## How Long Is The Golden Rule？

## As Long as

# ＂Peace on Earth，Good Will Toward Men＂ 

 Prevails－No LongerPresent barbarities make such quotations seem hypocritical with half the world murder－ ing each other by the thousands．

## And About Two－Thirds of Our Professions ARE Hypocritical

We try to choke our religious beliefs down the other fellow＇s throat．We ques－ tion the honesty of most every one who does not vote as we do，and lots of us sin－ cerely believe our friendly neighbors are scoundrels because they differ with us in our opinions and petty prejudices．

But－But－But bring in the dollar．Then the Proposition Changes．＂Where A Man＇s Treasure Is，There Is His Heart Also．

Pay a man good dividends on his investments and he doesn＇t ask many ques． tions．There Is The Fault．The whole policy is wrong and if you do not put your dealings on a different basis you will not win out in the long run．
＂Honesty Is The Best Policy．＂Share your profits with the people who put up the money and you will never go bankrupt－

So Far So Good！We have gotten your attention；that is what we have bought this advertising space for．－Now we want you to look into the details of our busi－ ness．We want you to investigate and find out that we are taking no chances．We don＇t lend without security and we don＇t take the judgment of honest fools，－nei－
alue we lend money on long time irrst mortgages at reasonable rates and collect a small percentage of our loans every week－our stock does not change values every few days as does that of railways，telegraph companies and even as food prices do Both to the investor and borrower our stock stays stable and does not go up an down．We are not affected even when the New York stock exchange closes．

If you are serious minded we want you to come in with us－build a home－ed－ acate your children，save money．

We are doing more to help the sensible thrifty individual than you have an idea of unless you are one of those said，honest，thrifty individuals．We turn our money over fifty－two times a year－every week．It＇s like rolling snow balls，gather a hey go，As an investment we pay 6 per cent and the taxes are free．When you borrow your money costs you in dollars and cents less than 4 per cent．

Look into the proposition and you will see there is no trick about it．We ask no favors－we grant no gratuities，we give away no premiums，but we do make good money，and give you your part of it．Already we have sold over eleven hundred shares in this series．We have outgrown any Association in the State for our year and do not know one that has done better than ours anywhere

BLUE RIDGE BUILDING \＆LOAN ASSOCIATION<br>J．E．RANKIN，President．<br>EDWIN L；RAY，Sec＇y－Treas．<br>WE BUILD HALF THE HOMES ERECTED IN ASHEVILLE

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PR．MBRIIEE EX，SEC． RED CROSS SEL COM． Will Organise Campaign in $\mathrm{\Sigma}$ ． o．to Sell Two Million Seals This Year． －arraer mpertmena Dr．L．B，McBrayer，superintendent
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More than a million mole wis


