

Handsome is and Handsome *does!*



Gaze upon a HUPMOBILE Century Six or a Century Eight for the first time. Handsome? Your eyes will not deny that. But HUPMOBILE'S real beauty goes deeper. You must look for it in its motor, in its chassis, in its coachcraft.

For here is the beauty that thrills the engineer. The mathematical beauty of precision and accuracy. Of trustworthy and indefatigable craftsmanship.

You will find it expressed in parts made as finely as watch-works. In bearings, diamond-bored to jewel-like exactness. In pistons fitted by hand to cylinders. In non-chattering valves so snugly contoured that not even the stars can loosen their tongues. In metal, shaped and tailored as carefully as a dinner jacket. In materials so staunch and true that no rigors of service can dismay them.

These are the finest "beauty-spots" in HUPMOBILE. A handsome car, in performance as well as in looks. But if you would know how truly handsome—just drive one!

HUPMOBILE'S new program of expansion has effected sweeping price reductions in the entire Hupmobile line. See your dealer.

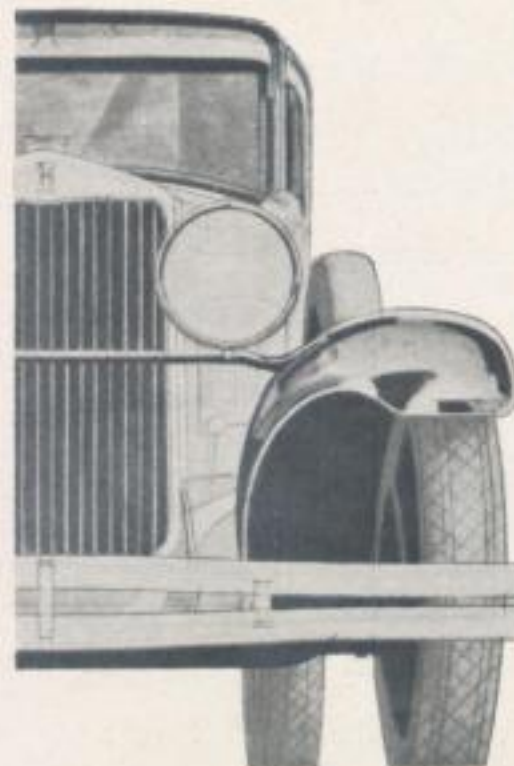


BERNARD BOUTET DE MONVEL
Agentur / Lennen & Mitchell Inc., New York / Agency

THE CAR THAT TOOK ON A NEW PARTNER AND WON A POPULAR LANDSLIDE!



TAILLEUR BY LANVIN... CAR BY HUPMOBILE



HUPMOBILE'S NEW PROGRAM OF EXPANSION HAS REDUCED ALL PRICES. SEE YOUR DEALER.

Twenty years ago, a group of engineers decided to build a different kind of motor car. Its specialty was to be transportation, not mere "good looks." It was to be easy-driving, easy-riding, trouble-proof and wear-proof. Its name was to be HUPMOBILE.

For twenty years this car has prospered, always ahead of the field in engineering practice. It has never been a failure. Year after year, seventy per cent of its sales have come from its previous owners. Even its competitors have said: "It's a 'good car'."

And then, a few years ago, the makers of HUPMOBILE put into practice an idea that has proved the most important single factor in HUPMOBILE'S amazing success. They made it smart.

Long before any manufacturer in the automotive field, they glimpsed the living force of fashion that now sweeps through every American home... changing our lives, our homes, our clothes, our cities... creating a thirst for new beauty and new charm.

So these HUPMOBILE makers went to the sources of fashion and created an entirely new mode in motor cars. They created the new HUPMOBILE Century cars. Always the most efficient car, they made HUPMOBILE the smartest car... and the only car that could, or can, make a Paris look happy! HUPMOBILE took on a new partner and its name was style. You can put this down in your book of certainties. When a long established business suddenly surges ahead 60% in sales, luck and accident play no part. For, in America, such a reward is paid only to a new and better job.

THE NEW
Hupmobile
CENTURY SIX AND EIGHT