## MARRIED NOW! Fashion and Common Sense Have Wedded

## -Common zeal will come there= from-

The "Blue Bloods," and in fact all good folks have joined the Red Cross-

Every City and every tozun and every village has its organization. And the total output is amazing. The housekeepers are getting their suggestion cards. It is not nearly so stylish to wear fine clothes as it is to knit and to sezv and to save.
"Bread and butter; come to supper"-means more than it ever has. If our people will follow the suggestions made by Mr. Hoover as regards economy for five years, we will hardly know there has been a war.

Buy a few Liberty Bonds, take out a little Building and Loan stock and pay for both out of what you can save by ECONOMY. You need not lose any flesh and you mav save yourself the loss of sleep.

There never has been fashioned such a sensible FASHION.

We all want to be up-to-date. Our 5 per cent semi-annual dividend bearing stock is selling right along.

Non-taxable.

Series Now Open.
Come in Now.
There Never Was a Better Time to Save

## BLUE RIDGE BUILDING छ乛 LOAN ASSOCIATION

J. E. RANKIN, President

Stock Now Selling.

ROBERT S. JONES, Vice-President "We build half the homes erected in asheville"

EDWIN L. RAY, Secretary-Treasurer
No. 1 Haywood St.

THE MEN WHO CAME FIRST
Americans a French Front, Short On Upitit, Bu Long on Americmism-Filled With



Board of Trade Takes Hand in Movement for Improvement


