

EFFECTIVE JUNE 1, 1968

New higher interest rates on Savings Bonds and Freedom Shares

Now U.S. Savings Bonds pay 4 1/4 %, new Freedom Shares pay 5%.

Today, Savings Bonds are a better investment than ever. Now they pay 4 1/4 % when held to maturity. And new Freedom Shares pay a full 5% when held to maturity.

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.



U.S. Savings Bonds/ New Freedom Shares

The U.S. Government does not pay for this advertisement. It is presented as a public service in cooperation with the Treasury Department and The Advertising Council.

Grover News

The Circles of the Shiloh Presbyterian church are having their meetings this week. Circle No. 1 met with Mrs. Frank Neal Circle No. 3 with Miss Mary Hambricht, Circle No. 2 is postponed until a later date.

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

Rev. H. Stewart White, Jr., has resigned as pastor of the Shiloh Presbyterian Church and has accepted a call to Lake Forest Presbyterian Church in Knoxville, Tennessee. Rev. and Mrs. White and son will move to Knoxville 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, Venezuela, Curacao 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.

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. Preston Holt and family in Mt. Gilead.

Miss Elaine Pruette and her mother, Mrs. Ola Pruette, Mrs. Mary Pruette, Melba and Bill spent Monday on a tour of the 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. and Mrs. Hayse Ledford.

Mrs. Leroy Shirkey left Sunday by plane for Miami for a 12 day visit with relatives.

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

at Chapel Hill has returned home. His dad Mr. James Rollins went to Chapel Hill Sunday and Paul accompanied him home.

Maynard Pierce of Thornwell is visiting Robert Harry.

Miss Vickie Turner one of three Cleveland County 4-H Electric project winners attended the State 4-H Electric Congress at the Blue Ridge Assembly at Black Mountain. Winners were selected for achievement in home Electric projects.

A group of 4-H members from the Grover community left the county office building Monday morning for a week at camp Millstone. Going from here were Patty Herndon, Ree Smith, Carol Hambricht, Melinda Watterson with others from Cleveland County 4-H members. Miss Martha Herndon and Gene Turner went 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 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 to New Orleans and visited many scenic places.

Mrs. W. W. McCarter and Mrs. R. C. Tate visited Mrs. C. M. McCarter at the Green Brier Rest Home in Gastonia recently.

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 at Myrtle Beach.

Mrs. Dwight Dixon and children of Harrisburg were Sunday guests of Mr. and Mrs. Jack Pinkelton.

A pulpit committee was elected Sunday at Shiloh Presbyterian church. Chairman - Paul Hambricht, Jim Harry, Vardell Neal, Mrs. Glenn Rountree, Mrs. William Hammett, Fain Hambricht as alternate.

Mr. and Mrs. John Pittman of Atlanta, Ga., spent the weekend with Mr. and Mrs. Holmes Harry.

Mrs. B. A. Harry spent several days in Sanford and Tampa, Florida.

Mr. and Mrs. Don Woods and family of Greenville, S. C., spent several days with Mrs. B. A. Harry.

Mrs. Fred Cockrell is a patient in the Memorial hospital in Charlotte.

Mr. and Mrs. Fred Cockrell spent a vacation in Pensacola, Florida with Mr. and Mrs. Andy Cockrell.

Mrs. Jessie McSwain of Spartanburg visited Miss Vera Hardin Saturday.

Mr. and Mrs. W. S. Hicks and Mr. and Mrs. D. Robertson spent several days in Washington, D. C., with Mr. and Mrs. Roy Haga and Mr. and Mrs. Vance Hicks.

Mr. and Mrs. W. S. Hicks and Mrs. Lillie Mae Rollins attended the dedication service at the Union Baptist church in Gastonia Sunday. The land was given by Mr. and Mrs. Meek H. Cobb an uncle of Mrs. Hicks and Mrs. Rollins.



MEMO TO ADVERTISERS



Questions and Answers about NEWSPAPER ADVERTISING

- Q. What are the 3 most important rules for profitable newspaper advertising?**
 - A. 1.** Your advertising message should be newsworthy, friendly, informative, easy to read. Give facts and news about your merchandise and service.
 - 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. What does A.B.C. do for me?**
 - A.** At regular intervals one of the Bureau's large 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 buy newspaper advertising.
- Q. What are the FACTS in A.B.C. reports?**
 - A.** A.B.C. reports tell you how much circulation, 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.
- Q. Is there a measure for the value of newspaper 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 BUREAU OF CIRCULATIONS.
- Q. Are all publications eligible for A.B.C. membership?**
 - A.** No. Only those with paid circulation. This is important to advertisers because it is evidence that the paper is wanted and read.
- Q. What is the A.B.C.?**
 - A.** The A.B.C. is a cooperative, non-profit association of 3,450 advertisers, advertising agencies and publishers in the United States and Canada. Organized in 1914. Brought order out of advertising chaos by establishing a definition for paid circulation, rules and standards for measuring, auditing and reporting the circulations of newspapers and periodicals.
- Q. Is this newspaper a member of the Audit Bureau of Circulations?**
 - A.** Yes. We are proud of our circulation. We want you to know the FACTS about the audience your selling messages will have when they appear in these pages. Ask for a copy of our latest A.B.C. report.



KINGS MOUNTAIN HERALD

A.B.C. REPORTS — FACTS AS A BASIC MEASURE OF ADVERTISING VALUE

Belk

JULY

CLEARANCE

SALE

CONTINUES