

MANY SPECIAL AND EXCLUSIVE ADDITIONAL IMPROVEMENTS IN SERIES 18 STUDEBAKER CARS

The interest displayed by the general public in the plans of automobile manufacturers relative to new models is a source of much wonder. Automobile news now vies for favor with the telegraph news and happenings of purely local interest. And one reason for this, perhaps, is because the public is more motor-wise than ever. A goodly portion of these readers of automobile announcements may not be immediately concerned in the purchase of a car, but their interest seems to indicate that the day is not far off when every man, with what may be considered a comfortable income, will be the possessor of a motor car.

Studebaker announcements have always been milestones in the progress of the industry, and each year has found the news of a new Studebaker filled with significance to the motor car buying public. This manufacturer's position in the automobile world is a rather unique one, and certainly a difficult one for any maker of fine cars to maintain so persistently. And because Studebaker has given so much real, tangible, dollar-for-dollar value in their cars, in the past, the public has come to look forward to something startling with each successive announcement.

When Studebaker brought out the Series 17 models for 1916, it proved that quantity production, scientific manufacturing methods, and a wealth of manufacturing experience, could reduce prices and yet maintain high standards of quality. And now, in the Series 18 cars just announced, Studebaker once more startles the motoring public and lives up to all expectations.

Because of the refinements and improvements in the Series 18 cars, resulting in smoother running, more comfort and greater convenience, these cars stand out pre-eminently as the leaders of all Studebaker models yet produced.

This new Studebaker is unchanged in basic design, yet the many improvements and refinements noticeable throughout make the new models infinitely better in every way.

At first glance it is evident that exterior changes have been made in the new Studebaker. The new models are finished in a gun-metal gray. A fine white stripe running around the top of body adds just the right decorative touch to the dignified beauty of this soft tone of gray. The radiator, fenders and apron are enameled in lustrous black. Twenty-five paint and varnish operations are required to finish a Studebaker car, but the striking original and exclusive effect secured goes far in substantiating the claim for a quality car.

Studebaker has adhered to its customary lines in this year's cars, simply improving them in some slight details that add to effect. Beauty is the dominant note of the whole design, and there is nothing about the general appearance of either the Four or the Six which is not in accordance with conservative ideas on body design.

One of the notable features of the cars is the new unique arrangement of the front seats. As in the Series 17 models, they are separate and built to conform with the contour of a person's back, but in the new cars the seat next to the driver's is reversible. It is a new and exclusive Studebaker idea, and it permits the passenger in front seat to become more intimately a member of the motoring party. Operating easily and simply upon a bracket arrangement, the passenger may face forward or face backward, as it suits his or her convenience. Both front seats are adjustable to meet the requirements of persons of different leg-lengths. A flexible leather robe strap, which fastens to the backs of the front seats, will be found both serviceable and convenient.

The tonneau is roomier than ever, because the auxiliary seats are now of an entirely new design, developed by Studebaker within the last year. Instead of folding back against the sides of the car, up against the back of the front seat, or down into a recess in the bottom of the floor, these new Studebaker auxiliary seats fold up and completely disappear under the rear seat when not in use. These new seats are now arm-chairs, adding greatly to the comfort of the extra passengers. The new type of Blackmore Door Curtain Opener is another innovation which will be appreciated in inclement weather. It represents an entirely new idea from a convenience standpoint, and by its use the storm curtains open with the doors from top to bottom. This pat-

ented feature does away with the necessity of crouching or sliding when alighting from the car, and prevents crushed hats and broken footers.

Both the careless and the unfortunate motorist will find reason to enthuse over the new protection feature afforded in the new models. To protect the owner against theft and unauthorized use of his car, Studebaker this year adds a Yale pin-tumbler lock to the equipment on dash. Without its own proper key, to unlock ignition switch, the Studebaker cannot be operated.

The new Studebaker Every-Weather Top will now remove one of the bugbears of winter motoring in touring cars. This convertible top, made exclusively for Studebaker, really gives you the use of two cars for the price of one. It is designed and fitted to the body so well that it becomes a part of it—there's no suggestion whatever of a makeshift or compromise. It adds not only to the pleasure of motoring, but to the utility and convenience of the automobile.

The same powerful Studebaker motor that brought fame to the Series 17 models has been retained in the new cars. It has been refined in detail, but no radical changes have been made. The principal feature, and one of deep concern to motorists is the elimination of all noticeable vibration. This has been accomplished by using a piston of superior design and the lightening of certain reciprocating parts. The chassis frame is the same light construction which has characterized all Studebaker cars. Slight changes have been made in some of the chassis parts.

Improvements in the lubrication system not only give a positive feed under all conditions, but eliminate all lubrication troubles. The full-floating, safety-insuring Studebaker rear axle, with a complete equipment of Timken bearings, remains the same in principle as heretofore, but this too has been greatly strengthened. A minor change in design of the Studebaker-Wagner electrical system has made it possible to increase the starting energy about 12 per cent, giving it ample power to crank even the big six-cylinder motor without effort.

In addition to the changes mentioned there has also been further improvements in the carburetion system which adds to the power of the engine and gives greater economy under the adjustment of the entire carburetion system about as positive and permanent as the combined skill of Studebaker and Schebler engineers could make it. The Willard 60 Ampere hour storage battery has been retained in the new models.

Summing up the added comfort, luxury, improvements and greater conveniences, with a more handsome appearance than ever before, these Series 18 cars are sure to become even more popular than any of the distinguished previous models.

In the four-cylinder, forty-horse power models, the three-passenger Roadster will sell at \$950; the seven-passenger Touring Car at \$940, and the three-passenger Landau Roadster at \$1150. In the six-cylinder, fifty-horse power models, the three-passenger Roadster is to sell at \$1170; the seven-passenger Touring Car at \$1180; the three-passenger Landau Roadster at \$1350; the seven passenger Touring Sedan at \$1700; the four-passenger Coupe at \$1750, and the seven-passenger Limousine at \$2500.

In addition to the pleasure cars, Studebaker also manufactures three models in half-ton and three models in one-ton Commercial Cars.

NOTICE OF SALE.

By virtue of the power of sale contained in a certain mortgage deed from Slade B. Harrison and wife to Washington Horse Exchange Co., dated Dec. 18, 1915, and duly recorded in the office of the Register of Deeds for Beaufort County, in Book 188, at page 216, default having been made in the payment of the debt thereby secured, the undersigned will, on Saturday, the 30th day of December, 1916, at the hour of 12 o'clock noon, offer for sale at public auction, to the highest bidder, for cash, at the court house door of Beaufort County, those certain tracts or parcels of land lying and being in the County of Beaufort, State of North Carolina, in Long Acre Township, and described as follows:

(1) Lying on the East side of the Plymouth road and the Loventon Run, beginning on the Plymouth Road where Brown's Northwest Line crosses said road at a lightwood stake opposite the West corner of Hoover's fence; running thence with the old

DRINK A GLASS OF REAL HOT WATER BEFORE BREAKFAST.

Says we will both look and feel clean, sweet and fresh and avoid illness.

Sanitary science has of late made rapid strides with results that are of untold blessing to humanity. The latest application of its scientific research is the recommendation that it is as necessary to attend to internal sanitation of the drainage system of the human body as it is to the drains of the house.

Those of us who are accustomed to feel dull and heavy when we arise, splitting headaches, stuffy nose, cold, foul tongue, nasty breath, acid stomach, can, instead, feel as fresh as a daisy by opening the sluices of the system each morning and flushing out the whole of the internal poisonous stagnant matter.

Everyone, whether ailing, sick or well, should, each morning, before breakfast, drink a glass of real hot water with a teaspoonful of limestone phosphate in it to wash from the stomach, liver and bowels the previous day's indigestible waste, sour bile and poisonous toxins; thus cleansing, sweetening and purifying the entire alimentary canal before putting more food into the stomach. The action of hot water and limestone phosphate on an empty stomach is wonderfully invigorating. It cleans out all the sour fermentations, gases, waste and acidity and gives one a splendid appetite for breakfast. While you are enjoying your breakfast the phosphated hot water is quietly extracting a large volume of water from the blood and getting ready for a thorough flushing of all the inside organs.

The millions of people who are bothered with constipation, bilious spells, stomach trouble, rheumatic stiffness, others who have sallow skins, blood disorders and sickly complexions are urged to get a quarter pound of limestone phosphate from the drug store. This will cost very little, but is sufficient to make anyone a pronounced crank on the subject of internal sanitation.

NOTICE OF SALE UNDER MORTGAGE.

Under and by virtue of the power of sale contained in a certain mortgage executed November 29th, 1913, by John Parker and wife, George Ann Parker, to J. H. Ecklin, which said instrument is of record in the office of the Register of Deeds of Beaufort County in Book 174, page 324; default having been made in the payment of the indebtedness secured by said instrument, the undersigned will, on Wednesday, the 6th day of December, 1916, at twelve o'clock noon, sell to the highest bidder, for cash, at the Courthouse door in Beaufort County, the following described real estate:

A certain piece or tract of land lying and being in Beaufort County, State of North Carolina, in Chocowinity Township, and described as follows, to-wit:

Lying and being in Chocowinity Township and being a part of the tract of land heretofore conveyed by Mary Hill to J. H. Edwards by deed recorded in the Register's Office of Beaufort County about twelve years ago and whereon the said John Parker and wife now reside and have resided for about ten years; Beginning at a corner of J. H. Edwards and Jesse Hill near a branch, and thence running westwardly with S. R. Fowle's line to that branch, thence southeastwardly down the branch to a corner; thence eastwardly with said Fowle's line to the back line of his land; thence northwardly with said back line to the beginning corner; containing three (3) acres, more or less. See deed from J. H. Edwards to John Parker and wife.

Terms of sale, cash.
This November 2, 1916.
J. H. ECKLIN,
Mortgagee.
Ward & Grimes, Attorneys.
11-6-4wc.

Richard Baynor line South 57 4-5 degrees East 112 1-5 poles to Anson Alligood's line; thence South 37 1-2 degrees West, with Anson Alligood's line, 59 2-5 poles to two small dogwoods; thence North 57 4-5 degrees West 158 poles to the Plymouth Road in the South edge of a branch, where the same crosses the said road; thence with the Plymouth Road to the beginning.

(2) Well known as the J. L. Brown home place, bounded on the North by the Swindell land, on the East by the Burke land, on the South by the Blount land, and on the West by the Slatestone Road.

The two tracts of land above described being the same conveyed to Slade B. Harrison by Washington Horse Exchange Company by deed dated December 18, 1915, and duly recorded.

This 28th day of November, 1916,
Washington Horse Exchange Co.,
Mortgagee.
11-28-4wc.

EXECUTOR'S NOTICE.

Having qualified before the Clerk of the Superior Court of Beaufort County as Executor of the last will of S. S. Deal, deceased, notice is hereby given that all persons holding claims against said estate will present the same to the undersigned for payment within one year from the date hereof, or this notice will be pleaded in bar of recovery. All persons indebted to said estate will please make payment to the undersigned.

This 14th day of October, 1916.
H. G. MAYO,
Exr. S. S. Deal.
10-17-4wc.

SHALL BE TRIED IN FIGHT WITH NEGROES

White Man, Employed on Boat, is in Serious Condition at Fowle Memorial Hospital.

Robert Smith, employed on a vessel which lay in port at Bayside, is in a serious condition at the Fowle Memorial Hospital today as the result of an altercation between himself and two negroes Saturday night.

It appears that Smith and the two negroes left the boat and drank considerable liquor while ashore. An argument was started and one of the negroes started fighting Smith. A number of persons ran to the scene and tried to separate the two men. The other negro, however, drew his pistol and threatened to shoot the first man who interfered.

Smith was hit over the head with some heavy article and his skull was fractured immediately above the right ear. Fragments of the bone were driven into his brain. He was taken to the hospital as rapidly as possible. The two negroes were arrested, and are now lodged in jail.

NOTICE OF SALE.

By virtue of the power of sale contained in a mortgage to me executed by George Thompson and wife, dated March 18, 1914, and duly recorded in the Register's office of Beaufort County in Book 181, at Page 50, which is hereby referred to, I will sell at public auction for cash to the highest bidder at the court house door of Beaufort County on Monday, December 18th, 1916, at noon, that tract or parcel of land in Richland Richland Township, Beaufort County, described as follows:

Beginning in the mouth of a ditch on the North side of the Washington road, and running Northwardly with said ditch to the back line of the L. C. Blackwell lot; thence Eastwardly with the back line of the said L. C. Blackwell lot to the line of Resie Pritchett's lot; thence Southwardly with the line of Resie Pritchett's lot to the Washington road, and with said road to the beginning; containing two acres, more or less, as described in said mortgage.

This November 16th, 1916.
L. H. REDDITT,
Mortgagee.

11-27-4wc.

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