New higher interest rates on Savings Bonds and Freedom Shares

Now U.S. Savings Bonds pay 41/4%, new Freedom Shares pay 5%.

Today, Savings Bonds are a better investment than ever. Now they pay 41/4 % when held to maturity. And new Freedom Shares pay a full 5% when held to

Freedom Shares are still sold on a one-for-one basis with Series E Bonds, but now you can buy the combination any time at your bank—and not just on a regular monthly plan as before.

The higher interest rate on Savings Bonds applies not only to the new ones you buy, but to your older ones too for their remaining period to maturity—generally effective with the first full six-months interest period beginning on or after June 1. (Outstanding Freedom Shares are not affected).

Buy Bonds and new Freedom Shares-help yourself even more as you're helping your country.



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News Grover

KINGS MOUNTAIN HERALD, KINGS, MOUNTAIN, N. C.

met with Mrs. Frank Neal Circle
No. 3 with Miss Mary Hambright,
Circle No. 2 is postponed until a is visiting Robert Harry.

Presbyterian Church and has accepted a call to Lake Forest Prester Grover community left the

acao and Nassau.

First Baptist church.

Miss Vickie Turner, won second place on her dress and coat ensemble at the District 4-H Activities Day" held recently in Troy. Tim Echols participated in the talent competition. Mr. and Mrs. Gene Turner took them to Troy and visited Mr. and Mrs. Toy and visited Mr. and Mrs. Preston Holt and family in Mt. Gilead.

III, Robin and Scott spent the weekend at their house at Lake Norman.

Mr. and Mrs. Dean Westmoreland have returned from a tour of the south west. They attended the National Educational Convention in Dallas, Texas, the Hemis Fair in San Antonio. They visited Mr. and Mrs. John Bennett in Houston, they also went

mother, Mrs. Ola Pruette, Mrs. Mrs. Scenic places.
Mary Pruette, Melba and Bill spent Monday on a tour of the mountains of Western N. C.

Mrs. W. W. McCarter and Mrs. R. C. Tate visited Mrs. C, M. McCarter at the Green Brier Rest

Thursday in Asheville with and Mrs. Hayse Ledford.

Mrs. Leroy Shirkey left Sunday by plane for Miami for a 12 day by plane for Miami for a 12 dren of Harrisburg were Sunday of Mrs. Jack

day visit with relatives.

Paul Rollins a recent graduate of the University of N. C.

The Circles of the First Baptist Church will meet this week. The Bostic Circle Wednesday afternoon with Mrs. B. F. Byrd. The Meldona Livingston with Mrs. J. B. Ellis.

Rev. H. Stewart White, Jr., has resigned as pastor of the Shiloh Presbyterian Church and has ac

byterian Church in Knoxville, county office building Monday Tennessee. Rev. and Mrs. White morning for a week at camp and son will move to Knoxville Millstone. Going from here were the latter part of July.

Patty Herndon, Ree Smith, Carol the latter part of July.

Mr. and Mrs. Jim Harry have returned from a trip to the West Indies. The Virgin Islands, San Juan Puerto Rico, Venezula, Curass and Nessan Nessan Research Nessan Re as counselors.

acao and Nassau.

41 men, members of the Grover Lions Club, chartered a bus and went to Atlanta Sunday to attend the ball game. They returned home early Monday morning.

A gift has been received via Mrs. Bertha George's will to the First Baptist church.

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As counselors.

Mrs. Frank Kish and children Wayne and Kathy of Charlotte are visiting her mother, Mrs. R. B. Keeter. Mr. R. B. Keeter is a patient in the Kings Mountain hospital.

Mr. and Mrs. Charlie Harry III, Robin and Scott spent the weekend at their house at Lake

Miss Elaine Pruette and her to New Orleans and visited many

mountains of Western N. C.

Mrs. Richard Rollins, Mr. and
Mrs. Wynn Huskey spent two
weeks on a tour of the New England States.

Mrs. Ralph D. Goforth and
Jan and Mr. R. H. Ponder spent
Thursday in Asheville with Mr.

Mr. Carter at the Green Brier Rest
Carter at the Green Brier Rest
Mr. and Mrs. Jolley Duncan
and children of Mockville spent
the weekend with Mrs. R. C.
Tate. Mrs. Tate accompanied
them home to spend the week.
Mr. and Mrs. David Harry
spent the week at their cottage

Pinkelton.

A pulpit committee was elected Sunday at Shiloh Presbyterian church. Chairman - Paul Ham-bright, Jim Harry, Vardell Neal, Mrs. Glenn Rountree, Mrs. William Hammett, Fain Hambright as alternate.
Mr. and Mrs. John Pittman of

Atlanta, Ga., spent the weekend with Mr. and Mrs. Holmes Har-

several days in Washington, D. Rollins.

Mrs. B. A. Harry spent several days in Sanford and Tampa, spent a vacation in Pensacola, and Mrs. and Mrs. Vance Hicks. Florida.

Mr. and Mrs. Andy Mrs. Andy Mrs. Don Woods and Cockrell.

Mr. and Mrs. Fred Cockrell C., with Mr. and Mrs. Roy Haga and Mrs. and Mrs. Vance Hicks. Mr. and Mrs. W.S. Hicks and Mrs. Lillie Mae Rollins attended The Circles of the Shiloh Press at Chapel Hill has returned byterian church are having their meetings this week, Circle No. 1 met with Mrs. Frank Neal Circle

The Circles of the Shiloh Press at Chapel Hill Sunday and met with Mrs. Frank Neal Circle

Paul accompanied him home.

Florida.

Mr. and Mrs. Don Woods and family of Greenville, S. C., spent several days with Mrs. B. A. Harbyte in Gastonia Saturday.

Mr. and Mrs. W.S. Florida with Mr. and Mrs. Andy Cockrell.

Mrs. Jessle McSwain of Spartan tanburg visited Miss Vera Hardin Saturday.

Mr. and Mrs. W.S. Florida with Mr. and Mrs. Andy Mrs. Lillie Mae Rolling attended the dedication service at the Union Baptist church in Gastonia Saturday.

Mr. and Mrs. W.S. Hicks and Mr. and Mrs. D. Robertson spent uncle of Mrs. Hicks and Mrs. and Mrs. Andy Mrs. W.S. Hicks and Mrs. and Mrs. Despense of Mrs. Lillie Mae Rolling attended the dedication service at the Union Baptist church in Gastonia Saturday.

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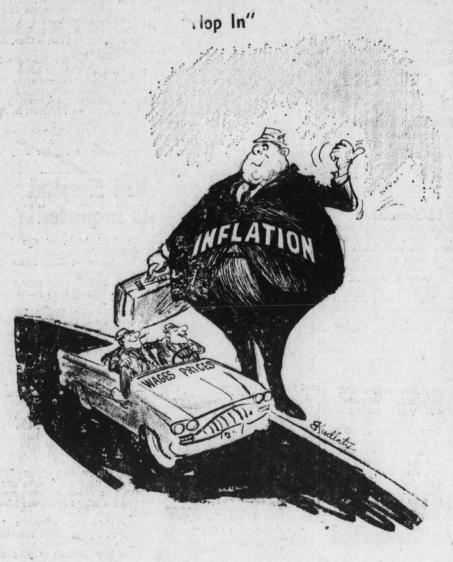
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Mr. and Mrs. Andy Mrs. Andy Mrs. W.S. Hicks and Mrs. Andy Mrs. Andy Mrs. W.S. Hicks and Mrs. Andy Mrs. And



MEMO TO ADVERTISERS



- Q. What are the 3 most important rules for profitable newspaper advertising?
- A. 1. Your advertising message should be newsy, friendly, informative, easy to read. Give facts and news about your merchandise and
 - 2. Advertise regularly. Make your advertising do what successful salesmen do-call on customers and prospects consistently.
 - 3. Insist on audited circulation reports that give you the FACTS about the audience that your sales messages will have when you buy newspaper advertising.
- Q. Is there a measure for the value of news-. paper circulation to an advertiser such as the standards a merchant uses in buying merchandise-for example, like STERLING on silver?
- A. Yes—in the well known circulation standards of the Audit Burrau of Circulations.

Q. What is the A.B.C.?

Q. Is this newspaper a member of the Audit Bureau of Circulations?

Q. What does A.B.C. do for met

buy newspaper advertising.

staff of experienced circulation auditors makes

a thorough audit of the circulation records of each publisher member. The results of each audit are published in an easy-to-read A.B.C. report for your use and protection when you

Q. What are the FACTS in A.B.C. reports?

A. A.B.C. reports tell you how much circulation,

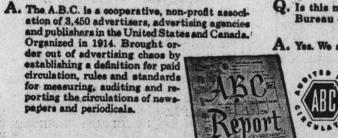
Q. Are all publications eligible for A.B.C.

A. No. Only those with paid circulation. This is important to advertisers because it is evidence

that the paper is wanted and read.

where it goes, how obtained and other FACTS that help you buy advertising as you would make any sound business investment—on the

basis of known values and audited information.



A. Yes. We are proud of our circulation. We want you to know the FACTS about the audience your selling mes-sages will have when they appear in these pages. Ask for a copy of our latest A.B.C

KINGS MOUNTAIN HERALD

CLEARANCE GUNTINUES

REPORTS - FACTS AS A BASIC MEASURE OF ADVERTISING VALUE