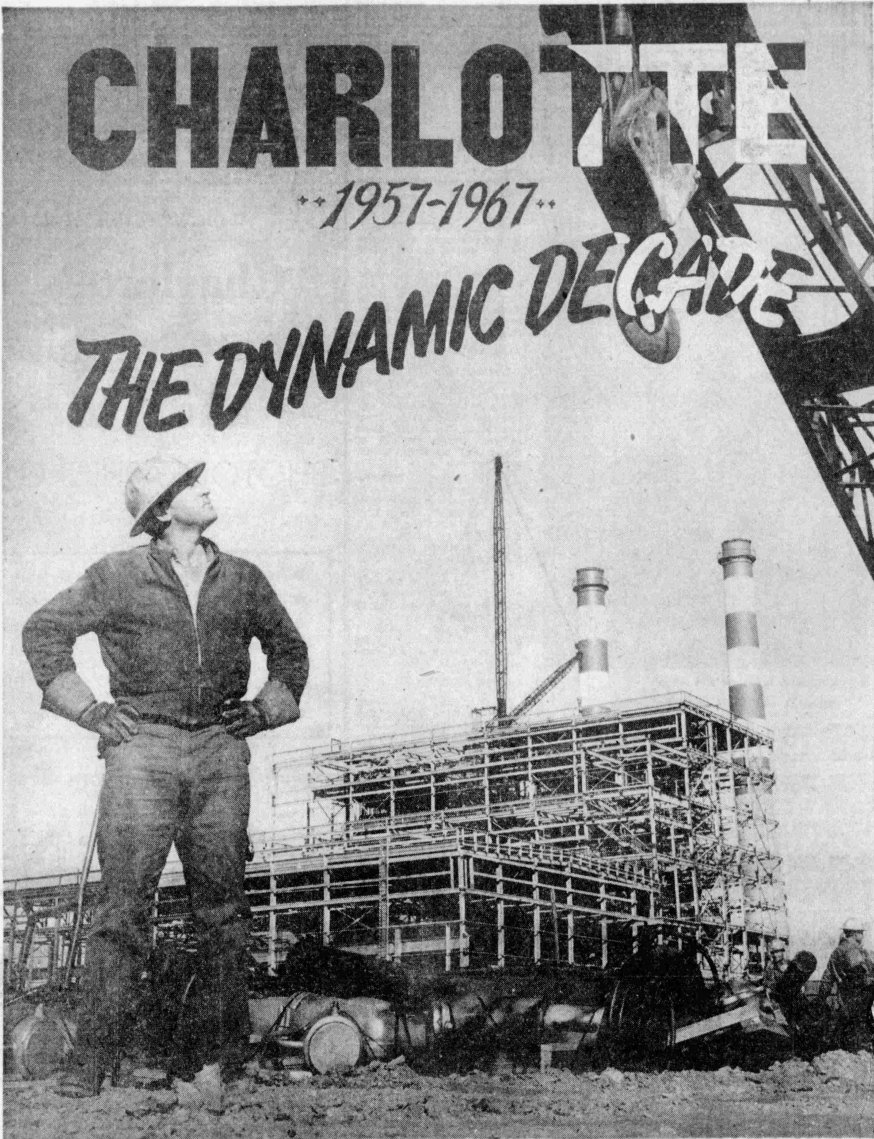
Progress, n. A going and getting ahead.—Webster.

You see it when men sing and dance.

You see it when men teach and learn.

You see it when men speak and shout.

Progress, n. The daily progress of the sun.—Webster.



(New Staff Photo by Tom Franklin-Hunter)

"THE DYNAMIC DECADE"—It is the decade yet ahead for Charlotte and the pulsating Piedmont. It is to be a decade of unprecedented growth, in plans and in products, a decade marked by dwellings rising from the red soil and structural steel climbing into the blue sky. The decade gone by has set the pattern. It is a pattern of power amplified by these two units of Duke Power Company's Allen steam-electric plant on the Catawba, towering behind a construction worker. A million kilowatts will eventually go pulsing from this site to turn the wheels of the Piedmont's progress. It is a powerful decade that is ahead—and a progressive one. There will be more stores, more streets and highways. There will be more children studying in more schools, more people relaxing, more people working. There will be more offices and more smokestacks. They are all part of the 10 years just ahead—"The Dynamic Decade."

—WE WERE BUSY BUILDING, GROWING, PLANNING—

1956 Charlotte's 'Year Of Preparation'

From the threshold of the first year of what Charlotte expects to be its "Dynamic Decade," the city might well look back on 1956 as a year of preparation for what is to come. If it was a year of preparation it also was a period of consolidation of past gains. It was the final year of a "Decade of Progress."

1956 was a busy year, and the word "Busy" might best sum up the year's record. Charlotte was busy in Building, busy in Industry, in Commerce, in Government. Yes, and busy in Politics.

And, of course, we were growing. New homes, new schools, new suburban developments, new plants, and new shopping centers.

libraries of the county wide system, East and South, were already in service before it held its formal opening. The three were units in the \$1,600,000 expansion program authorized by an earlier bond issue.

But it was in the outlying areas that Charlotte was most active. New plants were springing up everywhere, some in well-defined industrial sections, others along every major highway. Structures were going in and grading moving apace on the ambitious U.S. 29 bypass to speed traffic around the city. Park road was being widened, and the gigantic Park Road Shopping Center, a \$7 million project, was a November reality.

Change was in the air. Plants that were an architect's drawing boards in March were in operation in midsummer. In the continuing construction boom that had characterized Charlotte since the end of the war, builders had achieved a "know how" almost beyond belief.

its annual population forecast. Charlotte, it said, has a population of 219,000 in its Metropolitan area now and by 1968 would be a city of 313,000.

How had we grown? We were the third city in the nation in per capita boarding of passenger airplanes, exceeded only by Miami and Atlanta.

We added another air line, Delta, to our four lines already serving the city, Eastern, Southern, Capital, and Piedmont. We also were planning a \$200,000 expansion at the Air Terminal.

How had we grown? The city-county school population around 48,500. School Consultant Engelhardt & Engelhardt estimated that the enrollment in the two systems would be 57,000 by 1960 and that to provide the necessary facilities would require the expenditure of \$23 million in the next five years on new buildings and additions to present structures.

These were only some of the indices of the city's and county's growth and forecasts of what we may well expect. Expanding business begets expansion all down the line. Population growth requires more services. The need for responsible planning and spending falls heavy on local governments.

Schools, first to feel the effects of the postwar expansion, have been charting their construction program in close relationship with their consultants for years. In 1956 the city and county governments received a master plan for recreation in Mecklenburg county. It was prepared by

the Allen Organization, professional recreational consultants, and was the result of a year's study of local needs. By year's end the Social Planning Council was moving toward putting the recommendations into effect. The program is a long range one and will require years to bring the county's recreation facilities up to national standards.

How had we grown? The year saw plans undertaken for providing more room for government agencies. Early in the year the local bar urged construction of a county building. Schools sought funds for their own executive headquarters.

The city council discussed enlargement of City Hall. Funds were provided for a Juvenile Detention Home. A site was selected across 4th St. from city property for the \$600,000 Health Center, with work to begin this spring. In December funds were provided for expansion of the Mental Health Clinic to improve its services.

Bond issues for schools and for water and sewer lines were voted or in the offing. 1956 was a busy year, both in planning and in completion. A survey of business and government indicates that this year, the first of the Dynamic Decade will be even busier. Many problems were solved, many more arose, but the year found the groundwork being laid for the future of the city.

Being leap-year, 1956 was a day longer than usual. It was a political year and as such more controversial than most. The presidential campaign, Middle Europe, Middle East, Suez, segregation—all got top billing. The Eisenhower ticket was returned by a landslide. Mr. Adlai Stevenson and Senator Estes Kefauver disappeared from the front pages after their defeat. North Carolina watched its 76th district keep Republican Congressman Charles Raper Jones in the Congress. Luther Hodges was elected Governor. An extraordinary session of the General Assembly in July and a later vote on Constitutional amendments assured maintenance of segregated schools for those communities determined to keep the traditional separation of races in public schools.

Close Race Year-end historians found the touchy Middle East and the Presidential campaign the top international and national stories of the year with the revolts in Hungary and Poland close runners-up. In Charlotte news ranged from the Bell acquisition of Efrud capital stock and retail interests to fish diving by the thousands in Freedom Park lake.

The tempo of the city's life was geared more closely than ever to the state of its business. And business was good. New enterprises came into the city and its perimeter at the rate of one a week, according to a year-end tabulation by the Chamber of Commerce, which listed 52. These ranged from manufacturing, through wholesaling and distribution, to retail

outlets. Biggest industrial loss of the year was the closing of Kendall Mill's Paw Creek plant. On other fronts, however, there was steady expansion. Established companies moved into larger quarters, or announced plans for new plants to house their growing business. One of the early movers was Ready-to-Bake Foods, Inc., which occupied its \$1 million plant at 1921 Freedom Drive on Jan. 18. The largest of the four plants of the company, the Charlotte headquarters handles distribution of Puffin Biscuits in the Carolinas, Virginia, Ga., Tenn., and Ala.

New Building Stein, Hall & Co., Inc., producers of adhesives for the textiles, furniture, and other industries, announced in May it would build a \$250,000 plant on Glenwood Drive and move its laboratory and lines from its former quarters on West Morehead Street. Meanwhile work was under way on a \$1 million office and warehouse for Republic Steel Co., on Sugar Creek Road, one of the newer industrial sections. Across the street a \$75,000 building was going up for Ronson Hydraulic Units (N. C.) Corp., a division of Ronson Corp. The company would manufacture hydraulic systems for aircraft. Both plants were occupied before the end of the year. In the fall Allison-Erwin Co., one of Charlotte's oldest and largest wholesalers, which has

Take A Look 10 Years Ahead

By HAZEL M. TROTTER
Charlotte News Special Writer

With the beginning of 1957, Charlotte entered what many leaders are confident will be its "dynamic decade," the Queen City's 10 years of greatest development.

From a 1947-to-1957 decade of progress, the city advances into a new period of growth—one with possibilities too remarkable to have been dreamed of even a few short years ago. It may well be that when the sun has risen on the first day of 1967, the Charlotte that has long been the "Queen" of the Carolinas will have become the sovereign of a much larger territory. For many weeks, The Charlotte News has been making particular phases of the city's life. The purpose has been to find out what Charlotte will be like 10 years from now. The News has gone to many sources for information. Business and industrial executives, leaders in civic, educational, cultural and religious fields, government officials, and others who know a great deal about particular phases of the city's life have been asked what they expect in the dynamic decade.

Everywhere the predictions have been the same—Charlotte will really come into its own—what it has done in the past is only a beginning—Charlotte of 1967 will still be one of the best places in the whole country to live or to do business.

Here are some of the survey's highlights: The Chamber of Commerce estimates that Mecklenburg's population should reach 357,000 by Jan. 1, 1967. How much of this will be in the city limits depends on extension of these limits. Agencies which have watched carefully the city's growth estimate that if the present area marked for annexation is brought into the city, Charlotte will have 40,000 to add to its present 155,000 people and should certainly reach the 200,000 mark by the 1960 census. By 1967, with extended city limits, less than 50,000 Mecklenburgers will be living outside the city, statisticians say.

In Finances, More Growth

Financially, Charlotte is expected to become an even more important center for a larger area. Completion of the recent major expansion of the branch bank of Fifth Federal Reserve District's Richmond bank has added to the service facilities of this institution. Expansion plans of Charlotte banks and growth of other financial institutions hold promise of greatly expanded business in the decade.

In manufacturing, the prediction is that more diversified industries will join the textile, hosiery, furniture, and other plants already here. Numbers of smaller industries to provide supplies for the bigger ones are said to be in sight.

With textiles believed to be entering a much more prosperous era and with more companies selecting the South for headquarters, many feel that more textile machinery manufacturing will be done in this area and that Charlotte should have some of these concerns nearby if not within its bounds.

Wholesale sales are scheduled to grow tremendously within the coming 10 years as the Queen City develops into an even more outstanding distribution center. For Charlotte are seen many more of these companies, serving from here not only the Carolinas but often the whole South.

Retail business is expected to be expanded greatly, too, as stores and other establishments both in the downtown shopping section and in suburban areas attract their share of the Piedmont's growing population.

A Changing Face Downtown

The downtown face of Charlotte is changing rapidly. Some say that by 1967 many of the present buildings will have been replaced by off-street parking lots and garages and that others will be modernized and enlarged to give the Queen City a much more attractive appearance. New fronts and other improvements will be arranged by some owners of structures, and many vacant lots will be sites for new buildings to rise within the decade.

Homes of every price range will have to be built in big volume to take care of the growing number of families, and they will be erected both in the city limits and in suburban communities in every direction. Many residences now on the planning boards will begin to go up as soon as the present money situation is improved.

For the post office, receipts of \$10 million, more main and classified stations are predicted for 1967. Also in the future will be motorized mailmen. With brains—human and mechanical—at the foundation of city and county law enforcement agencies in the decade to come, highly-trained officers and wizard-like machines will be working together to thwart the criminal element in Charlotte and Mecklenburg county by 1967. Electronic computers and closed circuit television will be weapons in everyday use as more officers combat crime in the growing area.

In the dreamer's concept of the schools of 1967, children will ride to them in gleaming super-buses and will sit in form-fitting seats while they listen to the morning announcements from the city educational television center. There will be 73,000 of these boys and girls, half again as many as today, in 50 elementary schools, 25 junior high schools, and 13 high schools. School officials will direct them from a new city-county education building.

Our Big Bugaboo: Traffic

Firemen will be fighting fires with much less water than in 1957. A variety of steam-producing fuels will help to smother fires without soaking down and running nearby material. While huge torrents of water will still be used, the purpose will be to wet down the exterior of buildings to protect them from a fire that might spread. Electronics will move into the firehouse and play their part in the department's efficiency and safety.

Traffic is expected to continue to be a problem but much will have been done toward solving it. The 220-

TONE AND TOUCH
The handsome new Main Library was open on North Tryon street, adding tone and a touch of magnificence to the city's shopping district. Two branch

PEARSALL VOTE TOPS NEWS

Schools' Big Need: More Room

Expanding enrollment and segregation were the two stories that dominated city and state education news in 1956. The first was in the headlines and ended in a successful bond election. The second was implied in the statewide vote on the Pearsall Plan. It seems safe to say that both will continue to hold first place in the news and in the thinking of Charlotte's educational planners in the decade ahead.

SAW BIRTH

The year 1956 saw the birth and growth of other forces and trends, too, that will influence the direction of the schools for the next 10 years.

If all these influences were to reach their zenith by 1967, a dreamer's concept of the school system might go this way:

Children would be transported to both city and county schools in gleaming super-buses. Five-year-olds would ride beside their older brothers to state-supported kindergartens.

Once in the classroom, children would take their form-fitting seats before TV screens for the morning announcements from the city educational television center.

MANY STUDENTS

In a new city-county education building, school officials would be directing a system of 50 elementary schools, 25 junior high schools and 13 high schools. Attending these schools would be some 75,000 students, half again as many as at present.

These thousands of youngsters would be part of a complex educational process that allowed them to take many courses previously reserved for the college curriculum.

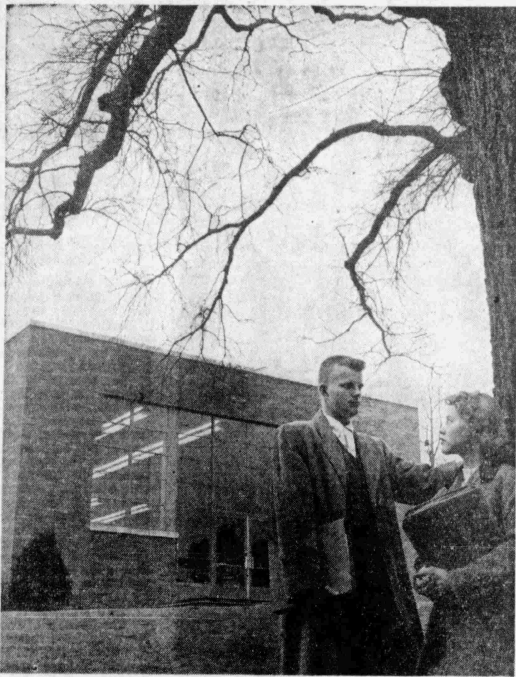
Reading, writing and "rhetoric" would still form the core of a student's day, but family life, driving, electronics, mechanical engineering and similar "fringe" studies would occupy a more central place.

Retarded children and exceptionally bright ones, incidentally, would have better provisions for their special needs.

Racially, the schools would still be predominantly "separate" but more "equal" than in the day of outdoor schools — a reality in three Negro schools today — would be long forgotten.

LARGE ENROLLMENTS

The small neighborhood school would be largely a thing of the past, too. The tendency toward large enrollments and



Our Students: A Community's Pride — and Hope

"campus-type" school buildings would have extended into the junior high schools.

All this is in Charlotte's future. It may not come true just this way, but these are the things school officials are talking about and thinking about.

Their job would be easier if they did not work in such a dynamic, changing community. School officials in Charlotte and Mecklenburg "have to run," as County School Supt. J. W. Wilson puts it, "just to stay where we are."

Nineteen - fifty - six was the year many petty disagreements

were forgotten as administrators, parents and teachers buckled down to the big job at hand.

FINDING A PLACE

Whether Johnny could read was still important — but finding a place for Johnny to open his book took the spotlight, with the teacher taking it from there.

The type of report card Johnny took home, a hot hassle in 1955, was another issue that went by the wayside in the general preoccupation with more important problems.

Nineteen - fifty - six was the year the groundwork was laid for approval of a \$5 million dollar bond issue for the schools and the door opened to later votes on \$20 million more, and to hard-pressed administrators this was the most important thing of all.

It meant they would barely be able to build enough schools for enrollments next year and the year after that, and that there was hope for more buildings as needed.

In the next five years, according to the best estimates of the city-county school consultant, cost of those buildings will be \$23 million, a high price to pay but one to which there is little alternative with city-county enrollment jumping 3,000 a year.

Nineteen-fifty - six was the year of double sessions, split shifts and rotating teachers—emergency measures adopted by harassed officials who had no better answer at hand. For 1956 was also the year city-county enrollment hit 50,000 for the first time in history.

Behind the daily headlines, a number of forces were at work to enlarge the services of our schools. Whether they will result in that "dream" of 1957, no one can tell. But they are sure to become more important as time goes on.

A day center for mentally retarded children, for example, came into being last summer. Its sponsors hope it will one day become part of the city school system.

With an increased demand for technicians in industry, diversified occupations courses—giving students on-the-job training—reached their greatest enrollment.

ALSO AT WORK

Teachers were also at work correcting speech, giving psychological help where needed, promoting the use of motion pictures and record players, amassing useful information about children through the use of varied and numerous special tests.

Clearly, education was progressing far beyond the old concept of the school with a five-course curriculum. It was good enough for Grandpa, but it's not good enough for us.

With the schools growing in quantity and quality, struggling to keep up with enrollments on the one hand and the demands of a complex society on the other, there was the suggestion of a storm cloud in the air.

Its name was "integration" and it began gathering with the Supreme Court's school decision of May 17, 1954.

VOTERS APPROVE

To try to break up the cloud, North Carolina's leaders proposed and her voters overwhelmingly approved during 1956 the Pearsall amendments to the State Constitution.

They make it possible for citizens of a local school district to close their schools if racial conditions become "intolerable." For students in such school districts, the amendments grant \$125 toward private school tuition.

Chairman Thomas Pearsall himself, called the provisions "harsh" and "crus" and said he hoped they would never be used.

State leaders hope the mere fact that the amendments are now part of the Constitution will

ward off trouble in the state.

This is the plan under which Charlotte schools face the future. It is a future studded with question marks — about integration, about crowded conditions, about money.

There is no one in this optimistic community, however, who will say it is not a good future. For Charlotteans — through their voices and through their pocketbooks—have shown they are jealous for their schools, that they look upon them at the principal bulwark of an expanding metropolis.

CURTAIN AT 10:30 BARCELONA, Spain — Theater hours are unusual in Barcelona. Since many restaurants do not open until 9:30 p.m., the curtain at the Liceo, Barcelona's opera house, usually rises at 10:30, and performances frequently last until 1 a.m.

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"60 YEARS YOUNG"

FIREFIGHTING GOES MODERN

Steam, Fog To Replace Water

Firemen in Charlotte will still be eating smoke in the next decade, but they won't be sloshing around in as much water as in the last 10 years.

"In 10 years we'll be fighting many fires without using a drop of water," said Fire Chief Donald S. Charles. "We'll steam them out instead of drowning them."

Chief Charles said fire departments more and more will be using a variety of steam-producing fogs in putting out fires.

These fogs will smother fires without soaking down and ruining material near the actual fire. Huge torrents of water, the kind that will knock over a brick wall at 100 yards, will still be used. But only to wet down the exterior of buildings to protect them from nearby fires.

Naturally, Chief Charles' picture of Charlotte in 10 years has a lot of fire in it. But not as much as you might imagine. "The way to fight fire is from

the ground up," he said. "Anything that's to begin with a proper building code."

"We've made a lot of progress in that direction in the past 10 years and we should do a lot more in the next decade."

Chief Charles can't see any major improvements in fire-fighting equipment in the next 10 years.

"They can't make fire trucks any larger unless they make the streets wider," he pointed out. "Like everything else, he believes fire fighting will be more and more a job for specialists. Individual firemen will be highly trained in engineering, chemistry, physics and many other fields to make them better fire fighters."

And the average home or business owner may find a fireman waiting on the doorstep when he enters a new building. "Ideally, we'd like to inspect every building in Charlotte every time a new occupant moves

in," said the chief. "We'll point out what could happen in case of a fire and maybe we won't have to come around to put out an actual blaze."

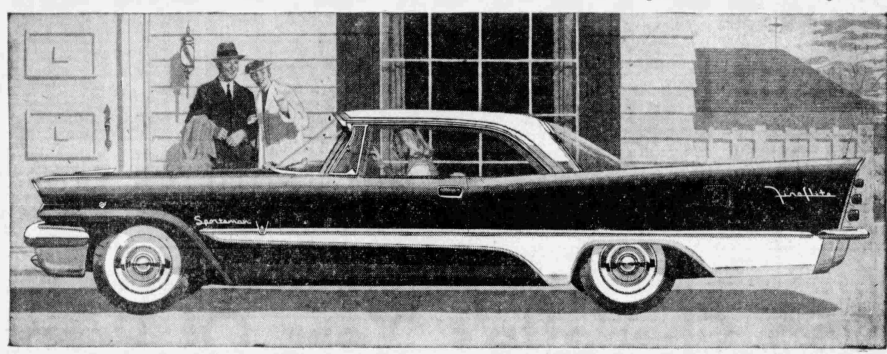
Electronics will move into the firehouse, too.

Fire alarms will be transmitted on an even more automatic basis than now and computers will keep track of every fireman and every piece of hose no matter how many blazes are going at the same time.

And firemen will be watching their own special type of television programs, too. When a fire breaks out in an industrial plant or public building, television cameras will go on automatically and let firemen actually see what's burning and where.

Also, if a quantity of dangerous chemicals or explosive materials are threatened by the flames, firemen won't have to go inside the danger area to find out about it.

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Churches: They Too Have Chamber Of Commerce Look

Giant strides in religion will keep pace with the predicted growth in county population for the coming decade.

All faiths, denominations and sects should see an increase in their numbers and facilities. Already plans are being laid, sites in predicted heavily populated areas scouted, and predictions of record advancement made.

In the three major denominations here — Baptist, Methodist and Presbyterian — the coming decade is being greeted as a challenge and with enthusiasm.

"Mecklenburg Presbytery has a Chamber-of-Commerce look at the future," Dr. R. H. Stone, executive secretary says.

"The Home Mission Committee has several sites in view for the erection of new churches. Within the next decade there should be from 15 to 20 additional Presbyterian churches within the county," he told the News.

Instead of thinking in terms of "lots," the Presbytery is talking of "adequate acres."

STILL GROWING

Today there are 56 churches with a combined membership of 25,037 as of Jan. 1, 1956, and according to the Rev. Malcolm R. Williamson, stated clerk, there has been an appreciable increase in the past year.

A conservative estimate of the value of the edifices and 65 mansees is \$14½ million.

In 1958 — the last figure available in the county Presbytery — churches gave \$2,894,230 for benevolences, current expenses and buildings, and this figure is spiraling.

The Mecklenburg Baptist Association office is forecasting an increase of 20 churches in the next decade.

E. R. Echerd Jr., promotional secretary for the Baptist office, said there are now 55 churches, six of which have over 1,000 members.

By 1967 he believes there will be 12 Baptist churches with over 1,000 members.

There are today about 30,000 Baptist members in the 55 churches but in 10 years the number should jump to 50,000, Mr. Echerd says.

MONEY BOOM

Money-wise, the Baptists will be giving about \$2 million this year and a predicted \$4 million by 1967.

There are now nine Baptist churches with budgets exceeding \$50,000 and there should be 20 churches with such budgets in 1967, the local office believes.

The Baptists' property, evaluated at more than \$9 million now, should increase to exceed \$20 million in 10 years in view of the building and economy trend.

And the Baptists are not going to desert the business areas. The best examples of growing business areas are First Baptist and Pritchard Memorial, the association's largest, Mr. Echerd says.

In addition, business area churches are sponsoring smaller churches and chapels in areas which are changing from residential to business.

A greater music program and increased efficiency in educational leadership is also predicted by the Baptist office.

Many of the churches are now holding duplicate morning services but with the expected increase of population in Mecklenburg, more of the churches will schedule two morning services to reach the members.

The Methodist membership in the county is expected to jump from 25,107 this year to 33,500 in 1967, according to district superintendent Frank Jordan.

The total of 41 Methodist churches will be increased to about 49 or 50, he guesses, and the offering which reached \$1,321,296 last year will be over \$1½ million by 1967.

In property evaluation, Mr. Jordan says the present figure of \$8,517,652 should be over 7½ million in ten years.

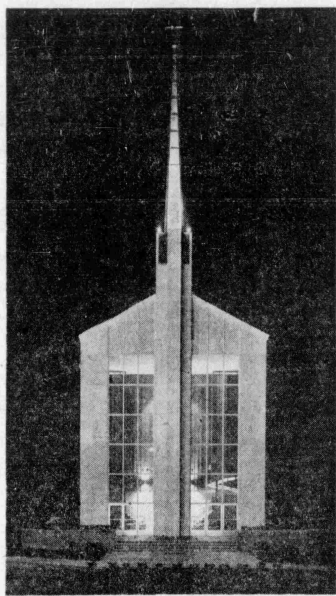
MORE CHURCHES

The district superintendent believes the future trend of Mecklenburg Methodists will be more churches with smaller congregations with emphasis on a well-rounded program.

Most churches will see better facilities for their teaching programs in the future.

Many churches are being planned for service centers and there will be an increase in audio-visual aids.

In ten years there will be



Why Churches Grow: Westminister Presbyterian

more church sponsored camps, better trained teachers and leaders, and notable change in architecture with emphasis on beauty and utility.

Although industry is crowding in on many churches, most plan to stay with special programs. But an example of the forethought being taken in religion is found in a mission committee report made to the Baptist Association recently:

"Your Missions Committee has observed with compassion the multitudes of Charlotte and Mecklenburg County and determined that there is an emergency need for new Baptist churches.

COSTS SOAR

"In a city growing at a rate unparalleled in her history Baptists must purchase sites for new churches in new developments when they first open or pay exorbitant costs for less desirable locations after the area is built up.

"The Committee, therefore, urgently recommends that the association act now to challenge our people to give \$100,000 over and above our regular budget during the next three years for

315,000 To Be '67 Population

The Charlotte of Jan. 1, 1967 will be a bustling, bustling city, center of a sprawling community of some 315,000 souls.

That is the prediction made by firms, agencies and organizations concerned with the city's growth and well being. But whether all these 315,000 will be in the city or part in and part out will depend on if and how far city lines are extended.

Charlotte and Mecklenburg are growing rapidly. The Charlotte Chamber of Commerce, using figures supplied by statisticians, says the city now has a population of about 161,000, though more conservative groups say the figure is nearer 155,000.

The County's population is now estimated at 259,000, which means that whichever city figure you choose, a good hundred thousand Mecklenburgers still live outside Charlotte's city limits.

By 1960, the Chamber estimates, Mecklenburg will have 289,000 citizens, and by Jan. 1, 1967, the population should be 315,000.

LESS OUTSIDE

Thus if Chamber and statisticians' estimates are correct, less than 50,000 Mecklenburgers will be outside the city lines in 1967 if limits are extended.

But how far will the line go out? It's impossible to estimate the city-limits population with-

out pegging the line on the perimeter map.

Another thing, city limits may be extended next year, and again say, in 1963. They may even be moved out again in 1966. Who can say?

The Chamber of Commerce figures the city and its metropolitan area is growing at a rate of 9,000 a year. But as the city grows larger this rate will naturally increase and the Chamber expects it to average out to a round 10,000 a year by 1967.

Agencies which have kept a close eye on the city's growth estimate that if the present area marked for annexation is brought into the city, it will add some 40,000 people to the city's population.

FAR AHEAD

These same agencies say the present city population is about 155,000. This means the city is almost certain to crack the 200,000 mark by the 1960 census. The city will thus reach the 200,000 class as rival communities of Winston-Salem and Greensboro go over the 100,000 mark.

But if the city fails in its annexation effort, then the inside city growth may fall short of 200,000.

One agency estimated the 1967 figure at 180,000 if limits are not extended.

"And it probably won't get

much over that figure," said one of its experts. "There just isn't much more room left inside the city."

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GO FIRST TO FIELDS

through the years...

you can't put a price tag on

REPUTATION



The very fact that you walk into our store makes you the beneficiary of our promise to justify your confidence in having selected our particular store. Our customers know that we hold sacred such a promise, unspoken though it be. Choose here with trust and faith and you will always find what you seek.

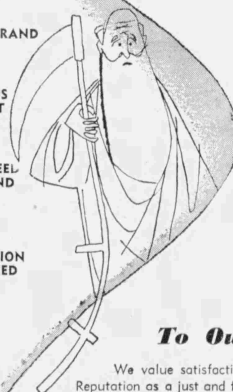
★ EASY TERMS

★ FAMOUS BRAND NAMES

★ COURTEOUS SERVICE AT ALL TIMES

★ GUARANTEED WATCH AND JEWELRY REPAIRS

★ SATISFACTION GUARANTEED



AL MANCH, Pres. FIELDS JEWELERS, INC.

To Our Friends:

We value satisfaction of the customer above all else. Reputation as a just and fair merchant is the key to integrity. To our customers—who are also our friends—we have always endeavored to offer quality merchandise at "the best for the least". This policy was instituted with our opening and has remained as our rule through the years. With pride we look to the future because we feel a part of the community and hope to grow as Charlotte grows. We say "Go First To Fields" because we believe that your needs can be fulfilled by remembering this slogan.

Al Manch
PRESIDENT, FIELDS, JEWELERS, INC.

YOU CAN PUT YOUR CONFIDENCE IN

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AL MANCH, President



Jewelers

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Dependable service since 1913 to manufacturers and retailers alike has made us the largest 100% wholesale hardware distributor between Richmond and Atlanta. Three strategically located warehouses to serve you with all your hardware needs.

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You can't find an easier way to get out of work. Big 3½ hp engine, 24" cut — here's a new high in performance, comfort and control.

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FED UP WITH THAT NOISY, HARD-TO-START MOWERS?
NEW *Lazy Boy* trimmer mowers have RECOIL STARTERS and SILENT MUFFLERS on sweet-running Briggs & Stratton or Clinton 4-cycle engines... designed for SAFETY and a dandy LEAF PULVERIZER included at no extra charge!
Why pay for less? See the new *Lazy Boy* mowers at Other Models Available

LIFE TIME GUARANTEE

ON SPRINGFIELD TILLER TYPES
The finest rotary tiller has the finest tines. Guaranteed for life. Self-sharpening. Individually removable with wrenches to till rows narrow or wide. Big 3 hp engine, tool



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