



## CREATORS OF THE MODE

As seen from a window on the Place de la Concorde, in Paris, here are two ruling modes. An afternoon tailored costume by Premat; and the newest Century car by HUPMOBILE. Both dated today. ■■ To the style-conscious woman, the New HUPMOBILE Century car flashes its message of smartness and modernity as swiftly and surely as does the latest gown by the Paris Grande Couture. ■■ But to the man who knows HUPMOBILE, there is more than beauty in these new Century cars. In their mechanical trustworthiness he sees

them as the same old, game old HUPMOBILES. As rugged as they are regal. As responsive as they are smart. As elegant in their road-manners as they are in their looks. ■■ Her car for its dash; his car for its deeds! It is this harmony of approval from both sides of the family that has given these New HUPMOBILE Century cars a sales impetus almost startling, even in the fast-moving motor car industry. ■■ 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.

THE - NEW - HUPMOBILE - CENTURY - SIX - AND - EIGHT

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

zu anderen in Beziehung gebracht werden, ihr eigenes Wesen viel stärker demonstrieren. Im vorliegenden Falle ist alles das zusammengefaßt, was zur Repräsentation einer gepflegten Gesellschaft gehört.

Ebensogut ließen sich natürlich auch alle Dinge zu einer Werbung zusammenfassen, die zu einer wirklich gepflegten Gaststätte gehören. Es wäre denkbar, daß die verschiedensten Unternehmungen der Vergnügungsindustrie zusammenwirken könnten. Wenn solche Maßnahmen außerdem in so hervorragender Weise dem Publikum präsentiert werden, wie es hier der Maler Boutet de Monvel und der uns unbekannt Textschreiber tun, so gibt dies eine ganz neue Wirkungsatmosphäre, die nicht unterschätzt werden darf.

H. K. Frenzel

## COMMUNITY ADVERTISING

It is a well-known fact that the members of whole branches of industry have achieved great successes by means of community advertising. Such community publicity has on occasion preserved the members of a whole profession from ruin. I need only cite as an instance the propaganda for "Sun-made raisins" which saved the Californian vintners from ruin when prohibition was introduced into America.