

READ THE BANNER

THE ASHEVILLE BANNER

SPECIAL Introduction Offer 8 Months - 45c

Vol. I, No. 1 UNFURLING THE BANNER OF: CIVIC INTEREST OF ASHEVILLE — WEST ASHEVILLE — EDUCATION — CHURCHES — WAGE EARNERS — INDUSTRY AND AGRICULTURE.

To Be Progressive, Unhampered And Free And Will Speak Openly For the Best Interests of All

Civic Advancement Through A Cleaner Spirit of Unity

The Asheville BANNER will endeavor to conduct its news columns to merit the support and cooperation of every civic organization within the city. It shall strive with both might and main to develop unity and a better fellowship through which a fuller understanding among men may be brought about.

Many Changes: Much to Say

During the past six years, much has been brought to the surface, but yet the half has not been told. Six years ago, Asheville enjoyed a civic minded citizenship, who were happy in that which they could do toward making Asheville a bigger, better and sweeter place in which to live. But we have been through the wilderness days, and in the wilderness we encounter snakes; little snakes and big snakes, but each snake snaking for snake. What is the cause?

Advertisements Are Withheld

Due to a personal desire on the part of the management to introduce the policies of THE BANNER before asking for advertisements, it was deemed advisable to withhold several advertisements, pending the initial issue on Thursday of next week. Those who have given us ads, good friends they are, will understand our motive for this; THE BANNER wants the world to know what it is going to be like before asking for the support of anyone.

Therefore, it is desired that those who have given us copy for this issue, as well as all other advertisers, will understand the sincerity of intent and purpose of THE BANNER's policy, and look well into its possibilities.

Publishers of THE BANNER have purchased several thousand dollars worth of equipment as evidence of their faith in Asheville and in you. The purchase of an eight-page Cox Duplex Press should be sufficient to show you that THE BANNER is going after readers and each week we will publish the standing of our paid subscription list. This, however, may not begin until after a four weeks' extensive and intensive campaign for subscribers.

THE BANNER will consider its readers as its greatest asset to the purposes for which it aspires. Thus, the very special introductory offer in a subscription price. During the first four weeks we shall claim only distribution, with a guarantee of more than four thousand copies of each issue. The ultimate aim and desire of THE BANNER is to be read, paid for and appreciated by more readers than all other Asheville weekly publications combined. Therein lies the advertiser's opportunity for returns on the money he invests for business. Next week, merchants and business houses will be offered this opportunity solely, upon the basis of its worth and merit, and no more.

To the Reading Public

THE BANNER will come to the public so nearly right in its contentions and representations that it will unflinchingly hope for the faith, the good will of all the people. Yet, due to the various and sundry ways in which many people look upon subject matter, THE BANNER accepts only its responsibility in its task of truthful and fearless presentation of all subjects. There may be times when many readers will not agree with us. This, however, will be largely due to selfish interests in the cause responsible for whatever story may be in question. In the event, there are those who politically, financially or otherwise, lean selfishly toward the cause, when the cause is harmful, certainly, you will disagree with the policy of THE BANNER'S presentation of news, subjects.

Always, it is the cause that reveals the real reason for the act and THE BANNER will deal with the treatment of the cause, revealing every possible element of interest to its readers. Of course, when the cause is just, we will deal justly, but when it is unjust, we will deal fearlessly, if not ferociously with the cause. Had this policy been pursued in Asheville for the

New Angle Seen In Gambling House Closed by Publicity

Last Sunday morning when the household of Western North Carolina awoke in preparation for attendance at the House of Worship, they found in the interval that a gambling house, wide open and flourishing, was doing business near here. Two very significant facts are revealed in this story and embodied in the information that the place had been open for three months and that they were extending the invitation, "Come on out and gamble," to the citizens of Western North Carolina.

Readers will recall that a strenuous battle was launched before the recent legislature to legalize gambling in Western North Carolina, but the fight was lost. A strong sentiment against gambling prevailed over the entire state and the race track failed in an effort to locate at several points. The affront offered in the invitation, "come on out and gamble," certainly offers those with power to think something to go to school over. Talk about a communistic rule revealing personal privilege and then endeavor to find one that will surpass this, if you can.

First, the people must look to the officers of Henderson County to do their duty. Should they fail to find relief from the local authorities, then let them turn to the Governor of the state for protection. The local authorities, state authorities and the Governor of North Carolina, are all empowered with authority, responsibility and accountability of the welfare of the people, certainly to the extent of protection against those who willfully and flagrantly violate the law.

Now looking at the other side of the question one finds a peculiar situation revealing many mysteries and possibilities. First, there must be a cause for such open defiance, and readers will do well to study the cause of this gambling house. It is curious times in which we are living, the like of which has never been revealed to a suffering people. There seems to be a regular "pull" and defiance going on nostrils and into the souls of men, creating a most unfavorable situation in this fair land of ours. The situation, even now, is most tense. (Continued on Page 4)

How We Stand With Organized Labor

Mr. J. O. Barrett, Asheville, N. C.

This is to assure you that Organized Labor and the Asheville Central Labor Union, especially, appreciates your intentions of starting THE ASHEVILLE BANNER, whose columns we are sure, will always be fair to Labor.

In Asheville and vicinity, Labor will give both you and the BANNER the fullness of its moral support; we will do even more than that. We will subscribe to THE BANNER and support the advertisers therein. A full and complete canvass of our membership for new subscribers will be launched at any time you may direct.

Of course, it is understood that THE BANNER is to be a 100% union shop and that special attention shall be given to the local printers' union in Asheville, in their present and future undertakings. This, however, is to the extent of a fair and impartial exploitation of their present difficulties.

Clyde Carscaddon, S. E. Horton, T. G. Embler, Committee.

To Administrative Officials

To the officials of the city of Asheville and Buncombe County, THE BANNER would say:

Just as you deal with the interests of the whole of the people, so will THE BANNER deal with you. At this particular time when Asheville and Buncombe County stand out as a great question mark, both to local people and to the world, there is none that this paper would rather aid, than the unselfish civic-minded, patriotic and loyal official. To you we will lend our every effort, that your work may become easier and your burdens lighter.

While, on the other hand, should there develop among the public officials who would "bet contrary" to the unselfish wish, THE BANNER will have something from time to time to say about you, brother. In other words, this paper shall strive to exploit the cause, as well as the action and to account most thoroughly for both.

Much has come to pass in recent years that is yet misunderstood and unknown to the public. While full accounts may have been given of the act, little has been said of the cause. It is always the cause that reveals the true status of any existing condition, and certainly not in the accounts of newspaper stories presented for many of the acts.

For every pain which you feel, and for every burden which you must bear

TO ORGANIZED LABOR

To the members of Organized Labor, their families and friends: THE BANNER would greet you in a most friendly manner. Due to almost a quarter of a century of close identification to the hopes, aims, ideals and principles of Organized Labor; and that we realize your successes and your failures we come, with an open mind, to lead and guide and guard against those things most harmful to labor. Also, welcome to popularize your scope in life.

The principle of Organized Labor is right, as right as the Ten Commandments. But, the policies pursued at different intervals have not been without their erring, hurt and harm to the very ideals for which you were standing. Therefore, THE BANNER will present your cause in a most thorough way. It will, however, reserve the right to determine the difference between the cause and the policy, and advise the public accordingly.

The working man with his family should be given every common courtesy extended to the men in the higher realms of life, financially or otherwise

Calls Upon Highway Commissioner To Remove Elements of Danger Now Hanging Menacingly From Roadside

Mr. E. B. Jeffress, Chairman, North Carolina State Highway Commission, Greensboro, North Carolina.

The following letter written to E. B. Jeffress, chairman of the North Carolina Highway Commission, by the Editor of THE BANNER, is the result of a desire to see accomplished two great purposes just at this time.

For the purpose of saving life at a great cost to the state of North Carolina, the writer invites your personal inspection of that strip of highway lying between Asheville and Marshall. The new part of this road was largely cut out of cliffs and from overhanging rocks, whose boulders of various sizes now threateningly challenge their right to leave their marooning places. The mental hazard, Mr. Jeffress, which these dangerous looking fragments offer, kills the better part of the joy of the motorist on this trip. The thrill being absorbed by fear, lest overhanging boulders fall from their forty, twenty or sixty feet, to land upon the occupants of the car below.

We would suggest, Mr. Jeffress, that you "scrape" these banks and remove all the loose rocks and thereby take away from the state its responsibility, in case of accidents therefrom.

Clearly a movement that assures a far greater degree of safety to the public, plus more work to the idle, is worthy of every man's consideration. THE BANNER, knowing the spirit of Commissioner Jeffress, believes it possible to hope, at least, that he will comply with the request hereof.

TO ACCURATELY INFORM PUBLIC

The first and foremost thought in the mind of THE ASHEVILLE BANNER is to keep its public reliably informed in all matters of interest. To record, boost and encourage events of civic and public interest. To give a clear and impartial presentation on all matters, worthy of discussion.

The Editorial page reserves the right to speak its mind, to take sides, to fight the opposition and lend aid to its followers.

The United States is a Government for the people, by the people and of the people, and all people should have their individual and unhampered freedom in expressing their views on public and civic matters. THE BANNER offers this opportunity to the people of Western North Carolina, and urges their free use of its columns.

Education is the basis of understanding, and until we, as a people, express ourselves so as to be understood, we are losing the value of education. Rumored campaigns are always warped, multiplied and made over to suit the teller, thereof. Thus, the rumored campaign becomes a dangerous instrument of any cause, just or unjust.

Asheville's greatest obstacle is encountered as men meet men, revealing all too often the spirit of spleen, ingratitude, hate and revenge. All of which is the result of rumored campaigns, and the lack of proper presentation and serious discussion of matters through the press. Asheville must rise above this. Its citizens must cease their talking, knocking, backbiting, squabbling and resort to the writing of the press, where their actual words may be found to determine any and all points in the argument. That will be educational to the public and, certainly, patriotic on the part of the other.

The Asheville BANNER is open in its columns to the people whom it serves. The Editor, thereof, invites the closest possible line of fellowship, confidence between all factions and all points in the argument. To this end we invite the whole-hearted cooperation of the thinkers in our community. Nearly everyone has some good ideas about something regarding the possible advancement of conditions locally, and THE BANNER wants you to interestingly pass your thoughts to the public through its columns.

When we know these things and realize what these splendid men are doing, it is hard not to hope for the very best for them. It is hard to see them turned out of their work and outside men given their job, and so much so that public sentiment should rise to the support of a group of men, whose words and deeds have attained the proportions of that of the Printers' Union.

All the unions for that matter, are doing a similar work and call for a similar support of the public, because they are endeavoring to make of their trade and their citizenship the most profitable to the employer and valuable to the community in which they live. Look about you, friends of Asheville, and see what kind of a den your local printers' union is getting; determine the value of the local men, as well as a great number who have gone away to seek a livelihood. Asheville would be a better city, if membership would be a swell crowd when the public writer of a wandering villager boy, but

ON THURSDAYS

The BANNER will be placed in your mail box on Thursday mornings, giving you TWO full days to read of the marvelous bargains offered by Asheville's progressive merchants.

Thus we become the FIRST of weekly publications to bring you such news as is herein set forth in our Policy Issue.

THE ASHEVILLE BANNER

454 Haywood Road

Phone 1779

No Attempt At News

The advance section of THE ASHEVILLE BANNER comes to you without any effort to acquire news items in this issue. First, THE BANNER would like to know if the people of Asheville and vicinity would like to have a paper as is thus introduced by THE BANNER. Then, in our next issue we will carry news and advertisements and complete the paper in all of its departments.

If you want to be a subscriber to this kind of a paper, step to your telephone and ask the operator to connect you with 1779, and the office of THE BANNER will welcome your call, and enter your subscription. THE BANNER is not vain enough to believe itself free from error, and as closely as we shall observe, we will make errors. But when the error is detected we shall have hind legs enough to stand up on and acknowledge the error. Character is the mother of truth and

sincerity. There can be no truth where there is no character, and there can be little character, if any at all, where there is little truth. Therefore, prior to any attempt to publish this sort of paper, the management of THE BANNER would first look to the public reaction of such a publication.

If you want a newspaper that has the character in it to give you the whole truth in all of its stories, you will like THE BANNER. Yet, should you prove to be some of those pussy-footing "cover-ups," you will not like THE BANNER, and yet, you will read it.

Let the people of Asheville get together on TRUTH, and understanding, lest we find ourselves divided and cast upon the stones. The day for the whole truth and nothing but the truth, has arrived for the newspaper who hopes to succeed and win the confidence and faith of the reading public.

To Our Churches

THE BANNER is interested in no other cause more intensely than in that of righteousness. Therefore, we extend to the consecrated ministers, you men who are striving to create genuinely a spirit of brotherhood among men, to come in and use this paper freely. Its columns are yours as much of them as you demand. The generally diversified and broadened circulation, enables THE BANNER to serve well all the churches of the city.

The above, however, has reference to articles representing the spiritual uplift of the church. It is not, however, quite so inviting in the exploitation of church organization and church ideas. But, such as you that deals with the spirit of the Master, will always find a welcomed space in THE ASHEVILLE BANNER.

Twenty years of newspaper contact in the city of Asheville qualifies the management of this paper to serve well the interests of the church, and all of this is offered to those interested enough in their work to take advantage of a broader field of publicity.

The social and civic life of West Asheville found new rooting for further growth in the homey, country-like club house entertainment, Tuesday evening. It was a big night, civically, in West Asheville.

Wars Have Been Fought Since the Beginning; Now on

As strange as it may seem to an educated and intelligent public, who have learned from history and experience the great cost of war, warfare continues.

Of particular local interest are the wars of the Typographical Union. The war of the Union was waged against the ravages of "Tuberculosis." The printers are the first organization as a group to take up war on the great white plague, and while their battle cannot be called a victory in the full sense, it has been a great success in the fuller sense. Thousands of men have received aid and been brought back to health and to their homes, their families and their communities by the Printers' Union.

Ever since this began, the printers of Asheville have been taking part in this wonderful program. Printers, like Jim Polman, Clyde Carscaddon and A. H. Louthian and any number of others who live here and have become assets to the community life of the city. These local printers, assisted by union printers all over America, erected the Union Printers Home at Colorado Springs, Col. for the sick or dependent printer. In addition, they have paid more than \$12,000,000 during the past 22 years in pensions to their members. Six million has been paid in mortuary benefits during the past 18 years, while a quarter of a million has been expended for trade education among their group. They have paid into the home and its maintenance more than five million dollars.

But the big thing comes and the reaction starts and the warfare begins, when these printers endeavor to lighten the load of tuberculosis. They have expended since 1903 more than \$20,000,000 in an effort to reduce hours of labor that the life of men might be made longer. It seems hard to believe, but it is an inevitable fact, demonstrated in the local field and all over the country, that hours, time and dollars is the signal for war between men and employers.

When we know these things and realize what these splendid men are doing, it is hard not to hope for the very best for them. It is hard to see them turned out of their work and outside men given their job, and so much so that public sentiment should rise to the support of a group of men, whose words and deeds have attained the proportions of that of the Printers' Union.

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Trouble with union men continues to convolve