

CREATORS OF THE MODE



SPORTS ENSEMBLE BY RÉGNY
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 60% over the previous year, the facts are worth telling and worth reading. — This truly sensational growth in HUPMOBILE sales has a definite explanation. It came with the birth of the New Century cars. A new-type car that met the ideas of two types of minds . . . the feminine and the masculine. A car with an equal appeal to both sides of the family. — To the motor-posted male mind, there never has been any question about HUPMOBILE mechanical quality. For 20 years men have used the word "Hupmobility" as a synonym for never-failing motor car integrity. — But with the advent of the New Century cars, HUPMOBILE acquired a new recognition. A nation-wide acceptance as the mentor of the motor car mode. Surpassing the richest HUPMOBILE traditions 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 deed 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 l. 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

Community advertising for flowers, for milk and other articles of mass consumption has resulted in considerably increased sales. A new form of community propaganda is that for the Hupmobile car undertaken by the agents' office of Lennen and Mitchell. Here it is not a question of carrying out community advertising for certain branches with close affinities, but of community propaganda for things which only belong together as creating in common the desired atmosphere—for the first-class car, first-class wardrobe and first-class perfume.

Such advertising measures do in fact conjure up an atmosphere quite other than it is possible to achieve by the advertising of each article individually. The inspiration induced by such an original measure should not be left out of account, for there are numbers of things which demonstrate their own being much more effectively when brought into contact with other objects. In the case before us everything has been gathered together that is necessary for the representation of highly-cultivated society.

Of course all the elements that must be combined to achieve the complex of a really refined and elegant hostelry also lend themselves to such community publicity. It might be possible for the most various enterprises comprising the amusement industry to work together. Such a procedure presented to the public in such a striking manner as the painter Boutet de Monvel and the anonymous author of his copy are wont to do constitutes quite a different and most effective atmosphere, the value of which must not be under-estimated.

Translated by E. T. Scheffauer