

RITZ THEATRE

WEEKLY PROGRAM
Night Shows: 7:00 & 9:00 P.M.
Mat. Sat.—Late Show Sat. 10:30
Adm.: Adults 35c tax incl.—Children under 12 yrs. 12c tax incl.

Thursday-Friday
March 30 - 31
BLUE GRASS OF KENTUCKY

in Technicolor with all star cast and the most beautiful horses in the world—Ess The Derby.

Saturday, April 1
RIDERS OF THE DUSK

with Whip Wilson, your new western star the world champion Bull Whip expert, good with a gun too. Also—DOUBLE FEATURE PROGRAMS FOR SATURDAYS START ON THIS SATURDAY... IT'S "THE NOOSE HANGS HIGH" with Abbot and Costello, one of their funniest features, both pictures and the serial... and a colored Cartoon will be run continuous from 1 p.m. until 10:30 p.m. You can come anytime from 1 o'clock on and see as many shows as you like, you can come in at 5 p.m. and not have to wait until night, just go in any time Saturday afternoon or night for two full length feature pictures at the usual admission price.

Late Show—
HE WALKED BY NIGHT
Scott Brady - Roy Roberts

Sunday, April 2
ADVENTURES OF GALLANT BESS

in technicolor with Audrey Long, Thomas Mitchell and the world famous horse Gallant Bess.

Monday-Tuesday
April 3 - 4
THE HEIRESS

with Olivia DeHavilland-Montgomery Clift. This has been nominated for Academy Award. It's great.

Wednesday, April 5
BELLS OF CORONADO
in color - with Roy Rogers - Dale Evans and Trigger. This is Roy's very latest color picture.

VA ANSWERS TO VET PROBLEMS

The Veterans Administration expects loan money for GI home loans to remain plentiful in most communities throughout the coming year. That is the prediction of T. B. King, director of the VA loan guaranty service, expressed in a statement to the 1950 annual convention of the National Association of Home Builders.

King pointed to the increasing supply of money for mortgage loan lending purposes, and noted that savings and loan associations alone had a net inflow of well over a billion dollars last year.

Several factors were cited as indicating that a large propor-

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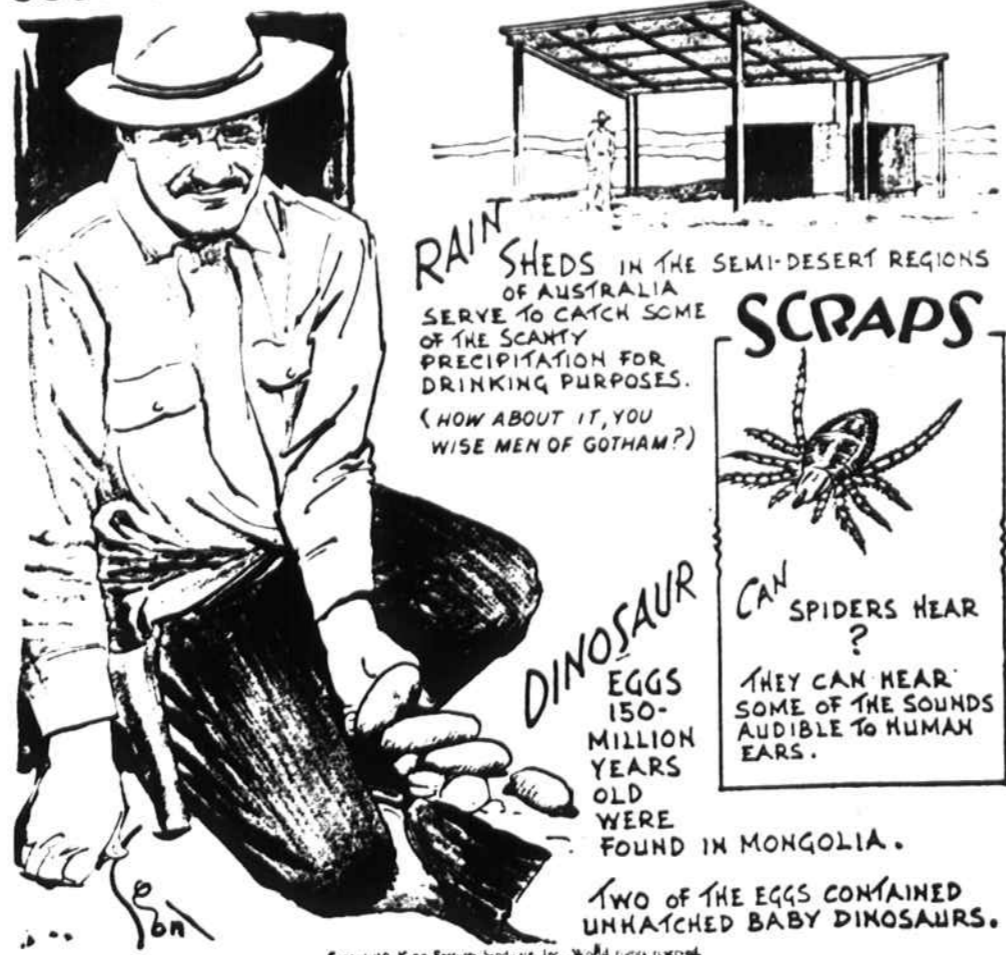
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SCOTT'S SCRAP BOOK

By R. J. SCOTT



tion of mortgage money will go into GI loans in the current year. First, the demand for investment money by U. S. business appears to be declining, according to this VA official, since the postwar capital expansion of manufacturing plants has passed its peak. At the same time, he pointed out, the yields on government and high-grade corporation bonds declined substantially during the past year, and this made such bonds less attractive as an investment for lending institutions.

A third factor cited is the purchase operations of the Federal National Mortgage Association, which support the GI loan program through re-purchase of mortgage loans.

Approximately 2,000,000 veterans of World War II have used their GI loan privilege up to this time. King estimated that nearly the same number will have obtained guaranteed and insured loans between this date and the end of the GI loan program seven years hence.

Q—I am taking on-the-job training under the GI Bill. Will I be permitted to go to school at the same time under the law?

A—Yes, you can go to school under the GI Bill while you are taking on-the-job training if the school course is determined by VA to be related to the on-the-job course.

Q—I am at present receiving \$15 monthly compensation. If I become permanently and totally disabled for causes not due to service, will I be entitled to non-service pension?

A—Yes. Payment will be made to you under the benefit paying

STATE COLLEGE FARMER'S AID

QUESTION — How many cows were bred artificially in North Carolina last year?

ANSWER — Final reports show that the State's 50 artificial breeding units bred a total of 27,123 cows during the year, says J. F. Brown, extension dairy specialist at State College. The Forsyth unit, oldest in the State, led with a total of 1,499 cows bred. Other leading units were Union, 1,276; Iredell, 1,156; Davie, 1,109; Randolph, 1,089; Buncombe, 1,061; Mecklenburg, 1,044; and Alamance, 1,002. Brown says the breeding efficiency of technicians has continued to climb. Non-return percentages for September, October, and November, 1949, ran 65, 66, and 64 per cent respectively on a 60-to-90 day basis. That is, cows first bred

the higher amount, if you are otherwise eligible.

Former Resident Of Willets Dies Of A Heart Attack In Asheville

Funeral services were held last Wednesday at 2 p.m. in the Haywood Street Methodist church for L. C. Robinson, a Republican leader and former member of the board of elections of Asheville, who died of a heart attack the preceding Monday, March 20, at his home. He was 68 years old.

The oldest son of the late D. L. Robinson and Mary Henson Robinson of Willets, he resided in Asheville for the past 42 years. He was retired from service with Southern Railway 4 years ago, having worked with the system since 1908.

Active pallbearers were members of the Odd Fellows' lodge. Honorary pallbearers were other members of the Odd Fellows' Lodge and the Brotherhood of Railroad Trainmen, of which he was a member.

Serving as honorary pallbearers from Sylva were Dr. A. A. Nichols, Dr. A. S. Nichols, Dr. D. D. Hooper, S. C. Cogdill, D. G. Bryson, J. T. Gribble, E. P. Stillwell, Hugh E. Monteith, and Glenn Hughes.

Survivors include the widow, Mrs. Clara Robinson; one daughter, Mrs. Charles H. Campbell of Vineland, N. J.; one son, Harry W. Robinson of Asheville; one grandson; four sisters, Miss Annie Robinson of Willets; Mrs. Etta Howell of Newton, Mrs. W. E. Christy of Asheville and Mrs. G. M. Blanton of Concrete, Washington; four brothers, W. O. of Willets, Glenn of Canton, Edwin of Asheville, and D. L. Robinson of Hickory.

during these months were not re-bred during the following 60-90 days. Several new associations were formed during 1949 and operated during only a part of the year.

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WANTED—Fresh Dead Stock
A new Free Service for your Community
—Call—

LEWIS ESSO SERVICE STATION
Phone 9105

We pay collect calls and our special equipped truck will remove your cows, horses, and hogs without any cost to you if called at once.

CONSOLIDATED HIDE AND METAL CO.

How Does Your Advertising Investment Compare With The Average

Competent business men scale their advertising investment in proportion to gross sales . . . Then they use their advertising on a program basis so as to follow a systematic plan.

*The following percentages of gross sales usually are followed, according to surveys made by recognized authorities:

Department Stores	2.5
Men's Stores	3.3
Women's Wear Shops	3.1
Furniture Stores	6.3
Drug Stores	2.9
General Merchandise	1.5
Jewelry Stores	3.1
Grocery Stores	1.0
Meat Markets	1.0
Specialty Shops	3.8
Dry Cleaners and Dyeing	3.3
Hardware Stores	1.0
Other Businesses	2.0

95%

of all failures in business are from the ranks of non-advertisers . . . Only 5 per cent of those that fail are advertisers. — According to Bradstreet.

What About YOUR Firm, Mr. Business Man?

Check your gross sales and your advertising percentage can easily be figured . . . Your business cannot differ much from the average in your line, and if you wish to improve it . . . or even hold it where it is today . . . then you cannot ignore your duty to yourself . . . And maybe we can help you.

THE SYLVA HERALD

PRINTERS AND PUBLISHERS

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*Figures compiled by Harvard Bureau of Business Research and Northwestern University Bureau of Business Research.

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