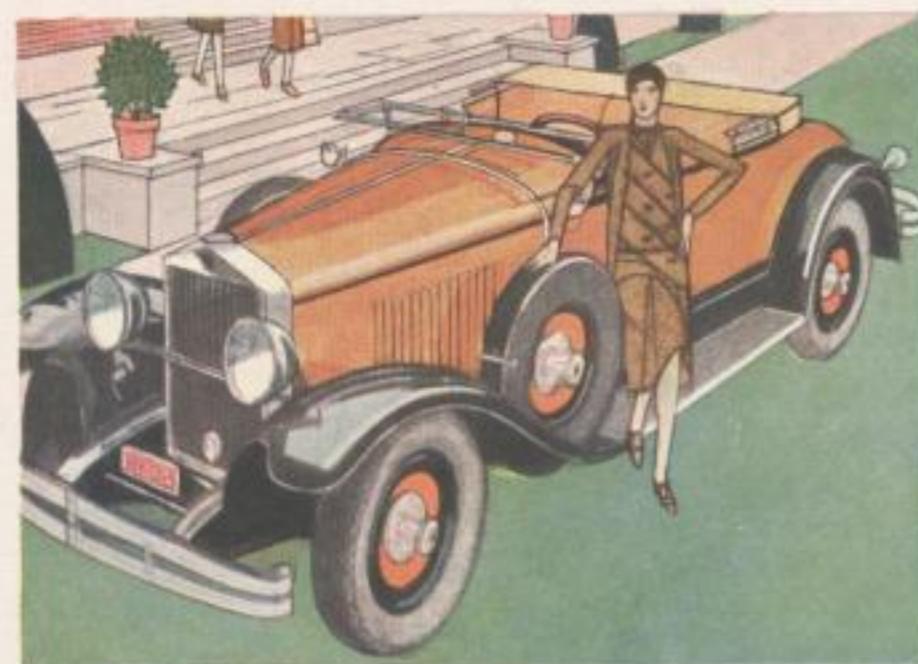


CREATORS OF THE MODE

SPORTS ENSEMBLE BY REGNY . . . CAR BY HUPMOBILE

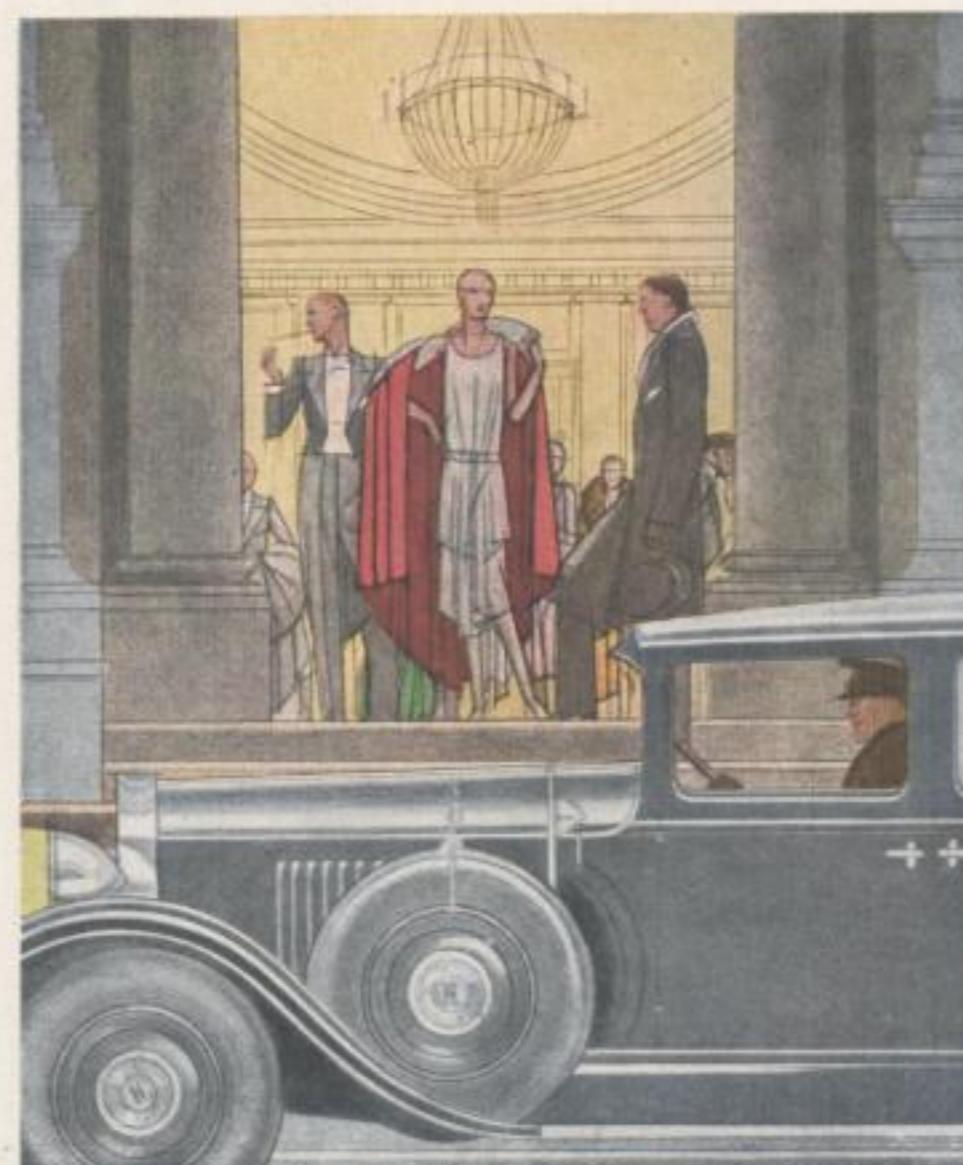


Success is always interesting. And when a long-established business, after 20 years of steady and notable progress, suddenly bounds ahead to an increase of 50% over the previous year, the facts are worth telling and worth reading. To the motor-minded male mind, there never has been any question about HUPMOBILE mechanical quality. For 20 years men have used the word "HUPMOBILE" as a synonym for never-failing motor car integrity. But with the advent of the New Century cars, HUPMOBILE attained a new recognition. A nation-wide acceptance, as the mentor of the motor-car mode. Surpassing the richest HUPMOBILE Auditoriums for mechanical excellence, the New Century cars — both the Six and the Eight — expressed a new and finer art in motor-car smartness and beauty. So, today, in the typical American family, he and she are agreed. His car of matchless dash is her car of unrivaled dash. For the HUPMOBILE has been made to look as good as it is! The CENTURY SIX . . . \$1345 to \$1645. The CENTURY EIGHT . . . \$1825 to \$2625. Standard and custom. All prices f.o.b. factory. Equipment, other than Standard, extra.

THE NEW HUPMOBILE CENTURY SIX & EIGHT

BERNARD BOUTET DE MONVEL
Agentur / Lennen & Mitchell Inc., New York / Agency

CREATORS OF THE MODE



EVENING ENSEMBLE BY JENNY CAR BY . . . HUPMOBILE

Once it was solely a man's car. For he wanted a car that would stand the gaff, as only a HUPMOBILE could, and did. He wanted breathless speed and power, and it gave him more than he ever dared use. He wanted riding comfort, and it rode the roads like a winged chariot on ribbons of air. He wanted freedom from repair bills, and his Hupkeep made his upkeep a genuine pocketbook satisfaction. He wanted durability, and its honesty of materials and its integrity of construction laughed at the years . . . This car still is a man's car, as sturdy and dauntless as ever, in its mechanism and performance. But today it is HER car, too. For in the New Century Six and the New Century Eight, the HUPMOBILE of dash has become, as well, the HUPMOBILE of dash. Inward mechanical perfection has been complemented by distinguished outward beauty . . . So he and she are agreed: Both won to the same car by its mettle and its mode . . . What wonder that these New Century cars are enjoying a popular landslide!



THE NEW CENTURY SIX AND EIGHT

You should see the newest Century Cars . . . dated today — with new lines, added modesty, new elegance, in craftsmanship and appointments. In both Sixes and Eights there are 49 new body and equipment combinations, standard and custom. The New Century Six, \$1345 to \$1645. The New Century Eight \$1825 to \$2625. All prices f.o.b. factory. Equipment, other than standard, extra.