

**"Boozers Losers"—
Don't Drink, Drive**

CHICAGO — Boozers are losers — so if you drink, don't drive! That warning to holiday celebrants was issued today by the National Safety Council because drinking contributes to the traffic accident toll which reaches a peak at the end of the year.

The Council said that 556 persons were killed in Yuletide traffic accidents last year — the largest Christmas holiday toll on record.

This high toll can be avoided this year the Council said —

1. If drivers leave their cars in the garage and use public transportation during Christmas festivities — especially if they intend to do any drinking.
2. If drivers go on the theory that the other fellow driver or pedestrian — may be woozy and allow for it.
3. If drivers double their caution in bad weather and hold down their speed, and
4. If passengers refuse to ride with a drinking driver.

The Christmas - New Year holiday season is the most hazardous single period of the year, according to Council statistics. Twice as many persons are killed during a Christmas holiday as on the same days of the preceding two weeks.

The festive spirit of the holiday season and heavier travel increase the normal winter hazards, such as more hours of darkness, bad weather and slippery roads. To help overcome the extra hazards of the season, the National Safety Council and 163 cooperating national organizations are engaged in a Christmas safety campaign, aimed at creating an awareness of the seasonal hazards.

"Christmas traditionally holds a promise of joy and happiness," said Ned H. Dearborn, president of the Council. "And it is a national disgrace that a civilized nation can shrug off a holiday accident toll that changes Christmas joy to tragedy in thousands of homes.

Let's all drive with reason this holiday season."



CHIEFTAIN IMPROVED, STAR CHIEF LINE ADDED TO PONTIAC—The popular Pontiac Chieftain deluxe four-door sedan for '54, pictured above, features new styling with a new grille, new side molding, new nameplate, new silver streak, new

radiator ornament and luxurious interiors of nylon pattern cloth and nylon gabardine. The Chieftain and a new line of Pontiac's—the Star Chief—go on display at Kincaid Pontiac Company showroom in Bessemer City on Friday.

Kincaid's To Display New Pontiac Models In Bessemer City On Friday

PONTIAC, MICH. — An entirely new line of cars—bigger, longer and more luxurious—plus an improved and newly styled line of Chieftains for 1954 was announced today by R. M. Critchfield, general manager of the Pontiac Motor Division.

They will go on display in dealers' showrooms across the nation for a two-day announcement period beginning Friday, Dec. 18. Kincaid Pontiac Company in Bessemer City is Pontiac dealer in this area.

The new line, to be known as

the Star Chief Series, is eleven inches longer over-all, has a two-inch longer wheelbase, a more powerful eight-cylinder engine and some of the most luxurious interiors ever offered in a motor car.

All 1954 Pontiacs have been restyled with a new radiator grille, new silver streak, new DeLuxe and Custom side moldings and many other features, both interior and exterior, including the widest selection of colors and color combinations ever offered.

Mechanically, the Pontiac

straight eight with 7.7:1 compression ratio and Hydra-Matic has been stepped up to 127 horsepower, equipped with a new carburetor and intake manifold, a new current and voltage regulator and a new spark plug and ignition coil mounting. The new regulator, a new distributor and valves with improved durability have been added to the six cylinder engine.

An expanded line of optional accessories is offered this year, including power brakes, Comp Control front seat with a tilt-or-raise feature, automatic electric window lifts for front doors, instrument panel safety cushion, air conditioning for eight-cylinder models and improved power steering, as well as Pontiac's famous Dual-Range Hydra-Matic transmission.

To meet buyer demand for maximum dollar value, Pontiac for 1954 has introduced the Star Chief Series. Eleven inches longer than the Chieftain series, with a 124-inch wheelbase, the 213.7-inch Star Chief approximates in size America's biggest standard motor cars.

Four models are offered — the Custom Catalina and Custom Four-Door Sedan, DeLuxe Convertible and DeLuxe Four-Door Sedan — each immediately identifiable by three chrome stars on the rear fender fin, a chrome moulding which blends with new and larger tail lamps and a special trunk lid moulding.

The Custom Four-Door Sedan model also features an identifying decorative chrome plaque behind the rear vent-panels and chrome mouldings over the side windows. Custom models are available in Biloxi Beige, Coral Red or Maize Yellow as complete body colors or in combination with Winter White, when the white is used as an upper color only.

The DeLuxe Convertible, only convertible available in the Pontiac line for 1954, is offered in a full range of regular Pontiac exterior colors with an option of green, blue, red and black in combination with ivory as an interior trim. Seat cushions and seat back upholstery are of Morokide, a durable, pliable coated fabric with elastic properties.

In addition to the four models offered in the Star Chief Series, Pontiac for '54 offers nine other models in the Custom, DeLuxe and Special series, with eight or six-cylinder engines. These include the Custom and DeLuxe Catalina, two-door and four-door sedans and station wagons.

The Silver Streak on the trunk compartment in these lines is narrower and composed of four thin chrome strips instead of five as on the Star Chief Series; there is a new rear deck handle, a new medallion on the deck lid and on the rear fenders.

Station wagons are offered in the two-seat DeLuxe model, with the second seat folding flat for maximum carrying capacity, while the Special is offered in two (folding second seat) and three-seat models.

Total United States tobacco production this year is estimated at 2.04 billion pounds.

**Rambling Sketches Of
Oak Grove News**

By Mrs. William Wright

Mr. and Mrs. Keever Hamrick and daughter, Mrs. Mayre Gibbons and Mrs. Ann McSwain spent Sunday afternoon in the home of Mr. Hamrick's parents, Mr. and Mrs. V. L. Hamrick of Mt. Sinai. Mr. Hamrick has been ill for some time.

Mrs. Bessie and Mrs. Edna McGill of St. Luke community were

Thursday night guests of Mr. and Mrs. Stokes Wright and Mrs. Laura Wolfe.

Mr. and Mrs. Culp Ford and Martha Francis of Shelby were the Sunday dinner guests of Mr. and Mrs. Dock Phillips.

Mr. Will Watterson spent Sunday afternoon with his aunt, Mrs. Frank Gamble, Mr. Gamble and Mr. and Mrs. Leonard Gamble of El-Bethel. Mrs. Gamble has been ill for the past few weeks. We wish her a very speedy recovery.

Mr. and Mrs. William Wright were Sunday guests in the home

of Mr. and Mrs. Frank Ware. Mr. and Mrs. Horace Bell and daughters, Misses Carolyn and Nancy, were Sunday dinner guests of Mr. and Mrs. Stokes Wright and children and Mrs. Laura Wolfe.

Mr. and Mrs. Dewitt Randall and son, Keith, spent Sunday at Lake Lure and Chimney Rock. Pvt. Jack Ware who has been over seas for some time arrived in New York Saturday and is expected home Wednesday or Thursday. Jack is the son of Mr. and Mrs. Frank Ware.

Master Billy Stone of El-Bethel spent Sunday with his grandparents, Mr. and Mrs. Frank Ware. Seven separate marketing areas have been established by the newly created North Carolina Milk Commission.

**NEED SOMETHING?
SEE THE WANT ADS
in the HERALD**



CHOOSE HERE AT KEETER'S
Gifts that are Tops
FOR YOUR TOP MEN!

BOYS' WEAR, MEN'S WEAR, PRACTICABLE WEARABLE GIFTS

ARROW White Dress Shirts
No Nicer Gift
\$3.95

WINGS Sport Shirts for Men
Gabardines, etc.
from \$3.95

TIES **\$1 to \$2.50**
Large selection by Resisto

SOCKS **65c to \$2.95**
Interwoven and Foot Fashion

GLOVES **from \$1.98**
Always a Christmas Favorite!

Boys' Sport Shirts **from \$1.98**
WINGS, in long sleeves, neat styles, patterns

WINGS Dress Shirts **\$2.98**
White and colors, your favorite collar style

SLACKS **from \$5.95**
A big selection and something he'll like

BELTS, JEWELRY **from \$1.50**
By Hickok

PAJAMAS **from \$3.95**
By WINGS

BOYS' PAJAMAS **from \$2.98**
Flannel, or broadcloth

Give Him Hanes UNDERWEAR
Shirts **75c**
T-Shirts **97c**
Undershirts **97c**

... OR GIVE HIM A NEW SUPPLY OF HIS FAVORITE LEE WORK CLOTHING
Boys' Lee Riders **\$2.98** **Men's Lee Shirts** **from \$2.98**
Chetopa Twill Pants **\$4.95** **LEE Overalls** **\$4.19**
LEE DUNGAREES **\$3.49**

\$45 Curlee TOPCOATS \$39.95	\$27.50 Curlee Sport Coats \$22.50	\$39.95 Curlee TOPCOATS \$34.95	\$10 Dobbs HATS \$8	\$50 Curlee SUITS \$39.95
---	---	--	--------------------------------------	--

No Better Gift Than A Keeter's Gift Certificate
KEETER'S

**Santa Says:
Give 52
Gifts in 1**



a subscription to The
Kings Mountain Herald

Send Kings Mountain's prize-winning newspaper to your friends for Christmas in order that they might know what is going on in progressive Kings Mountain during 1954.

standing features in The Kings Mountain Herald each week . . . the complete coverage of all of the news . . . the many weekly news pictures of local interest . . . timely editorials . . . readable columns.

In every sense of the word, The Herald is truly a "letter from home." Send it to your friends this Christmas.

A Gift Every Member of the Family Can Enjoy!
Kings Mountain Herald

Date: Thursday, Dec. 17 Time: 3:30 P. M. Place: Front Cooper's, Inc. You MUST be PRESENT to Win!

THIS WEEK'S TREASURE CHEST: \$220
Also Consolation Prizes, From Individual Merchants, Will Be Given Away Thursday

Get Your Treasure Chest Ticket FREE (nothing to buy) From Any Appreciation Day Merchant including:

- ALEXANDER'S APPLIANCES AND ACCESSORIES N. Piedmont Avenue
- ALEXANDER'S JEWELRY S. Battleground Avenue
- BAIRD FURNITURE Compare Our Prices
- BELK'S DEPT. STORE Home of Better Values
- BRIDGES HARDWARE CO. Phone 187
- CITY AUTO & HOME SUPPLY Your Goodrich Dealer
- CRAWFORD'S MARKET Phone 156
- COOPER'S, Inc. Phone 93—Railroad Avenue
- DELLINGER'S JEWEL SHOP Kings Mountain's Leading Jewelers
- EAGLE STORES CO., Inc. S. Battleground Avenue
- ELMER LUMBER CO., Inc. Phone 25 and 34
- GRAYSON'S JEWELRY Corner Mountain and Charlotte
- HOME SERVICE CO. Your Frigidaire Dealer
- KEETER'S STORES, Inc. Apparel For All
- MARLOWE'S, Inc. Lee Tires — Recapping — Appliances
- MCGINNIS DEPT. STORE W. Mountain Street
- MCGINNIS FURNITURE CO. Single Recliner — Phone 322
- MYERS' DEPT. STORE Dress Shop — Second Floor
- PLONK BROS. & CO. Your Merchant Since 1889
- PLONK MOTOR CO. Your Ford Dealer
- REBA'S FASHIONS S. Battleground Avenue
- STERCHI BROS. STORES, Inc. Where You Buy It For Less
- VICTORY CHEVROLET CO. Phones 48 & 415