

WHO MADE IT THE MODE ?



Evening wrap... BY HUGOBOSCH
Car... BY HUPMOBILE

HE DID AND SHE DID, but for different reasons

For years he had thought of HUPMOBILE as a MAN'S car. Good looking, yet, but its specialty was mileage, fuel, smooth ride, tireless and endless motor car efficiency.

That was his idea of a HUPMOBILE. A car to share up the most important, to be plough through the roughest roads, without tiring a hair. A car with the least and least and status of a champion. A man's car.

But along came HUPMOBILE with two new cars. The New Century Six and The New Century Eight.

Very Eight. HUPMOBILE needs was flooded with a new and modern-day mode. Status was added with style. The liking of these all became, as well, the fashion plate of them all.

And his car became HER car, too. In the other day, when he and she travel forth to choose their 1925 car, she said, "John, let's get a HUPMOBILE!"

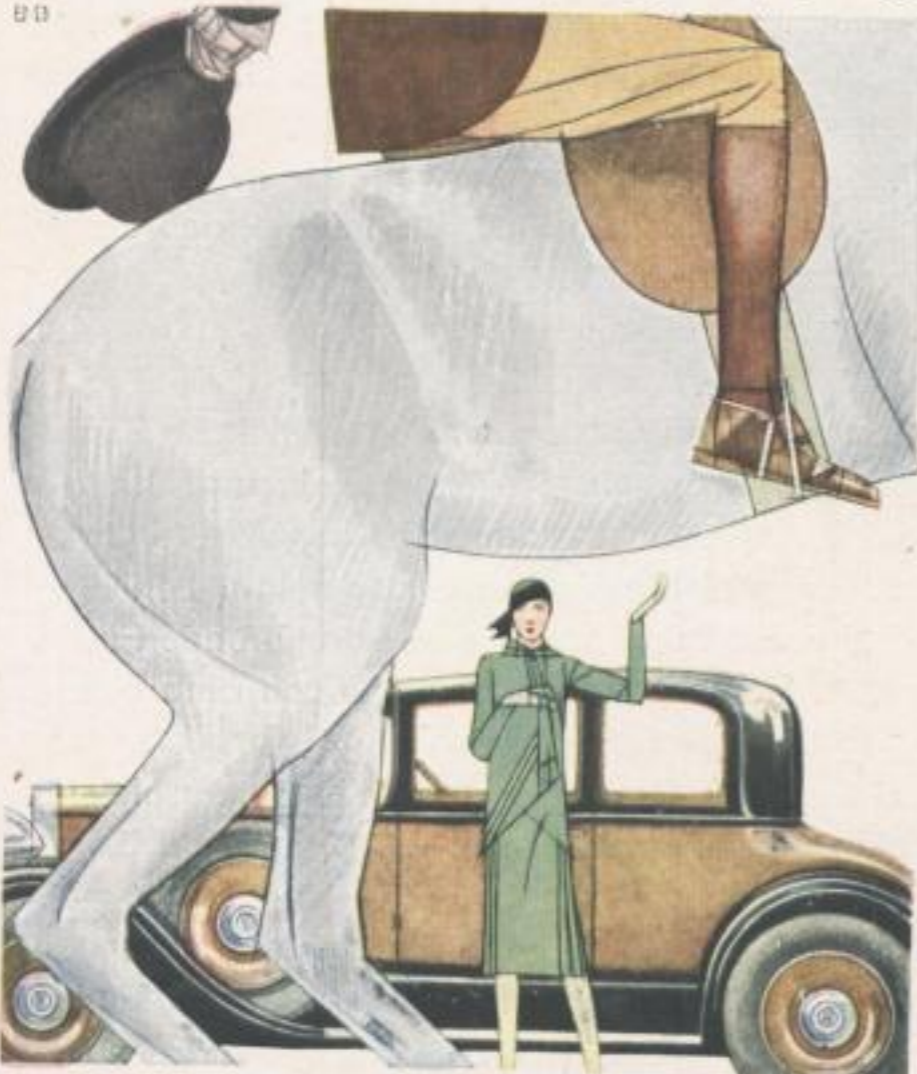
And John K. Haddock, the expert, checked up his shoes. For that was the very car he had intended to get, all along.

N. B. ... This has been going on all over the country. Which accounts for the recent extraordinary increase in Hupmobile's sales. And which also indicates the reason why these Hupmobile Century cars have been a popular favorite. Prices for the New Century Six, in standard and custom construction, are \$1345 to \$1645. The Century Eight, \$1825 to \$2625. At 1230 F. O. B. of course, Detroit.



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

CREATORS OF THE MODE



HER FROCK BY WORTH . . . HER CAR BY HUPMOBILE

When H. R. H., the Prince of Wales canters through Hyde Park in new style riding clothes, the world hears about it almost overnight. In a few weeks, tailors and drapers in all the marts of fashion are patterning the same style. Not because Royalty wears it, but because it is smart and right and there's authority back of it. . . . It was that way with the HUPMOBILE Century cars. Smart and right with twenty years of HUPMOBILE engineering authority back of them. Other cars complimented the new Century style by fashioning after it, but HUPMOBILE remains a step ahead and an idea ahead. Surface details may be duplicated, but not the distinguished ensemble created by twenty years of forward-looking and forward-working in the automotive field. That remains wholly HUPMOBILES . . . and at this very tick of your watch, it is still dated twenty months ahead!

The CENTURY SIX . . . \$1345 to \$1645 The CENTURY EIGHT . . . \$1825 to \$2625.
Custom and standard. All prices, f. o. b. factory. Equipment, other than standard, extra.

THE NEW HUPMOBILE
CENTURY SIX AND EIGHT