

## AUTOMOTIVE NEWS HIGHLIGHTS

## SCHOTT FIRM DISPLAYS 1935 AUBURN LINES

New Models Available in Sixes and Eights With Lycoming Motors.

Auburn's new 1935 lines of straight eights and six-cylinder automobiles are now on display at the Schott Automobile Company, distributor for the Indianapolis territory.

Roadability, ease of steering and handling, economy of operation and upkeep, quietness, luxurious finish and appointments with an unexpected performance are the recognized features of these models.

Earl Schott, head of the company, says: "Those who have ridden in these cars report being particularly impressed with the quality of 'ride' which they say is not only different but is far advanced."

Four models are being offered in the straight eight line, a five-passenger two-door brougham, two-passenger convertible cabriolet with rumble seat and a five-passenger convertible sedan. "Four models of the same body types are available in the six-cylinder line. All models are of the custom type. Dual ratio may be had on any model at a slight additional cost.

## Roominess Featured

"These 1935 cars are remarkably big and roomy, luxuriously finished and designed to give the impression of class. The wheelbase of the six is 120 inches, one inch longer than last year's six, while the straight eight has been advanced to 127 inches, likewise an inch longer than its last year's forerunner.

"Through the deft handling of design lines the cars appear even longer and bigger than they really are.

"In general appearance the new car reflects the present tendency toward streamlining. Through the use of longitudinal lines the hoods of the cars appear extra long and the distinctive radiator design augments this length. This hood, coupled with the wing and torpedo type fenders and slanting top lines of the body, give an appearance of smart distinction.

## Body of Welded Steel

"Chromium plate and stainless steel is much in evidence. Headlights, bumpers, louvre heads, running board trim, radiator grill, window separators, hub caps and tire cover edging are all in bright finish.

"Mechanically, the cars contain such features as all-steel unit welded body structure, new and improved shock absorbers, controlled ventilation system, sound-proof insulation, hydraulic brakes, X-plus-A chassis frame construction, down-draft carburetor, sixteen-inch wheels on the eight and needle-bearing universal joints.

"Dual ratio may be had on all models. The eight line is powered with a 115-horse power straight eight Lycoming engine. The horse power of the Lycoming six engine is eighty-five."

## Electric Motorcycle

A motorcycle constructed by a Parisian inventor uses electricity for power with a storage battery supplying the current. The cycle can run more than forty miles on one charging of the battery.

## Men of 50 Drive Best

Statistics show men of 50 to be the safest drivers.

**CALLOUSES**  
Try this wonderful relief. Stops pain at once; safely loosens and removes callouses.  
**Dr. Scholl's Zino-pads**

**GOING OUT OF TOWN?**  
Leaving for Boston, Buffalo, Cleveland, Detroit, St. Louis or New York? In these cities you need never "take a chance" on your hotel—you can stay at a Statler (in New York, the Pennsylvania). You'll be sure of all the conveniences, all the comforts that mean complete hotel satisfaction. Even "little things"—neglected by many hotels—are important to the Statlers.

**Example: A pin cushion with buttons, pins, and threaded needles—in every room.**

**HOTELS STATLER**  
• CLEVELAND \$2.50  
• DETROIT 2.50  
• ST. LOUIS 2.50  
• BUFFALO 3.00  
• BOSTON 3.50  
• NEW YORK 3.50  
(Hotel Pennsylvania)  
Room rates begin at prices shown

**AUTO LOANS**  
20 MONTHS TO PAY!  
**Chicago Jewelry Co.**  
Opposite Courthouse, Est. 40 Years.  
203 E. Washington St. LI-8603.

## ROSE TIRE COMPANY ESTABLISHES BUDGET DEPARTMENT



Louis F. Scott



Art Rose



C. V. Serfass

## DRIVERS SEEK SAFETY PRIZE

Indianapolis Represented in Campaign of Goodrich Firm.

More than 600 drivers of trucks, busses and taxicabs in the Indianapolis district have entered the race for the Silvertown Safety League awards since the program was inaugurated a little more than a year ago by the B. F. Goodrich Company, it is announced by Mr. L. L. Sowers, district manager.

"We were forced to install this new department," Mr. Rose stated, "in order to handle the greatly increased number of budget transactions more efficiently. When we established the budget plan in 1926, the store manager personally handled all transactions along with his many other duties. However, each year this business has shown a substantial increase until we now feel that in justice to our customers it is deserving of a special department of its own and a special manager who can give his personal attention to each customer and provide the plan best suited to the individual income."

"The budget plan department of today is a far cry from that of years gone by," he asserted. "We have simplified the plan and eliminated all unnecessary details. Establishment of an account requires but little more time than the recording of a cash transaction. Tires, auto radios, auto batteries and auto heaters are available under this convenient arrangement."

The regular cash departments of the business will continue to be operated as heretofore. The Rose Tire Company is one of the largest independent distributors and retailers of automotive supplies in the country, although its business history covers only eight years.

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