


IN CHEVROLET HISTORY

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 every phase of 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; fuliy-enclosed internal-expanding weather-proof
brakes; a new dash gasoline gauge; heavier and stronger rear axle; Fisher non-glare windshield; larger tires-
-these are typical of the many improvements found throughout the entire design of this greatest of Chevrolets.

But most impressive of all-this smoother, faster, better Six is available -

## - at extremely low prices!

During 1929, more than a million three hundred thousand persons bought six-cylinder Chevrolets. This enormous volume has made possible many savings in the Chevrolet factories - and, in keeping with its long-established policy, Chevrolet is sharing
these savings with the public. No written description can do justice to the extra value and quality provided in this new car. Visit your Chevrolet dealer-see this car-check its new featuresride in it-and judge for yourself the sensational value it -epresents.

The COUPE
'595
The SPORT COUPE. ....................................... 685
The CLUB SEDAN ....................................... \$675
The SEDAN................................................................ 95

# D \& P Chevrolet Company <br> <br> B. E. DAVENPORT 

 <br> <br> B. E. DAVENPORT}
SIX IN THE PRICE RANGE OF THE FOUR



# New Beauty for the New Ford 

DEEPERIIADIATOR Mew
SMALLER WHEELS
New
LARGER TIRES
New
COLORS


Visit our showrooms in Memphis now and see these beautiful new Ford bodies. Note the new roomy interiors, the new deeper radiators, the new hood and cowl, the new fenders, the new streamlines, the new wheels and tires, the Rustless Steel used for exposed metal parts-everything that contributes to this new beauty to the new Ford.

To outstanding mechanical performance the new Ford now adds a new grace of line and contour. To motorists everywhere these new bodies are a further reflection of the Ford policy of constantly improving the car and of giving value far above the price. .$\$ 435$ up, f. o. b. Detroit.


## The Memphis Democrat chevrolet 2

# 1930 CHEVROLET WILL BE ON DISPLAY HERE SATURDAY 



# Improved Brakes 

Chevrolet Adopts Improved Brakes





# Only one of the many new features in your Chevrolet for 1930.... 

## D \& P Chevrolet Co.

B. E. Davenport-T. M. Potts

## Announcing . . . . .

THE NEW 1930

## CHEVROLET

1

THERE are 76 specific improvements in the New Chevrolet Six-affecting every phase of its performance, comfort, endurance and dependability. Many of these advancements cannot be seen when you inspect the car-but you sense their presence the minute you take the wheel. For this reason we suggest that you see and drive the New Chevrolet Six at your earliest convenience.

## D. \& P. CHEVROLET CO.

B.E. Davenport MEMPHIS, TEXAS T.M.Potts

# men THE ERE 

 IN C EVROLET HISTORY On Display In Memphis S:|turday, January 4th, 1930A Smoother, Faster And Better Six
Chevrolet presents the Greatest Chevrolet in Chevrolet History--a smoother, faster, better Six . . . at prices within the reach of all!
Chevrolet sincerely believes that this new car will meet with your approval, in every respect.
There are scores of vital improvements-affecting every phase of comfort, performance, endurance and safety.
Lighter cast-iron pistons, with bronze bushings; new motor head design; fully enclosed, internal-expanding brakes; four Lovejoy hydraulic shock absorbers; sturdier transmission; heavier clutch-these are typical of the improvements found throughout the entire design of the car.
Other advancements include a heavier rear axle; larger tires; new self-adjusting spring shackles; new electric gasoline gauge; new non-glare windshield; new instrument panel; new and richer upholsteries.


See This New Car In Our Display Rooms

This increased value has been made possible by the great success of the Cherrolet Six.
During 1929, Chevrolet built and sold over a million three hundred thousand sixcylinder Chevrolets. This enormous volume production has made possible many savings in the Chevrolet factories-in the cost of raw materials and in the various production processes.
These savings Chevrolet now passes on to buyers of the Greatest Chevrolet in Chevrolet History.
No written description can do justice to the extra value and quality provided in this new car. So we ask you to visit your Chevrolet dealer-to see this car-to ride in it-and to judge for yourself what value it represents.

## And The Prices A e Extremely Low!



| The Roadster | \$525 | Heren |
| :---: | :---: | :---: |
| The Sport Roadster | \$585 | Pries |
| The Phaeton | \$525 |  |
| The Coach | \$595 |  |

> | The Coupe | $\$ 595$ |
| :--- | :--- |
| The Sport Coupe | $\$ 685$ |
| The Club Sedan | $\$ 675$ |
| The Sedan | $\$ 695$ |

 D $\overline{A N D} P$ CHEVRQLET COMPANY


# HIGHLIGHTS of the <br> <br> Greatest Chevrolet In <br> <br> Greatest Chevrolet In Chevrolet History 

Larger Tires---Small Wheels

Delco-Lovejoy Hydraulic Shock Absorbers
Fisher Slanting Non-glare VV Windshield Vastly Improved Four Wheel Braking System

And Scores of Other Improvements

## D \& P Chevrolet Company $\begin{array}{ll}\text { B. E. Davenport } & \text { T. M. Potts }\end{array}$


... now ...
ben weiss
ross springer

© ourteous Salesmen are eager to show you . . . . . without obligation, of course.

## D\&PChevroletCo.

B. E. Davenport
T. M. Potts

## CHEVRIET

 study the country's economic situation cannot measure the prosperity of the Nation.
You can't drown in a puddle of water, and the American Family cannot be wrecked by the misfortune of a few investors.
The American family eats well, dresses well, attends theatres, indulges in luxuries-even as before the stock market disaster . . . .
Employment is steadily on the increase; people are earning bigger wages, and the morale of the intelligent citizens is splendid.
The best thing that can be attributed to the stock market disasters is that it strips away the superficial affluence of the gamblers, and shows the reinforcements of American stability-industrially, sociably, and in a domestic sense.
Your city . . . your community . . . your county are economically sound. Avoid the "puddle of water" and go to work in earnest for a happy and profitable 1930.



## ANNOUNCING FOOTBALL FOLLIES OF 1930 <br> A Melange of Musical Mirth! <br> Benefit Athletic Fund of Memphis High School

FEATURING

# ALBERT PEARSON 

## And a Cast of Thirty Artists

Two Big Nights, Thursday, Feb. 6th, And Friday, Feb. 7th HIGH SCHOOL AUDITORIUM Balcony 75c


#### Abstract

20 ${ }^{2}$ HE FOOTBALL Follies of 1930 " will bring to Memphis the设谒 ultimate in high class entertainment. Presenting the latest comedy hits of the New York stage, with musical numbers and settings designed to be a delight to the eye, the production is by far the most expensive and elaborate ever to be staged in this city by home talent. The show will take the better part of three hours to present and it is guaranteed to be without a dull moment. Practices have been in progress for more than a month and the mammoth musical comedy production will be complete to the most minute detail.


"Football Follies of 1930" Is a Show You Cannot Afford To Miss!


## THE YEAR AHEAD AND THE YEAR BEHIND

## $\mathrm{T}^{\mathrm{H}}$

 HE Democrat's program for the year 1930 is announced atthe head of the editorial column this weck. The program is an ambitious one, but we are going to devote oor best ener-
gies to its accomplishment. The success with which we met in gies to is
realizing our program for last year lends encouragement to the
task ahead and we believe the program for 1930 is not impostask ahead and we believ.
sible of accomplishment.
As our first objective, we intend to insist that less selfishness and exial life of Memphis and Hall County. At the present time, petty jealousies exist on every hand. One business man is
jealous of another in his particular vocation. The feeling that exists here of "you trade with me and rIl trade with you" is
going to get its death blow from us this year, if we can possibly
 fessional men and women in and out of the city must be stamp-
ed out. The feling that one person is receiving more recognition in a certain line than another person is doomed. All of us
think too much of ourselves and too little of the other person think too much of ourselves and too litete of the other person.
We intend to try and stamp out for all time to come such a feeling and attitude that is quí
every walk of life in the city.
Our second objective is the placing of agriculture on a higher
plane, with emphasis being put on diversification, the live at home movement, and the cow, sow and hen route to content-
ment and general well being. Too long, has cotton been worshipped as King of Hall County. The crop is only a third rate
Crown Prince The farmers who have practiced diversification Crown Prince. The farmers who have practiced diversiication
during 1929 are in comparatively good condition at the present time, wherease those who gave up everything for King Cotton
have not fared nearly so well. We expect to stress the live at home idea. Alarl in ounty sends hundreds of thousands or dol
larse each year in bringing into the county products that might easily be home. millions of dollars taken out of the county over a period of a few years would be kept at home. The cow, sow and
hen route has proved to be the subtantial background of well being on the fear.
during the yer Much has already been done to make for a better under
standing between Memphis and the towns and communities of the county, which is our third objective, but not nearly enough.
The Democrat expects to foster many get-together meetings in The Democrat expects 1930 , working in conjunction with the local chamber of com
190 which all of us are confronted. Without the county working as
a unit, little can be done for the good of the whole. Mutual una unit, little can be done for the good of the whole. Mutual un
deratanding and good will is the key that unlocks the door of
dhe futer the future greast
allowed to rust. Our fourth objective details that more respect must be chown
for city ordinances in connection with the parking of cars in the
downtown district observance of fire rules and regulations and keeping the streets of the eity in a elean condition. At present very litete reapect ir seemingly paid the ware the into the curb at almost every conceiv
abe parked . Doubbe parking has become the wort nutiance able angle. Dubbe parking has become the worst nusiance
all. Often it is necessary for the driver of a car, who has parke properly at the curb, to wait for thirty or forty minutes to be
relieved of the double parking specialiste-car drivers whe park their cars in the center of the street and go about their
business as though they had conformed to the letter, with the city ordinance. We have had something to say already abou
the way loal people conduct themeelves at a fire. We expect to insist that cars k conduct thenselvo of the fire trucks whe they are making a run and that every consideration bee while they are engaged in fighting fires The street of the city are often in a deplorable condition and we expect ified and necessary.
The fifth objective is a more general cooperation in all move ments seeking the betterment of Memphis and Hall County
This objective may be construed as being rather broad, and in



## BENJAMIN FRANKLIN

Pioneer of the Eighteenth Century-Discovered Gold in Printer's Ink

TWO hundred years ago, Benjamin Franklin, whose birthday is this month, inaugurated his belief that Printer's Ink had a great bearing upon merchandising. He bought the Pennsylvania Gazette, and incorporated, for that early period in American history, some original and successful ideas on advertising.
Today, Printer's Ink is the flowing gold of retail merchandising . . . . If it is used advisedly. Newspaper advertising, in the proper medium, and correctly planned, will build the smallest businesses into largest ones.
This newspaper enjoys leadership in effective advertising. It is due to our tremendous library of facts on profitable merchandising and advertising methods .... and in addition, to our free advertising services, and cuts available to all merchants.
For Further Particulars, Phone the Advertising Manager of

## The Memphis Democrat

Your Home Paper



