

The Asheville Times

SECOND SECTION

ASHEVILLE, N. C. SUNDAY MORNING, NOV. 4, 1917

SECOND SECTION

Protect *the* Higher Value *of your* Household Goods *and* Properties

THE value of your property has outgrown the size of your fire insurance policy--- that is immediately evident to the householder or business man who attempts to *re- place* anything bought in 1915 or before.

YOUR INSURANCE POLICY WRIT- ten on the 1915 basis of valuation is an undersized garment of protection. It fits present valuation as poorly as a youth's suit fits a full grown man.

IF YOU HAVE A FIRE TODAY your 1918 value is burning up and your fire insurance return will be for what your goods were worth in 1915.

It is imperative to extend your insurance. It is important to enlarge your pro- tection to a point that will cover the *replacement value of your goods* ---your protection is meager until you do so.

It is as foolhardy to travel along with half enough insurance as it is to take a dose of medicine to economize. You're after full protection just as you seek absolute cure.

Don't procrastinate and be sorry. Do it today. Insure for the present value of your goods instead of the past value. Be re- paid for what you are worth. It isn't safe to delay.

Wachovia Bank and Trust Company
INSURANCE DEPARTMENT

RESIDENCE PHONE 2821.

P. C. BLACKMAN, MANAGER.

BUSINESS PHONE 166



**1918
Value**

**1915
Value**