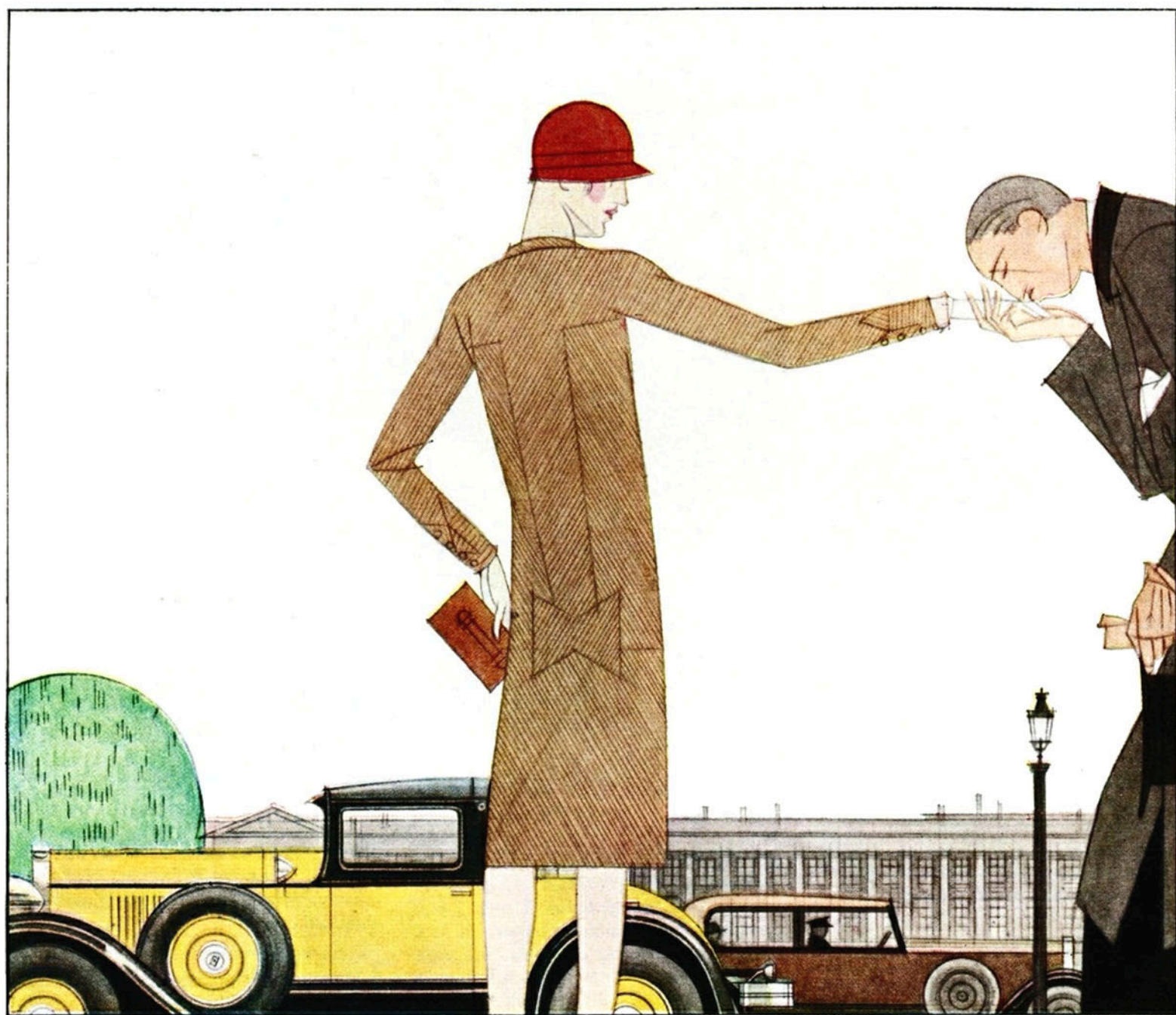


# CREATORS OF THE MODE

AFTERNOON TAILLEUR BY PREMET...CAR BY HUPMOBILE



*The Place de la Concorde, Paris*

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 & EIGHT