

THE CHARLOTTE NEWS

WEEK-END MARKET PLACE

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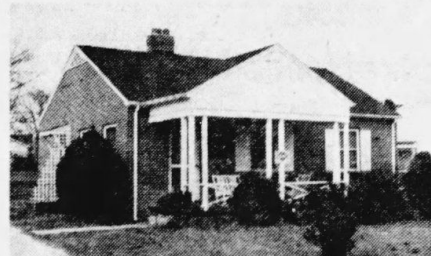
Charlotte, North Carolina, Saturday, April 2, 1955

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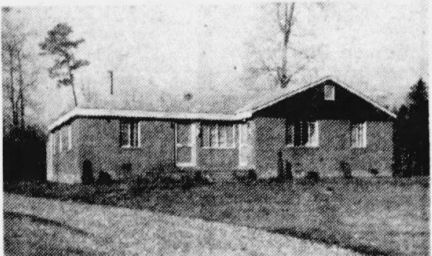
Realtors' Head Praises Charlotte



THIS MODEL HOME at 5601 Murrayhill Rd. in Madison Park was purchased recently by Mr. and Mrs. Cyril M. Pruett. R. E. Cato Jr., built the home and presented it in last year's Parade of Homes. The sale was handled by J. K. Ward of N. G. Speir Inc.



THIS ATTRACTIVE HOME at 2515 Daniel St. in the Plaza section was recently purchased by Smith Medlin from Mrs. Verla A. Hicks. The sale was handled by D. D. Dickinson of W. M. Farmer Co.



THIS MODERN DUPLEX at 3249-51 Marlborough Rd., West, was built by Marsh Realty Co. and sold to Realty Syndicate.



THIS BEAUTIFUL HOME was built by Ervin Construction Co. at 5000 Montclair Ave., in Providence Park, for Mr. and Mrs. Edward A. Kneis.

Local Program Great, Henry Waltemade Says

Henry G. Waltemade of New York, president of the National Association of Real Estate Boards, today saluted Charlotte officials and Charlotte realtors upon their sweeping success with their now nationally famous housing rehabilitation program.

Mr. Waltemade's statement came after a recent visit to Charlotte during which he personally inspected the housing areas he described today in a letter to James E. Ritch, Charlotte's enforcement director of the housing rehabilitation program.

Mr. Waltemade pointed out that through the efforts of Charlotte officials and realtors more than 10,400

units have been brought up to standard and over 1,300 have been demolished. These 11,700 units, he explained, represent a total of nearly a third of all the housing in Charlotte placed at 37,874 units by the 1950 federal census.

GREAT ACCOMPLISHMENT "I know of no city in the United States," said Mr. Waltemade, "which has brought this kind of direct and equitable action to bear on such a large proportion of dwellings. This is truly a great accomplishment that will be a productive example to other cities in the United States."

Mr. Waltemade also stressed the importance of other improvements which have gone with the program. These include streets which have been created through city action and new houses built by private investors in old areas. They instill new confidence and vitality into the older neighborhoods.

Mr. Waltemade concluded with this statement, "I heartily commend you and your fellow city officials and I congratulate my fellow realtors of Charlotte."

Real Estate Highlights In Charlotte

The Charlotte Property Management Association will hold a meeting at Thacker's April 15 at 12:30 p.m., Gordon L. Vaughn, president, announced today.

The Charlotte Chapter Mortgage Bankers Association will meet at Thacker's April 19 at 1 p.m.

H. B. Jerman of Hanks-Jerman and Wyman has returned from Chattanooga, Tenn., where he attended the seventh annual regional conference of the American Institute of Real Estate Appraisers.

Mr. Jerman said the two-day conference was highlighted by addresses, forums and discussions by a number of the nation's leading real estate appraisers.

Claude Brown has just completed two homes on Hunter Lane and will start two more in the same vicinity in the immediate future, it was learned today. One of the homes was purchased by Mr. and Mrs. Claude W. Duke and the other by Mr. and Mrs. Russell B. Chipman Jr., who come to Charlotte from Richmond, Va.

BOARD PRESENTED

The history of Charlotte's rehabilitation program goes back many years. In 1945 the Charlotte Board of Realtors and Property Management Association presented a "six-point program" to the City Council. This resulted in the enactment of the Standard Housing Ordinance. However, enforcement was delayed until 1947 because of war-time shortages. Since that time the achievements of the city and of Mr. Ritch have gained national recognition many times. They have been commented upon at intervals by nationally circulated business publications and magazines. In addition to this, the National Association of Real Estate Boards has incorporated the Charlotte plan into a nationwide plan to "Build America Better," and the plan already has resulted in large areas of dilapidated housing being destroyed or renovated.

Home Builders Big Influence

By WILL O'MAE ADAMS

From a small nucleus of determined, far-sighted home builders of ten years ago grew the Home Builders Association of Charlotte of today totaling 177 members. The influence of this association and its members is now felt in virtually every constructive movement undertaken in the Charlotte trading area and, in fact, throughout the Carolinas.

The dramatic and phenomenal growth of this association parallels the enormous

development of home building.

The association was organized Jan. 16, 1945, and at first its membership included only Charlotte builders.

Today the association is recognized as one of the leading organizations of its kind. Its membership not only includes firms and individuals in Charlotte and Mecklenburg County, but also there are many members in various sections of this state such as Gastonia, Lin-

colnton, Kannapolis, Raleigh and Winston-Salem; and in numerous South Carolina towns and cities such as Hartsville and Bennettsville.

FIRST PRESIDENT

Lex Marsh served as the first president, and the present officers and directors are: John J. Delaney, president; J. R. Broadway, vice president; Gordon P. Cherry, secretary-treasurer; and Robert W. Barker, executive director. Directors: Edwin O. Clarkson, George S. Goodyear, Charles B. Martin,

Cecil W. McCombs, D. C. Gibson, Charles C. Lucas, James J. Sheehan and Nat G. Speir. Fred J. Wiggins is immediate past president.

Back when the association was first organized the National Association of Home Builders, of which it is affiliated, was in its infancy and was unprepared to offer much assistance to the local group. In fact, it was learned recently, that in the absence of a recommended or proposed by-laws, the local association patterned its by-laws from those of a Charlotte Baptist church; thus laying a cornerstone of Christianity.

However, the story of the National Association of Home Builders also is different from what it was 10 years ago. With a membership of 20,000, NAREB is the recognized spokesman of the nation's home building industry. This industry now is described as a \$12 billion business—one of the largest in the country.

SECOND BIGGEST

Lumped together with other construction, it is the second biggest in the nation, exceeded only by the huge agricultural economy. Its headquarters are in Washington, D.C., and the Home Builders Association of Charlotte is the local branch of the national group.

The growth of the Home Builders Association of Charlotte has been continuous from the beginning, with the greatest increase shown since March, 1953, when Robert R. Barker became executive secretary and a permanent office was established here. The office is now located at 215 Johnston Bldg.

Ervin's Westerly Hills Opens Today, Tomorrow

Ervin Construction Co.'s new residential subdivision called Westerly Hills will be officially opened today and Sunday, W. H. Wooters, public relations director, announced.

The public is invited to visit the subdivision and inspect its many outstanding features. Mr. Wooters said representatives of Ervin Realty Co., sales agent for the property, will be on the property throughout the two days.

STREETS GRADED

Workmen have already begun the installation of city water and sewage disposal facilities, and the streets have been graded and stoned. The streets are named: Bristol Dr., Carlyle Dr., Whitehall Dr., Bronwyn Rd., Paisley Pl., Aberdeen St., Heywood Ave., and Wilson St.

Mr. Wooters said the purchaser will be permitted to

select a lot, then choose his house design and floor plan to suit his specific needs and requirements. He said all homes will be sold through the Ervin Realty Co. of which Lat W. Purser Jr. is manager.

PRICE RANGE

The house and lot will range in price from \$10,000 to \$16,000, with an average of \$14,000 each. Mr. Wooters said the subdivision should be completed in about two years, and this first section will represent total expenditures of approximately \$2,500,000.

He said 64 acres of adjacent land has been purchased for the subdivision's second section, and when developed, this will bring the total expenditures to approximately \$5 million.

Westerly Hills is located on Ashley Rd. between Wilkinson Blvd. and Thrift Rd.

MLB Occupies New Quarters

Charlotte Multiple Listing Bureau has occupied its spacious new quarters at 509 Wilder Bldg., Mrs. Catherine Colson, executive secretary, announced today. The bureau moved from 907 Wilder Bldg.

Mrs. Colson said the move was necessary to make more room for the bureau's operations and for its added personnel resulting from its rapid growth and expansion. She noted that the bureau was organized in April, 1950, with 20 charter members having 50 sales persons. Now it has 55 members with 160 sales persons. The volume of business, she pointed out, necessitated more spacious quarters, as well as the addition of an assistant, Mrs. Rose Keister.

In addition to Mrs. Colson, the executive secretary, officers of the bureau are: Henry Cromartie, president; James P. Wilkerson, vice president; and W. C. Hanks, treasurer.

10 Parkdale Homes Now Being Erected

Ten homes are now under construction in Parkdale, a residential subdivision on Park Rd.

Commenting on this building activity, J. C. Purnell, sales manager of Spangler Realty Co., agent for the property, said plans are being made to start a number of additional homes in the immediate future.

He said four local builders are erecting homes in the subdivision, and six homes are being built by individuals, or for individuals. Builders engaged in the

present activity include Alan Hayes, J. E. Templeton, Fore Taylor Construction Co., and Boyce Brown Jr. Other builders who have acquired lots include Bob Allen Agency, Talbert Construction Co., and Realty Investment & Building Co.

Parkdale is located in the 5400 block of Park Rd. and is owned and being developed by American Investment Co. of which A. V. Blankenship is president. It contains 106 building lots. The land is rolling and slightly wooded.