

### Just What Is Blockbusting?

As everybody who has been in this world more than a year or two knows, words can be used to make things clear, or they can be used to confuse.

During the past week, one word has been used rather confusingly here in Atlanta.

The word is "Blockbusting"-- and after talking with some of our friends in the real estate business, we have decided it might be useful to try to clarify the term.

First of all, the word was used in such Northern cities as Philadelphia to describe a "scare tactic" used by certain realtors. A home would be purchased in the heart of an all-white neighborhood, for instance, and a Negro would be moved into this home. At the same time, word would be passed that "They're coming!", along with the usual threats of falling property values (plus the promises of a quick killing for home-owners who sold to Negroes at much more than the second-hand housing was worth).

Negro realtists here in Atlanta, like members of their national organization throughout America, believe in open occupancy. That is, they do not support segregated housing.

At the same time, local realtists point out, they have operated on a policy of "orderly transition of neighborhoods."

Thanks to such institutions as Citizens Trust Company, Mutual Federal Savings & Loan, Atlanta Life Insurance Company, Consolidated Mortgage Investment Company and the new Atlanta Mortgage Company, Inc., new housing, as well as used housing, has been a primary interest of Negro buyers and the realtists who serve them.

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