

Asheville: Population, 60,192, 10-12 % Negro

Mayor: Earl W. Eller, Mayor, City of Asheville

Address:  $\rightarrow$  c/o City Hall, Asheville, N.C.

Telephone: ~~253-3611~~  
253-3611

Machinery: Asheville Area  
COUNCIL ON HUMAN RELATIONS

Chairman: Mr. William E. Greene

Address: 311 Jackson Bldg.  
Asheville, N.C.

Telephone: 253-3661  
~~253-13661~~

Negro Action:

Negro Organizations : Local chapter NAACP  
The Asheville-Buncombe County Citizens' Organization  
Asheville Student Committee on Racial Equality

Municipal Reaction:

Asheville Area

The Council on Human Relations has been in existence <sup>since 1961.</sup> ~~several years.~~ It was conceived and initiated by <sup>local white & Negro leaders,</sup> ~~the secretary of the YWCA~~ and did not result in response to demonstrations. It is presently composed of 60 to 70 whites and Negroes. The <sup>with no</sup> ~~ratio~~ <sup>prescribed</sup> ~~ratio~~ Council is representative of a cross-section of the City. From the beginning there was an agreement between the Council and the press, radio, and television not to publicize actions of the Council, <sup>or results accomplished. This was a major contributing factor to the success of the Council -</sup> ~~This agreement continues.~~ Since June 1963, news media <sup>have reported</sup> ~~have reported~~ Council's actions.

Adjustments:

Several stores have voluntarily employed Negro salesmen and clerks without

any contact from the Council on Human Relations. In <sup>A few</sup> ~~most~~ instances this has resulted in <sup>Prior</sup> ~~someone who was an~~ elevator operator, <sup>employee</sup> being moved up to a sales position rather than that person being discharged when the elevator was mechanized.

Dime stores opened their lunch counters in 1962. Drug stores followed suit after observing the dime and variety stores' experience of suffering no losses from this procedure. The method of approach in this case was that the Council worked out an agreement with the proprietor of each store that two or four Negroes who were leading citizens of the community (doctors, lawyers, dentists, etc.) would approach the lunch counter at a relatively non-rush hour and be served. Then they would move the time to a more congested time of day and proceed to increase the number attending until gradually the counter was open to as many Negroes as would like to be served at any time of the day.

Motel restaurants have been open for some time. <sup>Practically all</sup> ~~Several~~ drive-ins have also been opened. <sup>All local</sup> ~~The~~ cafeterias <sup>as well as</sup> ~~and~~ restaurants on Tunnel Road have desegregated with <sup>practically no</sup> ~~a few~~ exceptions. These were opened through the process of proprietors meeting with the full Council to discuss their desegregation. Members of the Council seldom, if ever, went out and talked to individual proprietors.

Both hotels have desegregated. <sup>All large + most small</sup> ~~Some~~ motels are desegregated, ~~and some are not.~~

Both theaters in Asheville are desegregated.

The public library was deeded to the City with a reversionary clause that should it ever be used by Negroes, it would revert to the donor. For this reason, it is still segregated and the Negroes know of the deed provision and, therefore, have made no demands to be served by the library. There is, however, a desegregated branch of the library in the City.

There are some sixty Negroes in the junior high school and the Asheville schools have been largely desegregated from the first through the eighth grades.

A gradual program of desegregation was worked out <sup>for both City & County</sup> ~~with the schools~~ \* Asheville-

Biltmore College receives qualified Negroes. There have been many demands that

Negroes be admitted to business colleges where they could acquire the skills

needed to better their job positions. The business colleges have responded that

they are members of a State organization which follows a policy of excluding Negroes.

*The Council has been assured that*

*the subject is to be brought up at the State organization's meeting* <sup>on May 16, 1964.</sup> ~~some time later~~

~~this year.~~

Both hospitals have been desegregated; *status of medical associations are not known.*

The City owns two swimming pools; ~~one that was primarily for whites and~~

~~one that was primarily for Negroes.~~ Both are desegregated although the tendency is

still for the whites to use the previously white pool and the Negroes to use the previously Negro pool.

*City owned*  
The recreational park is desegregated and it contains rides and a zoo.

The municipal golf course has been desegregated for several years. The Buncombe County Bar Association, the Chamber of Commerce, and the Ministerial Association are desegregated.

All segregation laws have been repealed.

The Council on Human Relations has declared Asheville totally desegregated in a public statement.

There has been only one demonstration in Asheville - In late 1962 CORE representatives not from this area, & without local support, marched in front of one of Winn-Dixie's local stores - ~~at~~ ~~the~~ ~~time~~ ~~of~~ ~~the~~ ~~march~~ this march was not publicized by any news media - CORE's demand was for immediate employment in higher positions (cash register operators) without fulfilling company requirements for physical & mental examinations - after several weeks CORE & Winn-Dixie requested that the Council hear this matter - at the called meeting, the Council heard both sides fully, & since CORE's position was untenable, took no action; this action was suggested by the Negro members of the Council; within a few days <sup>thereafter</sup> non resident CORE members departed this area. At <sup>the</sup> ~~the~~ ~~time~~ ~~of~~ ~~the~~ ~~meeting~~ of the Council, Winn-Dixie had Negro employees in Asheville (one for over 10 years) & had a working agreement with both white & colored high schools for