

NEW DODGE NOW ON DISPLAY — Three-tone paint combinations are introduced for the first time in the automotive industry to accent the new flair styling of the 1955 Dodge Lancer hardtop. Providing exciting new exterior color combinations, multiple-tone paints are available on Dodge

Lancers. Lancers in all three series—the luxurious Custom Royal, the richly appointed Royal and the classic Coronet. Lower, wider and longer by 16 inches, the Custom Royal Lancer hardtop shown here is super-powered by a Super Red Ram V-8 engine developing 193 horsepower.

Marlowe's, Inc., Now Showing New 1955 Dodge Passenger Automobiles

DETROIT. — The 1955 Dodge passenger car line, an advanced concept in automotive body design, were introduced Wednesday in dealers' showrooms across the nation. The new cars are now on display at Marlowe's, Inc., Dodge-Plymouth dealer in Kings Mountain.

William C. Nedberg, Dodge president, explained that car stylists have blended aircraft sleekness and power into a "design of refreshing beauty." He revealed that Dodge engineers have incorporated over 100 structural and mechanical innovations in the longer, lower and wider 1955 line. He said all four-door sedans have a distinct touch of hardtop styling.

Offering three series — the new and luxurious Custom Royal, the richly appointed Royal and the classic Coronet — the '55 Dodge has a built-in look of action, resulting from its swept-back design.

Performance to bear out the air-sliding swiftness in styling is provided by a wide choice of engines — the "Get-Away Six" developing 123 horsepower, the all-new Red Ram V-8 rated as 175 horsepower, the Super Red Ram V-8 at 183 horsepower, and the super-powered Super Red Ram V-8 at 193 horsepower.

From front to rear the 1955 Dodge conveys an impression of classic, clean-lined simplicity. A feeling of streamlined flight is embodied in the car from the twin-opening grille to the twin-jet taillights.

All 14 models have an increased wheelbase of 120 inches. Overall length is increased by as much as 16 inches on some models, but the cars appear even more lengthy due to Dodge's flair styling.

Moving from the massive chrome grille is a dashing V-type hood ornament, accenting the low, sweeping hood and fast line of the front fenders. Chrome hoods over headlights further emphasize the impression of forward motion.

"Red Horizon" windshields wrap around at both top and bottom of the glass for improved and safer vision. The windshield provides cockpit-like visibility for driver and front seat passengers.

The "tumble home," or in-board slant of the car's sides above the belt line, creates an appearance of low, road-hugging massiveness. Doors, too, are new and different — perily cut back, but wider for easy entry.

Novel treatment of flared rear wheel openings provides a speed-enhancing style feature. The rear deck continues the theme of motion, while increasing usable trunk space by two cubic feet to 37.6 cubic feet with spare tire installed.

Inside, the 1955 Dodge control panel can be compared to an airplane pilot's flight control panel. Dials are placed in a row before the driver and clustered under an "eyebrow" to reduce glare.

The wider interior is flair-fashioned in harmonious color blends. Easily cleaned Corda-grain is combined with exclusive double-patterned Jacquard seat cloths. Door panels are dramatically decorated with two-tone color designs and chrome, complementing the new Dodge upholstery and trim.

Along with the new Dodge engines, the gear selector lever for PowerFlite transmission will share the spotlight as a major mechanical innovation. The control lever is mounted on the pa-

nel, conveniently located to the right of the steering wheel and the lever glides easily into each driving range.

The Dodge V-8 engine last year virtually rewrote the record books during A.A.A. test runs at Bonneville Salt Flats, Utah, when Dodge established 196 new stock car marks. The 1955 version achieves even greater power and acceleration through increased displacement and improved "breathing," due to more efficient fuel combustion.

Royal and Coronet series have a completely new Red Ram V-8 engine of 175 horsepower. A short, overhead valve engine of 270 cubic inch displacement, it is capable of sustained high torque over a wide speed range, giving flashing acceleration and instant response at all speeds. Higher compression ratio of 7.6 to 1 permits use of regular grade fuel.

A development of Chrysler Corporation's well-known hemispherical combustion chamber engine, the new Red Ram V-8 design combines the advantages of this chamber with reduced weight and simplified valve train. A single rocker shaft and rigid, lightweight rocker arms are featured.

In addition, a "Dodge Get-Away Six" engine, with horsepower rated at 123, is available on the Coronet series. This dependable engine now boasts increased carburetion through use of a new dual-downdraft carburetor and intake manifold as standard equipment together with increased compression ratios.

A choice of two transmissions includes the fully automatic PowerFlite drive with Dodge's "scat" gear for safe passing, and standard easy-shift transmission with or without overdrive.

The new "rudder bar" power brake pedal and clutch pedal (with standard transmission) have been suspended from under the control panel. In addition, position of the brake pedal provides an extra margin of safety. Stopping time is reduced because the driver has less distance to move his foot from accelerator to brake.

Optional new features on the 1955 Dodge line include power brakes, power controlled seats, power window lifts, and a back seat hi-fidelity radio speaker. Tubeless tires are standard equipment for the first time on all models. This, together with the Dodge safety rims, make a great twin safety feature.

Dodge introduces new full-time coaxial power steering, an integral unit with the steering gear mechanism. This unit eliminates 80 per cent of steering strain for the driver. All eight-cylinder models have a new symmetrical idler arm steering linkage, together with the new friction-free steering gear boosting ease in steering.

A more comfortable and stable ride is assured by new wide-leaf rear springs which offer a significant increase in resistance to body roll on turns. Front suspension is roller joint with Oriflow ride control.

Thirteen colors are available, including 16 two-tone paint combinations and the first three-tone combinations in the industry.

Of the 14 models being introduced, three are in the luxurious, all-new Custom Royal series. They are the Custom Royal Lancer hardtop, Custom Royal Lancer convertible and four-door

The Royal series includes a Royal Lancer hardtop, four-door sedan and Sierra four-door station wagon in either six or eight passenger type.

The Coronet series offers a Coronet Lancer hardtop, four-door sedan and Suburban two-door and four-door station wagons with V-8 engine. Coronet four-door sedan, two-door sedan, and Suburban two-door and four-door station wagons are available with six-cylinder engine.

Rites Conducted For Mrs. Wren

Funeral rites for Mrs. Lizzie Jones Wren, 77, who died at Kings Mountain hospital Thursday at 6 p. m. of a heart attack, were conducted Sunday at 3 p. m. in the chapel of Sisk Funeral Home.

Rev. Flay Payne and Rev. Fred Foster officiated, and burial was in the Clover cemetery.

A native of Granite Falls, Mrs. Wren was a member of Drexel Baptist church.

Her husband, R. L. Wren, survives in addition to the following children: Don Pouch, Florida, Mrs. Fern Smith and Mrs. Dollie Meredith, both of Kings Mountain, Mrs. Violet Young, Charlotte, Miss Pearl Pouch, Columbia, S. C., and Miss Hazel Pouch, of Charleston, S. C., and the following stepchildren, Thomas and R. L. Wren and Mrs. Effie Mitchem, Raleigh, and Mrs. Emma Jackson, Danville.

A sister, Sarah McGinnis, of Drexel, 13 grandchildren, and ten great-grandchildren also survive.

Rhyn Stationed With German Unit

24TH DIV., KOREA — PFC Roy E. Rhyn, Jr., 23, whose wife, Maggie, lives at 712 A St., Bessemer City, N. C., is serving with the 24th Infantry Division in Korea.

The "Victory" division first landed in Korea in July 1950 and spent 19 months in combat before going to Japan for security duty. It returned to the peninsula shortly before the cease fire.

Rhyn, overseas since September of last year, is a truck driver in Service Company of the division's 21st Regiment. Before entering the Army in February 1953, he worked for the Newport News (Va.) Shipyard and Dry Dock Co.

His parents, Mr. and Mrs. Roy E. Rhyn, live on Route 4, Gastonia.

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Poll Shows Public Approves 3-1 Postoffice's Local Mail Service

By Kenneth Fink, Director Princeton Research Service

PRINCETON, N. J. — How do adult citizens across the U. S. A. feel about the way the mail service is being carried on by their local post offices.

A recent public opinion survey throws light on how adults across the nation feel about this important service.

Survey results show that American public sentiment overwhelmingly approves of its local mail service.

Nearly 3 out of every 4 adults questioned in the survey said they approved of the way the mail service is being carried on by their local post offices.

About 1 in 4 say they disapprove.

In other words, those who approve of the way their local post offices are carrying on their work outnumber by a margin of 3 to 1 those who disapprove.

When United States Poll staff reporters asked a representative cross-section of the nation's adult citizens: "Do you approve or disapprove of the way the mail service is being carried on by your local post office?" These were the nationwide results:

Approve 73%
Disapprove 24%
No opinion 3%

Highlighting today's survey findings is the fact that more than 2 out of every 3 in every population group examined say they approve of their local mail service and that in no population group do as many as 3 in 10 say they disapprove.

These groups include Republicans, Democrats, and Independents, men and women, homeowners and home renters, as well

as all age groups, city sizes, sections of the country, occupations, and educational levels.

This uniformity of opinion across the nation is shown in the vote by size of community.

Rural	2,500-100,000	73%	73%	72%
Urban	100,000 & over	73%	24%	25%
Urban	100,000 & over	73%	24%	25%
No opinion		3%	2%	3%

A tabulation of the reasons given by those expressing disapproval (24 per cent of the nation's adult population) shows that one idea is uppermost on the minds of these people — the need for 2 deliveries a day.

More than 3 out of every 5 who expressed disapproval mentioned the need for 2 deliveries a

day as the reason for expressing disapproval.

And nearly 1 out of every 5 making suggestions mentioned earlier deliveries and the fact that they received their mail only in the afternoons.

Getting third mention (6 per cent of all those offering suggestions) is the elimination of undressed circular material and other advertising matter.

Receiving fewer mentions were the need for more help; the need for raising the pay of mail carriers, and the poor service in general.

The Herald presents the reports of the United States Poll exclusively in this area.

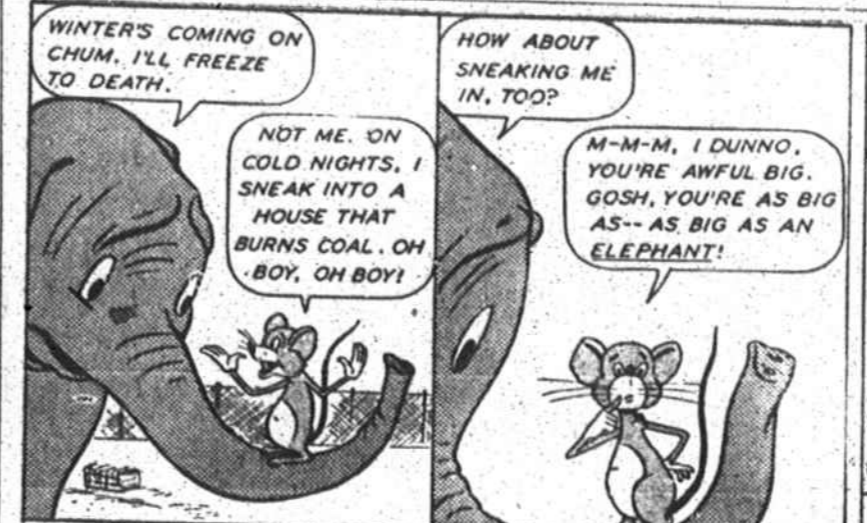
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