


# Chevrolet Announces Its Greatest Product, 1930 Automo <br> Improved Six Has <br> Fiffy Horsepower Doficiencies of tho Nirat Six Removad oneothor and Faster. <br> DETROIT, Jon. 7.-The Chevrolet Yetor Compeny announces a new car for 1930 tnown as "The Greatest Sor 1930 known as "The Greates Cherrolet in Chevrolet History." <br> Announcement of the new car <br> comes right at the close of Chevro3ets greatess year, for the sensational success of the six-cylinder Chev- <br>  <br> shaft which sturdy 48 pound crankduring 1929 has been so satisfactory new car. With th <br> Wreater the intake slots located at a manifold, the air entering the carburetor is much cooler and a greater amount of air can be handled in the same space because of its great- er density. The combined refinements er density. The combined refinements result in better negine performance result in betcer negine performance by insuring delivery of clean, cool air to the carburetor in larger quantities to the carburetor in larger quantities. <br> in relation to the seat has been chang- ed. making the driver's position much <br> more comfortable. The horn button in the center of the wheel has been made more accessible and easier to operate by increasing the height of the crown and improving the design of the rubber bellows. <br> Appearance and riding qualities of the car have been improved through an increase in the tire size. The rim <br> Disc wheels are provided as stand rd equipment on all models excep ard equipment on all models excep the sport roadster and sport coupe equipped with drop center rims are demonuntable at the hub. The instrument The instrument panel design arTangement this year is entirely new. <br> <br> Chevrolet Passes <br> <br> Chevrolet Passes <br> All Six Records single carrier plate embled from the rear. <br> The sedan stands out as a de luxe DETROIT, Jan, 7.-Surpassing <div class="inline-tabular"><table id="tabular" data-type="subtable">
<tbody>
<tr style="border-top: none !important; border-bottom: none !important;">
<td style="text-align: left; border-left: none !important; border-right-style: solid !important; border-right-width: 1px !important; border-bottom-style: solid !important; border-bottom-width: 1px !important; border-top: none !important; width: auto; vertical-align: middle; ">$\begin{array}{ll}\text { The sedan stands out as a de luxe } & \text { by } \\ \text { model with chrome-plated cowl lights }\end{array}$</td>
<td style="text-align: left; border-bottom-style: solid !important; border-bottom-width: 1px !important; border-top: none !important; width: auto; vertical-align: middle; ">$\begin{array}{l}\text { 150.000 cars and trucks its pre- } \\ \text { vious record annual achievement. the }\end{array}$</td>
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<table-markdown style="display: none">| $\begin{array}{ll}\text { The sedan stands out as a de luxe } &amp; \text { by } \\ \text { model with chrome-plated cowl lights }\end{array}$ | $\begin{array}{l}\text { 150.000 cars and trucks its pre- } \\ \text { vious record annual achievement. the }\end{array}$ |
| :--- | :--- | :--- |</table-markdown></div>  mouldings. The body is finished in Boulevard maroon with black mould manufactured $1.350,000$ automobilies, Boulevard maroon with black mould- ings, rear quarter and wheels. Strip- it has been announced at the central $\begin{aligned} & \text { of }\end{aligned}$ larity of the six cylinder car, intro- duced a year ago, 1929 will be by a <br> Chevrolet history. Perhaps the most signilies vement of Cherrolet this $y$ the placing of a million car road in less than eight mor though the first Chevrolet hough the first Chevroiti not go onto the streets until ary first, there were an Lamesa-Three bus lines rus through here merged. <br> Dalhart-First Baptist Chu" be redecorated. 

alted in an output of $1.350,000$ cars that year. breaking by a wide marsin all former
duction records.
In $m$ ing public Chevrolet's plans
 cuvous for ie improvements incorporated
into its new car, Chen into its new car, Chevrolet was anti-
from ing a volume of business that whe 11 equal, if not surpass, the phefing menal record of 1929. And in orrec accomodate an early demand tion is being speeded with all
iste consistent with the pre, iste consistent with the pre-
methods for which Chevrolet
geturing operations are fame toa. tullies fringars ars went on display this Sat-
scentuate in thousands of Chevrolet wen and golims from coast to coast. while Areshments ame time the announcement e, and almopew car was being broadcast ven tables ane advertising colum
000000\% of distinct improvemen M een made in the 1930 Cherroer beauty, added safety factors. improved riding comfort and better all-
round performance with added power round performance with added power
and faster acceleration are announced as features of the new line.
Larger tires. small wheels. Delco-
Lovejoy hydraulic ser Lavger tires. small wheels. Delco-
Lovejoy hydraulic shock absorbers at att four wheels Fisher slanting non
gare VV windshield and vastly im glare VV windshield and vastly im-
proved four wheel braking system proved four whee braking
are some of the highlights.
The brakes represent an innovation
not only in the Cherrolet line but in not only in the Cherrolet line but in
the entire passenger car field. The
lent length of service that these linings
in the-new design Chevgolet in the-new design Chevgolet
les is second to none. The brakes es is second to none. The brakes
be adjusted without th eremoval y plate from the brake drum and
ate with pte with equal efficiency on all
wheees. The emergency brake is wheels. The emergency brake is
dependent unit operating on the dependent unit operating on the
drums. A new method of contion known as the "articulated typee assures uniform braking Lroind thow that the notors Prakeving stop a car traveling thirty miles per sopp a car traveling thirty miles pe
hour in two and two-enth seconds
within 48 feet within 48 feet.
The attractive new closed bodies. in a variety of colors, carry the famous Fisher stamp of craftmanship
Eight models. three of which are new to Chevrolet comprise the line. or the eight, five are closed cars and
three are open. The closed cars are the sedan. coach, coupe. sport coupe and club sedan. The open models ar
the roaster sport roadster and pae the roaster sport roadster and pae-
ton. The models new to the line this yetar are the sport coupe. sport roadster and club sedan. The six-cylinder valve-in-head en
sine introduced a year ago after four sine introduced a year ago, after four
years of research and development years of research and development
has been further improved and refined. Since the introduction of the six a year ago, test cars have rup up
more than a million miles of drivin more than a million miles of driving
at the General Motors Proving Ground in the working out and the
General Motors Proving justifying of the improvements found in the 1930 car
The result of the efforts of this engineering talent is a smoother, quiet er, more powerful motor. The new en
sine, fully enclosed with a high com gine, fully enclosed with a high com-
pression non-detonating head. devel ops 50 horsepower.
The brake horsepower has been in-
creased over the entire speed range This increase in power insures a
marked improvement in acceleration marked improvement in acceleration
and hill climbing ability. Specifically the rear ayle has been redesigned While the differential unit has been redenigned to and its oiling system
insure long life quiet operation.
Smoother operation of the engine
and longer life are assured through the use of light are whgst pistons. Steelbecked erankshaft beartngs have been adopted because they are more dur-
able. The oll pump has beon inereceed in

## CHEVROIFT

## EJodar

 - Chevrolet announces ${ }^{\text {- }}$THE GREATEST CHEVROLET

Today, Chevrolet presents the Greatest Chevrolet in Chevrolet History-a smoother, faster, better Six-with beautiful new bodies by Fisher.

Basically, it is the same sturdy substantial Six which won such tremendous popularity in 1929. But it is a greater car in every way-for there are scores of vital
improvements which contribute to comfort, performance, endurance and safety!
An improved six-cylinder valve-in-head motor, with its capacity increased to 50 horsepower; four Delco-Lovejoy hydraulic shock absorbers; fully-enclosed in-ternal-expanding weather-proof brakes; new dash sasoline
gauge; heavier and stror -5 axle; new Fisher non-glay 50 shield; larger tires--these are typical of improvements which $\mathbf{m}$ Chevrolet History Ch ut most History. moother, faster, bette been made available -

## -- at greatly reduced price <br> During 1929, more than a million three hundred thousand

persons bought six-cylinder Chevrolets. This enormous volumehas made possible many savings in the Chevrolet factories and, in keeping with its long-established policy, Cherro-
let is sharing these savings with the public. N $\downarrow$ acription can do justice to the extra value and qua ride in it-and judge for yourself its sensational

The Ronstrar. . $\quad \$ 495$
The Phacrov _ $\$ 495$
The sport roanstrer $\$ 525$
The COACH $+\longrightarrow \square$
The COUPE $\$ \$ 565$
The SPORT COUPE.... $\$ 625$

The crub sedan ....
The SLDAN
The S"dan delivery $\quad \$ 595$
The Lifati delivery chassis ..... $\$ 365$
The $1{ }_{\text {1-2 }}$ ToN Chassis $\longrightarrow \$ \$ 20$
The i - - TON CHASSIS With Cab... $\$ 625$

All prices f. o. b. factory, Flint, Michbigen

## Patton Motor Co.

Silverton, Texas
A, EIXINTEEPEICE
AANO
THE BRISCOE COUNTY NEWS

ATRY-
Livestock and Agricultural Page

TRY OWNER MUST MATE FOWLS
JF STRONG VITALITY TO SECURE STRONG AND THRIFTY CHICKS

(BY W. M. GoUrley)


 tives are mated. which is cal condition of the males. the way
us method uniess well un-
they are fed and housed. Usually it
Strong males and females is Strong males and females
ary for suceess.
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ll as good charactery

| With Shower | New Year in <br> Merry Noise | $\left\|\begin{array}{c}\text { AT THE CHURCHES } \\ \text { church of chisist } \\ \text { The Church of Christ meets each }\end{array}\right\|$ | Met Tuesday With Mrs. O. T. Bundy |
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| end | ) the latat hours of' minues and the first | and teates |  |
| ford Allard. |  | is corrialy irvied io al |  |
| Phe guest roam was decorated in |  |  |  |
| White sweet peas. The adjoining |  |  |  |
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| den which ineluded a Fariry Tree | makes and hot punch |  |  |
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| Aatter the rride was ammited ${ }^{\text {a }}$ a | houm |  |  |
| lard, led her to her chair benath the tree were the resents axated |  |  |  |
|  | $\xrightarrow{\text { At }}$ | Mrs. Jeff |  |
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| and |  |  |  |
| , | Hate Maclendon Herbert Diavis |  | Kin |
|  |  |  |  |
| Turner, Jeane Jackeon of Lockney | Jack |  |  |
|  |  |  |  |
|  | Chr |  |  |
| Bomar. Milton Dudley, R. F. Me- Casland. Fred Buchanan. Bob Turner, |  |  | ion Monda |
| and Curtis King. |  |  | Mra J. R. Foust |
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|  | ed to Mr and Mrs. Joe |  |  |
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|  |  |  | Honday aftermoon at 20 clock |

## mportant Mid-Winter

 Social Event Held By Mmes. Bain \& Whitesidetheident with the ushering in

Mr. Marry MeClendo

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| 000000000000000000000000 Mr. and Mrs. J. N. Pitts received a message from his son. Herman of Panhandle, that their grandson. Sherley was seriously ill with pneumonia. Mr. Pitts left Monday accompanied Mrs. Pitts stayed with her daughter. Mrs. McDaniels while Mr. Pitts was away. Reports are the child isn't any better. <br> Mr. and Mrs. J. L. Watters made a visit to El Dorado, week before last, visiting their childrgn there. They returned home one day last <br> Edward Benningfield was called to his father's bedside in Childress las and is not expected to live Mark Morris is suffering with | Brown. Francis Buchanan. Mavys <br> Turner, Jeane Jackson of Lockney <br> Zollie Bomar. Eunice Cox and <br> Mmes. Manley Wood, Raymond Bomar. Milton Dudley. R F <br> Bomar. Milton Dudley. R. Turner Casland. Fred Buchanan. Bob Turn <br> and Curtis King. <br> London Bridge <br> Entertains <br> Husbands $\qquad$ <br> The ladies of the London Bridge <br> club entertained their husbands in the lovely, home of Mr. and Mrs. D. <br> O. Bomar last Thursday evening Bridge was played "far into the <br> night" as the jolly hours went by. <br> detail. especially as sandwiches were |
| :---: | :---: |

## Our WINTER COATS Are Priced for Selling

 pring styles..... so we have put a véry low price on these Winter Coats for your immediate needs during the many cold days ahead, to make room for the coming seasons' wear
## REDUCED TO

## One-Half Price

You will find all types and styles new low price offers you an exceptional op portunity to buy. Our entire stock of ladies misses', and children's coats are included in the ONE-HALF PRICE SALE.


ALL WINTER WEAR SUCH AS SWEATERS, UNDERWEAR, OVERCOATS, ETC., ARE GREATLY REDUCED . . . . . SOME OTHER VERY ATTRACTIVE SPECIALS LISTED BELOW.

## All Women's and Misees' Hats $\$ 1.00$ <br> 36-Inch Anna May Pongee

new spring patterns, yd. ....25e

## Yours To Please, <br> Sprowls-Cronin Company

T. L. MILLER, Mahager

## Bankrupt Sale!

## HALF PRICE-2 for 1 Sale-HALF PRICE

Never in the history of Silverton have you been able to buy merchandise at these drastic reductions.

Ask your neighbor, he has been here and bought, if you don't need the merchandise now, buy a dimes worth of moth balls and lay it away

| Men's Dress Shoes and Oxfordsselz six, \$6.00 Value . $\$ 3.00$ |  |
| :---: | :---: |
|  |  |
| Thorogood Work Shoes\$4.75 Values ............. \$2.38 | 16-Inch All-Leather Bootees$\$ 8.50$ Values $\qquad$ $\$ 4.25$ |
| 16-Inch Oil Tan B ootees\$11.00 Values . . . . . . . . . . \$5.50 | Solid Leather Outing Bals\$2.75 Values . . . . . . . . . . . $\$ 1.38$ |
| THESE ARE JUST A FEW SAMPLE PRICES-WE DID NOT MARK OUR GOODS UP AND THEN SPLYT IT! |  |
| WE MEAN HALF-PRICE-COME AND GET YOUR SHARE! |  |
| U. S. Sales Company |  |
| M. E. COLCLAZIER, Mgr. | Next Door to Palace Theatre |

Men's Dress Shoes and Oxfords
SELZ SIX, $\$ 6.00$ Value . . $\$ 3.00$

THESE ARE JUST A FEW SAMPLE PRICES-WE DID NOT MARK OUR GOODS UP AND THEN SPLFT IT!
$\overline{\text { WE MEAN HALF-PRICE-COME AND GET YOUR SHARE! }}$
U. S. Sales Company
M. E. COLCLAZIER, Mgr. Next Door to Palace Theatre

Straps, Pumps, Oxfords, \$7.50,
\$10, and $\$ 12.50-$ Your choice of
$\$ 3.00$

Dickey's Overalls for Men
Blue Demin O'-All, $\$ 1.25 \ldots .63$ c Khaki, \$2.00 Pants ...... \$1.00 Khaki, $\$ 2.50$ Pants $\ldots . . . \$ 1.25$


Regular Attendance
At School Urge
$\qquad$

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 one should be very carretul wow
this disease will not spread weemt
ing to Dr 0 . ing to Dr. O. T. Bundy. The caem
ported has been placed under ported has been placed under quary
tine and it is hoped that there mil
be no more cases. A qood cales. © follow is to hew
the children at home when they her tever and especially if thene is an"
rash over the body or on any parto rash over the body or on any part
the boby, particulurary the chent
Decompand accompanied with sore trros.
to be hoped that this trouble may
to stopped before it is spreed all oly
the community as was the cas $W$ year when there were many casen
scarlet fever. scarlet fever.
Keep the ch


Quitaque Preparing
For Annual Tourney



COLP PRAISES
WORK OF PARK OPTION BOARD


"Red Hot" Specials-!

| Ladies' Re | dy-to-Wear |
| :---: | :---: |
| One Lot DRE | SES Values |
| to \$11.75 | \$6.95 |
| One Lot DRE to $\$ 18.75$ | SES Values $\$ 11.95$ |
| Choice of HATS | \$2.95 |
| One Lot HATS | \$1.95 |
| One Lot COAT to $\$ 17.75 \ldots . .1$ Others Priced | $\begin{aligned} & \text { rS Values } \\ & \cdots \ldots \ldots . . \$ 11.95 \end{aligned}$ |

## Ladies' House Dresses


I. Every Dress guaranteed not

Hermleigh-Contract awarded for 9.3 miles of granding and structure
for $\$ 26.627$ on State Highway No. 7

