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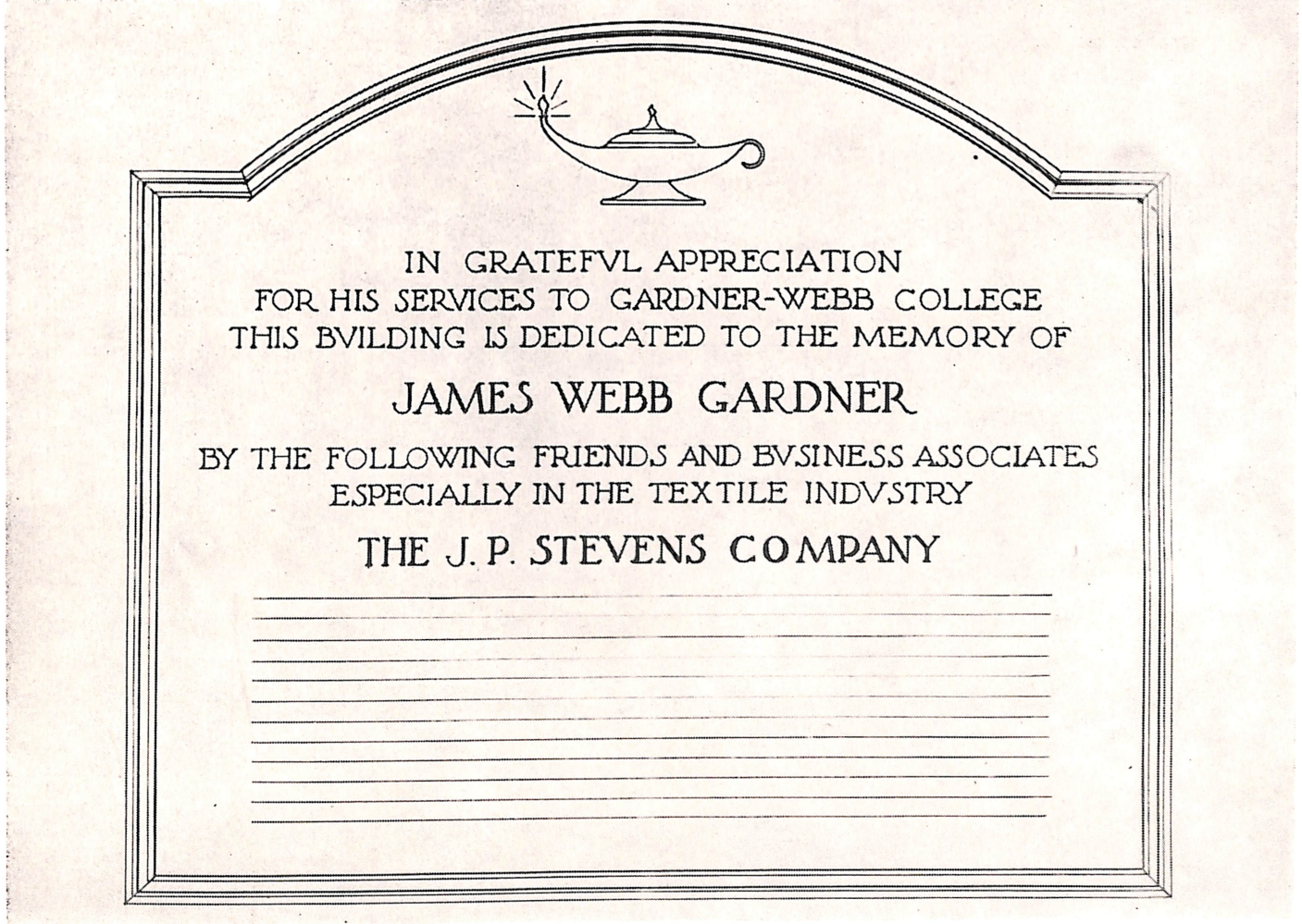
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DECKER HALL
(JAMES WEBB GARDNER)

The Investment With The Greatest Returns



Gardner-Webb Junior College
Boiling Springs, North Carolina



THE JAMES WEBB GARDNER MEMORIAL

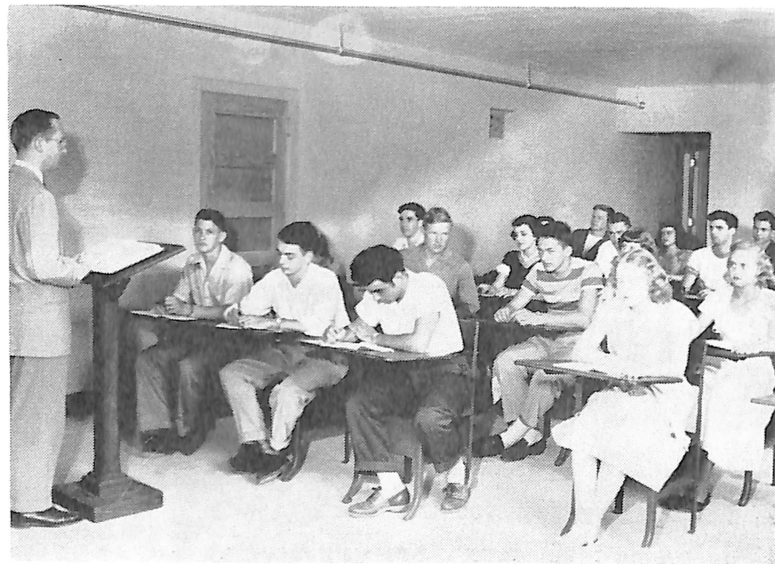
James Webb Gardner, “Decker” as he was affectionately called by his friends, was the eldest son of the late Ambassador O. Max Gardner and like his father, was deeply interested in the development of the College, serving for a number of years as trustee. “Decker” became a familiar figure in Boiling Springs where he took an active part in supervising the re-modeling and rebuilding of the campus, thereby making many lasting friends for the school in the business and professional world.

Shortly after “Decker’s” death in 1946, the J. P. Stevens Company contributed \$50,000 to be used for the construction of the James Webb Gardner Memorial Gymnasium but the urgent need for dormitory space was so great that the J. P. Stevens Company consented, with the gracious approval of the Gardner family, to redesignate this \$50,000 to be used for the construction of the James Webb Gardner Memorial Dormitory. The succeeding pages of this brochure will demonstrate the beauty and usefulness of this structure and explain the plan for liquidating the remaining \$85,000 which is still owed on the building.

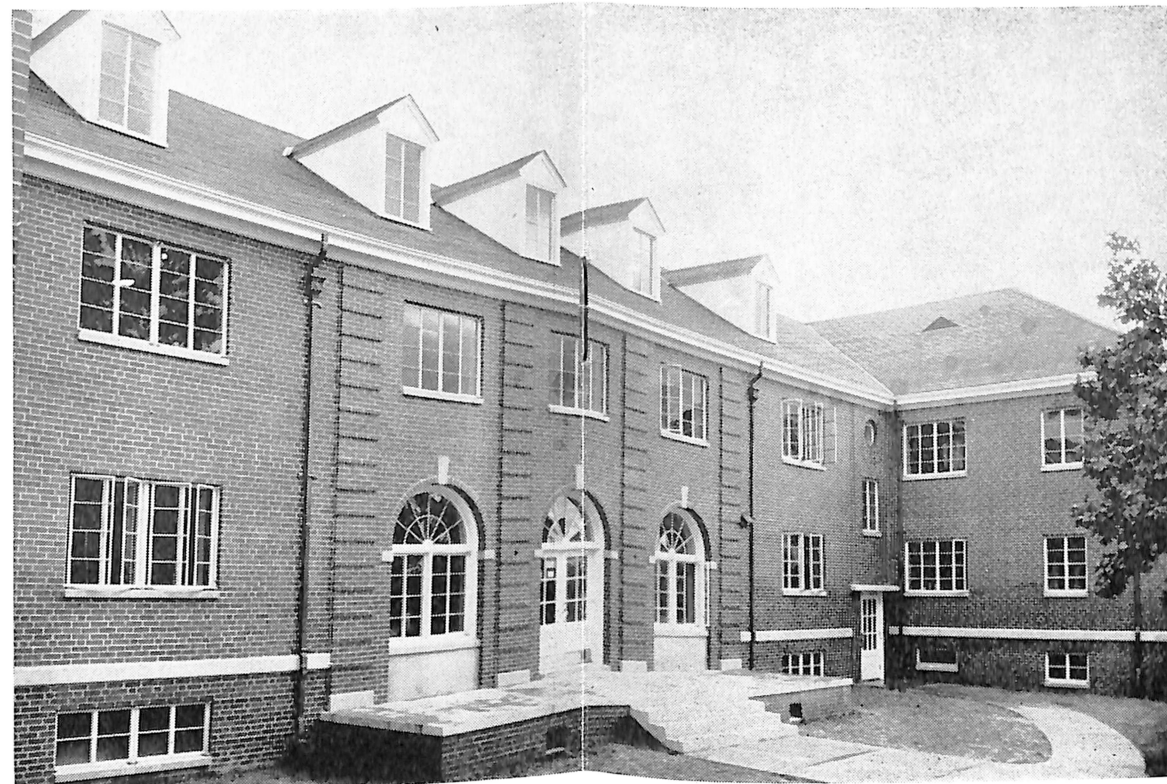


The above picture demonstrates the economy of space in this building. The first floor of the lower wing provides four large classrooms and five faculty conference rooms. These extra classrooms meet a very pressing need at the College.

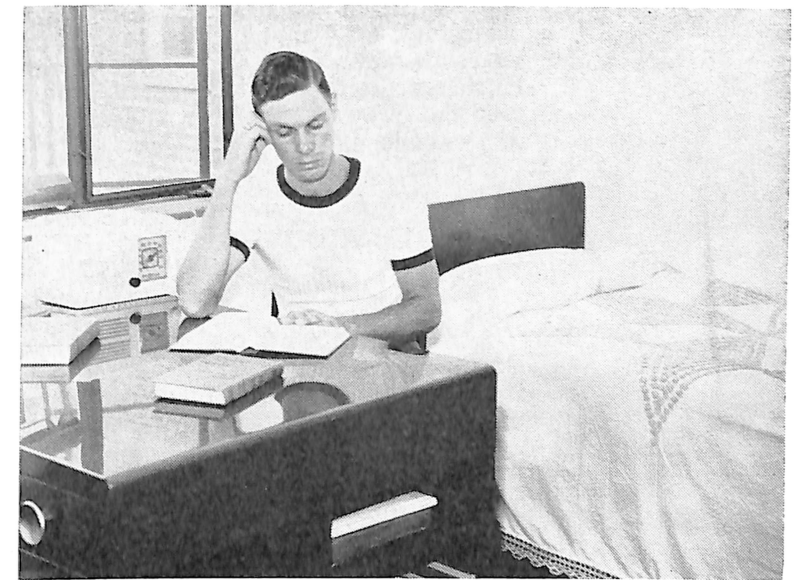
The James Webb Gardner Memorial Dormitory Provides:



ECONOMY IN SPACE



BEAUTY IN DESIGN



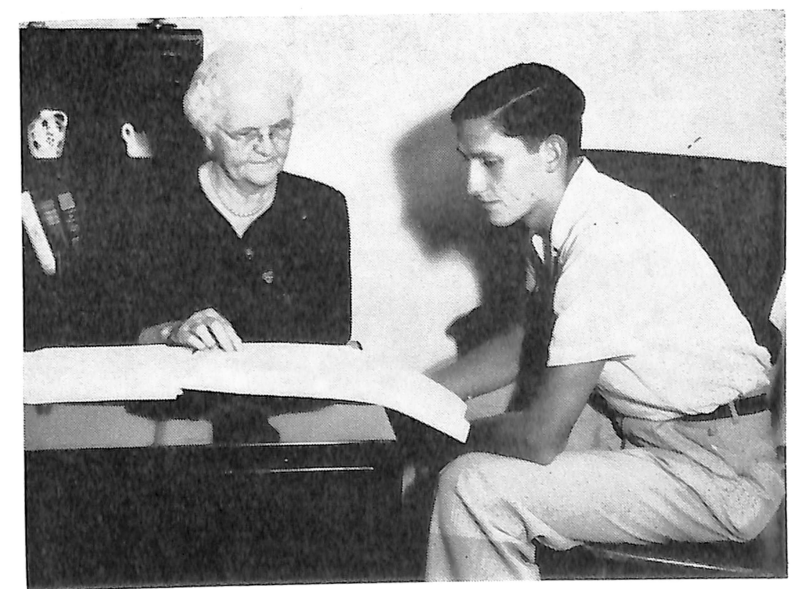
COMFORT IN LIVING



INDIVIDUAL COUNSELING

The James Webb Gardner dormitory is a combination of classic beauty and practical usefulness. Designed by the architectural firm of Van Wageningen and Cothran, this building meets an urgent need for Gardner-Webb College having been completed before September 10 of this year. All the rooms were taken many weeks before the actual opening of college. The building was designed in keeping with the college policy of personal counseling and guidance for each student.

Another unusual feature of this building which we are unable to show in this layout is its system of radiant heat from the ceiling of each room. We believe that this is the first Junior College dormitory in North Carolina to be provided with this latest and most satisfactory method of heating.



PERSONAL SUPERVISION

Why we believe that Gardner-Webb Junior College offers an opportunity for a lasting investment.

1. Real Service

Gardner-Webb is continuously holding the lines against rising cost in education. Tuition, board and fees are \$540.00 per year. It is possible for a young man or young woman going to Gardner-Webb College to save enough in one year to pay a year of senior college expenses. In addition to this, a day student, that is one that does not live in the dormitory or campus, may come to Gardner-Webb for \$160.00 per year. Gardner-Webb has day students from Cliffside, Forest City, Rutherfordton, Shelby, Kings Mountain, Gastonia, Belmont, Mt. Holly, and many other small towns and villages within a thirty mile radius of the college.

IN THIS YEAR'S ENROLLMENT OF FOUR HUNDRED AND TWENTY-FOUR, MORE THAN ONE HUNDRED TEXTILE INDUSTRIES ARE REPRESENTED IN THE STUDENT BODY.

2. High Standards

Gardner-Webb is a fully accredited Junior College, requiring of its teachers, at least a Master's Degree from an accredited college or university.

3. Christian Character

The atmosphere of the college is wholesomely and healthily Christian. A positive Christian approach to all problems seems the normally expected thing.

Why we had to Build

1. **Economy:** In 1948-49 by crowding every available space the college was able to admit 124 boys. Fifty found quarters in the community, and many were turned away. In most cases those living in the community were having to heat their room with wood or coal and use outdoor toilets, and at the same time pay more for rent than the boys living in the dormitory.

Rental Income	
1948-49 - 124 men at \$100.00 per year	\$12,400.00
1949-50 - 100 additional men in the new dormitory	10,000.00
1949-50 - 50 additional people eating in the college cafeteria @ \$270.00 per year	22,500.00
Gross Income	32,000.00
Estimate of Expense	26,000.00
Profit	\$ 7,000.00

The aggregate enrollment this year at Gardner-Webb will exceed 450. Our present instructional and maintenance personnel can take care of our present gain without any appreciable increase in cost. In other words, it does not cost the college anymore to teach and maintain 350 students than it does to teach and maintain 450 students; yet, the difference in the gross income is \$32,000. The ideal bracket to make income meet expenses at Gardner-Webb would be a student body of 500.

2. **Efficiency:** Gardner-Webb College has suffered greatly the past two years for lack of class room space, and conference rooms for the faculty. The new dormitory provides the school with four excellent class rooms and six conference rooms.
3. **Effective Competition:** We have already pointed out that Gardner-Webb must reach a student body of 500 to attain its maximum economic efficiency. Without this new dormitory it would be impossible for Gardner-Webb to compete with other Junior Colleges who have for a number of years been providing adequate student housing at reasonable costs.

WHAT WE MUST RAISE IN ORDER TO HAVE THE COLLEGE DEBT FREE

In the following breakdown, one can see at a glance what Gardner-Webb needs to raise in the next few months.

Total Cost of Dormitory	\$235,000
Contributions	
Memorial Fund	\$75,000
J. P. Stevens Co.	50,000
Friends	25,000
Total	\$150,000
BALANCE	\$ 85,000

It is our sincere hope that every Business, Industry, and Profession, especially those in the immediate vicinity of the college who appreciate the great work that is being done here will make a generous contribution for the liquidation of this debt.

Out of a student body of four hundred and twenty-four, Cleveland County has 127 enrolled in Gardner-Webb College; Rutherford County 70, and Gaston County 56. Thus 59% of the student body of Gardner-Webb comes from Cleveland, Gaston and Rutherford Counties.

Holt McPherson, president of the Chamber of Commerce and Merchants Association of Shelby, addressing the Rotary Club of Shelby on August 26, said in part:

"At Gardner-Webb College, which is one of the greatly enriching forces in life of this whole area, an institution into which our plants and people have poured their money and interest unstintedly, **there has been wrought the miracle of the decade in this section.** I would pay tribute to President Phil Elliott, under whose splendid leadership that school at Boiling Springs has grown into the sturdy, useful, and vigorously serviceful institution it is today—we should take time out every day to be genuinely grateful for the fine work and rich influence of Phil Elliott, and those associated with him, in the building of Christian men and women out of the boys and girls we send to that great educational institution."