

THE TURNING POINT OF THE CENTURY IN NEW MOTOR CAR BEAUTY

Very obviously, the public looks upon these brilliantly beautiful Century cars as a distinct turning point in Hupmobile's career.

Conclusive evidence of this is in the demand for them, which keeps on coming from every section in a seemingly endless flood.

If we correctly interpret this volume of preferential buying—by far the greatest in our history—it means that people are thinking of Hupmobile in a new character.

Today in the public eye it stands for inspired beauty and artistry, in addition to all-embracing goodness.

These Century cars are influencing people to regard Hupmobile as the creator and the source of authoritative style and design-harmony, as well as brilliant, never-failing performance.

Already Hupmobile had reached the highest level of engineering and manufacturing quality.

Now these cars of the Century clothe that quality with an exterior and interior harmony so new and so striking in its conception, that they automatically become the values of the century, and are winning new Hupmobile friends among all ranks of motorists.

Twenty-four body and equipment combinations, standard and custom, on each line. Six of the Century, \$1345 to \$1625. Century Eight, \$1825 to \$2105. All prices f. o. b. Detroit, plus revenue tax. THE CENTURY 125 EIGHT has all the advanced engineering features, the refinements and luxury of the new Century Eight.

HUPMOBILE CENTURY SIX & EIGHT

