

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**

Women's Health

PREPARE YOUNGSTERS FOR SCHOOL CHECKUPS

Chicago, Ill. (WMNS)—School time often means health check-up time for millions of children and it's a good idea to prepare them for both.

Since check-ups are generally benign experiences—no shots, no medicine, no hurts—they may represent a fine opportunity for your child to make friends with his doctor and to learn good health habits.

A pamphlet prepared by the American Medical Association, "Your Friend the Doctor," has much information, simply presented, that would fascinate a child. It gives a name to the instrument doctors use to look into the eye and explains its use. It gives some pointers on how to protect the eyes while watching TV, explains what a stethoscope is and how it works; what the reflexes are; gives some simple health rules and diet advice and includes a useful little glossary of health words.

Single copies may be obtained for 40¢ from the American Medical Association, 535 North Dearborn Street, Chicago, Ill. 60610.

Tel Aviv, Israel (WMNS)—Birth control pills neither cause permanent sterility nor enhance fertility. This is what Dr. Ben Z. Taber, of Palo Alto, California, told physicians attending the International Fertility Conference here, citing data gathered from more than 100,000 patient cycles of women using a low-dosage combination pill over a four-year period.

"The interval between the pill and subsequent ovulation (production of the ovum in the monthly cycle)... is comparable to the postpartum interval between delivery and the return of fertility," Dr. Taber observed. "The ovulatory function does not always return abruptly... but may return gradually within a few cycles." In other words both pregnancy

and the pill, which resembles pregnancy in some ways, may delay the return of a woman's fertility.

Among women who took the pills for a year or less, 49 per cent of pregnancies occurred within three months after discontinuing contraception; 75 per cent occurred within six months; 89 per cent within 12 months and 99 per cent at 24 months, according to the physician.

A 1951 study of the return of ovulation to 68 women who had just given birth and were not nursing their babies showed that 36 per cent ovulated within three months of delivery, while 86 per cent showed evidence of ovulation within six months.

A 1950 study of 1727 women who had used a variety of methods of contraception showed the following: 61 per cent became pregnant within three months after discontinuing contraception; 79 per cent by 35 months.

Dr. Taber, medical director of a company that manufactures an oral contraceptive, urged physicians to stress patience when counselling the woman who has discontinued oral contraception to become pregnant. "The majority of couples will be successful within six to 12 months," he said.

NUTRITION UNAFFECTED BY FOOD'S TEXTURE

Chicago, Ill. (WMNS)—If your youngster prefers chunky to smooth or smooth to chunky peanut butter, let him have his choice. The nutritional value of each is identical, says Today's Health, so taste should be indulged.

PRESBYTERIAN

"Non-Entity" will be the sermon topic of Dr. Paul Ausley at the morning worship hour Sunday at 11 at First Presbyterian church.

Consumer Will Benefit From Advertising

RALEIGH — Advertising can be of great aid to you, the consumer. For no matter how much advertising is "praised or paned," it is a necessary part of the American way of doing business, Mrs. Justine J. Rozier, extension home management specialist, North Carolina State University, observes.

Advertising aids in the distribution of goods produced in our free economic system and helps us all enjoy a higher level of living, she notes.

The cost of advertising a product nationally is a part of its production cost. Manufacturers add advertising costs to the costs of equipment, raw materials and labor. However, by advertising, the producer is usually able to produce and sell a larger quantity of goods, Mrs. Rozier explains. He may be able to buy raw materials at lower prices because he buys them in larger quantities. And if he makes a really good product, you are probably buying it as inexpensively as you could without advertising, because others are buying it, too.

When a retailer advertises, he also hopes to increase business volume, so that all his costs, including advertising, are more than covered and his business will make a profit. The more he

Gilbert Second In Tourney

Tab Gilbert, an 11-year-old Gastonia lad who studies karate under Kings Mountain's David Adams, won second place in the sparring and form divisions of the Southeast Karate Championships this weekend in Atlanta, Ga.

Tab, the son of a Gaston policeman, is now a green belt.

Cotton lintners are rated as strategic war materials.

Cotton is used by virtually all the world's people.

sells, the less the cost of advertising per unit of goods sold.

Mrs. Rozier says, we enjoy radio and television at no direct cost to us because of advertising. Newspapers and magazines also cost us less than they would if they did not contain advertising.

In addition, advertising lets us know when new products are available on the market. It should give us the facts about various items we wish to buy and should tell us where to buy the product, what the price is and when the store is open.

Consumers will do well to look for the facts of advertising and to not be misled by glamorous words or endorsements. When reading an advertisement, Mrs. Rozier suggests you look for the name of the product; the name of the manufacturer; location of the store or stores where the product is sold; description of the product, including sizes, colors and special features; and full price of the product.

"Since advertising is so important, it's up to us to use it wisely," Mrs. Rozier believes.



BLACK WATCH

MEN'S FASHION TOILETRIES

by PRINCE MATCHABELLI

DISTINCTIVE, MASCULINE, BOLD...

a scent that strengthens and emphasizes the rich, rugged differences that make each man an individual. A perfect gift for any man.

Shave Lotion \$2.00
Men's Cologne \$2.50

also: A variety of Gift Sets, and a complete line of grooming aids for the dashing different man.

KINGS MOUNTAIN DRUG CO.

The Fabulous New

1968 CHEVROLETS

everything goes

Every '68 Chevrolet goes... at low close-out prices during our '68 Chevy Clearance Sale. Stop by today and get a car as sharp as the deal.

Want A Car As Sharp As The Deal?
Only 60 Cars Left, Says Charlie Dixon



Impala Sport Sedan



C. E. DIXON

The "Walking Man's Friend", At Victory Chevrolet Company — We're Itching To Clean Out Our Inventory Before the New Models Come Out.

For As Low As \$2139.99 You Can Drive Home A New Chevy. Stop By Today and Get A New Car As Sharp As the Deal.



Impala Custom Coupe

Victory Chevrolet Company

Kings Mountain, N. C.

Dealer License No. 1351

See C. E. Dixon, J. T. McGinnis, Jr., Robert L. Goforth, W. F. Stone, Jr., Paul Dover

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