

Seven Billions of Dollars—and Prosperity

KEEP BUSINESS GOING

That is the slogan for the man and the concern that desires the country to prosper.

KEEP BUSINESS GOING

That is the motto for the laborer, the banker, the farmer, the manufacturer who desires that the United States may be able to finance the war to a successful conclusion.

KEEP BUSINESS GOING

This is the task that is before every person who wants to see the country prosperous and the nation victorious.

And to keep business going the people must continue their usual work, must supply their usual needs, must make their usual purchases. For the minute industry slackens, business dies—and prosperity deserts a people. Economy is necessary, but a hurtful cessation of all purchasing, a lowering of the standard of living, a weakening of the defensive forces of the human anatomy through use of less strengthening food—these are not economy. These things are waste—and waste of the most hurtful kind.

We have plenty of money—surplus money, too—in the banks. And if Asheville people will but keep business going we shall continue to be rich, no matter how long the war may last.

Seven billions of new money are to flow out over the United States in the next few weeks. Asheville will get her share of the business that such a flood will produce. Asheville people will get their share of the wealth. And there is every incentive to the highest effort at the fastest speed for the filling of every obligation to ourselves and our country to **KEEP BUSINESS GOING.**

We Are Receiving Subscriptions TO THE United States Government 3½% Liberty Loan

Subscription blanks and all information may be obtained at the office of the cashier.

Our services in this connection are offered free.

Bonds may be purchased in denominations as small as \$100.00.

It is the patriotic duty of every American citizen to do all in his power to make the Liberty Loan a tremendous success.

OFFICERS

Edwin L. Ray, President. John A. Campbell, Cashier.
Julius C. Martin, Vice President. Wm. F. Duncan, Asst. Cashier.

Citizens Bank

ASHEVILLE, N. C.

That Liberty Loan Those Baby Bonds THAT SURPLUS MONEY

The government must sell the present offering of Two Billions of Dollars worth of Liberty Loan Bonds at once. People of other cities in other states are buying their share of the offering. Those who can not pay for a large bond are taking those of the smaller denominations. The Baby Bonds are of denominations as small as \$100—and there are few business men who could not spare that sum of money to meet the government's need.

The need is imperative. It must be met today. Delay is as dangerous in this as in other preparations for actual war. And the man of patriotism who has the money must not and will not wait the second call of his country.

Later there will come other bond issues—and they too must be absorbed by the American people. We can not ask other nations to aid in this. Their funds have already been exhausted. We can not ask our neighbor to take all these bonds. There are enough to tax his resources and our own—and the entire issue must be subscribed now.

This is a matter as vital as the enlisting of men and the growing of foodstuffs. But the money must be furnished—the bonds must be purchased—by those who, in the main, will not enlist and will not farm. It must be done by the capitalists and the financiers of the country. The purchase of these bonds is the rich man's "bit." He should do it cheerfully—and immediately.

Liberty Loan

The Wachovia Bank and Trust Company has subscribed for (\$100,000.00) One Hundred Thousand Dollars of United States Bonds, bearing (3½%) three and a half per cent, known as the Liberty Loan of 1917. These bonds are an absolutely safe investment, free from federal, state and local taxation (except inheritance taxes.)

The bonds can be obtained in small denominations, and we offer them to our customers at par, until June 15, 1917.

APPLY TO THE BOND DEPARTMENT

Statement of Condition of

Wachovia Bank & Trust Co.

At the Close of Business May 1, 1917

RESOURCES		LIABILITIES	
Loans and Investments	\$ 9,995,024.21	Capital	\$ 1,250,000.00
Banking Houses and Real Estate	388,476.98	Undivided Profits	658,120.09
Cash and Due from Banks	1,740,403.55	Deposits	10,215,784.65
	\$12,123,904.74		\$12,123,904.74

Wachovia Bank & Trust Co.

PROGRESSIVE STRONG CONSERVATIVE

LIBERTY LOAN OF 1917 United States Government 3½ Per Cent War Bonds

Patriotism suggests that every citizen subscribe to a part of the Two Billion Dollar issue of war bonds.

These bonds will be ready for delivery about July 1. Interest payable semi-annually, January 1 and July 1. Full details concerning the terms of payment will be announced within a few days. Subscriptions received until June 15 at par.

THE CENTRAL BANK AND TRUST COMPANY
Will Gladly Attend to Your Subscription Under the Terms as Prescribed by the Government Without Charge.

These bonds will be issued in small denominations, are exempt from taxation, except inheritance taxes, and are convertible at par into any other issue bearing a higher rate of interest if such be offered by the government during the progress of the war.

Rare Opportunity to Secure a Profitable and Safe Investment.

Central Bank and Trust Company

OFFICERS:

CHAS. W. BROWN, President W. B. MEWEN, Vice-President J. R. OATES, Vice-President
WALLACE B. DAVIS, Cashier RUSSELL C. DAVIS, Asst. Cashier

DIRECTORS:

C. W. Brown Dr. J. A. Sinclair Eugene Carland J. R. Oates
Judge H. B. Stevens Wallace B. Davis Dr. P. R. Moale J. D. Earle
J. W. Rutherford Canie N. Brown Thomas S. Rollins Chas. French Toms
John A. Nichols W. B. McEwen

CITIZENS OF

West Asheville

Do Your Bit

Subscribe to the Liberty Loan. Every patriotic West Ashevilleian should make it a point to purchase at least one bond. Subscription blanks may be had from cashier.

Our services are tendered free.

Bank of West Asheville

OFFICERS

E. D. Carter, President. Dr. J. G. Anderson, V. Pres. H. B. Posey, Cashier.

THE

Southern State Bank

Is Now Receiving Subscriptions to the
**SEVEN BILLION DOLLAR
Liberty Loan**

Manifest your loyalty—subscribe to the Loan. America must have the money and have it now. Subscription blanks will be found in our bank. We will be glad to give any information concerning this.

Our services in this connection are tendered free.

SOUTHERN STATE BANK

R. E. Currence, President. S. Sternberg, V. Pres. D. F. Sumner, Cashier.