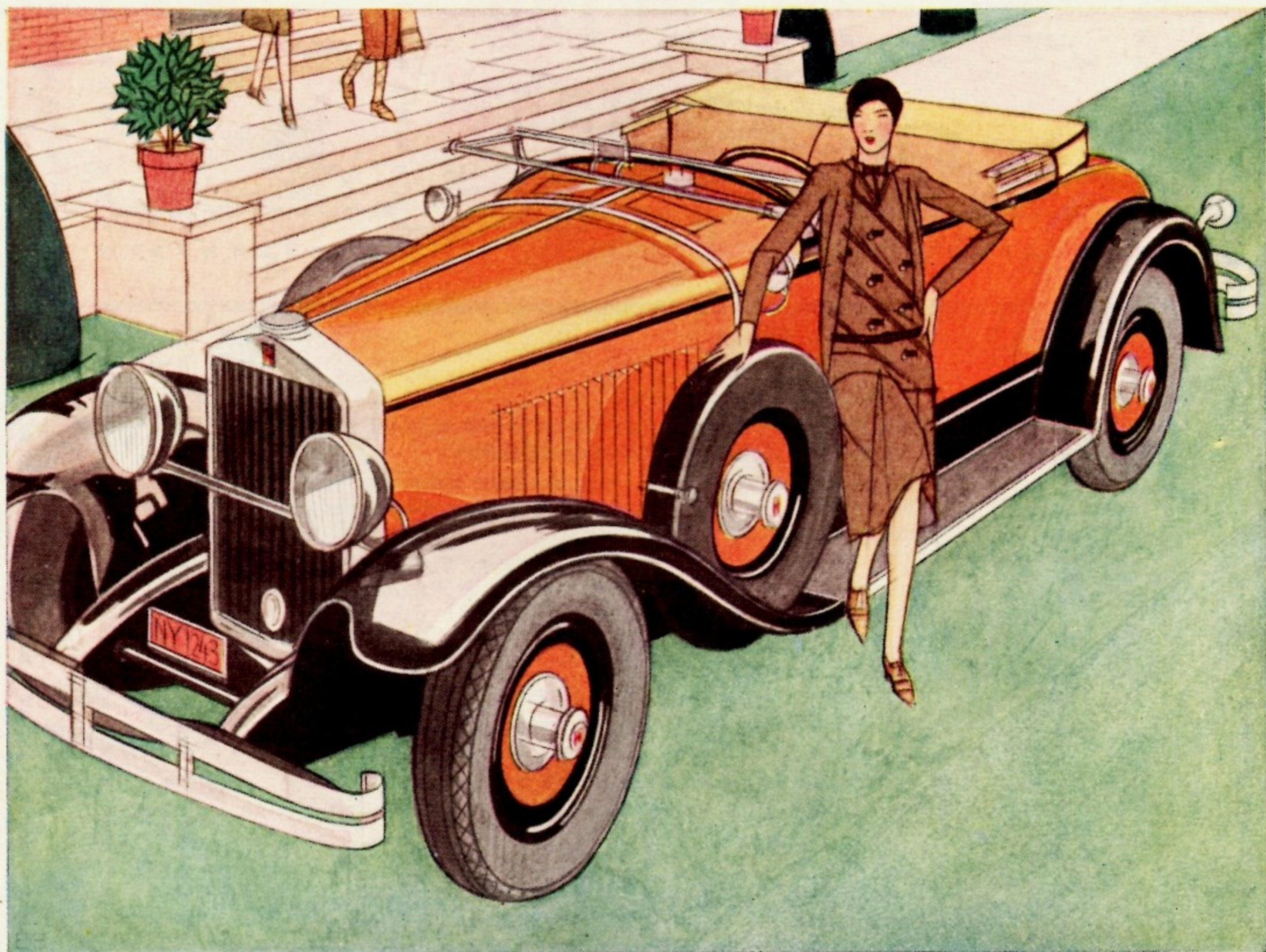


# CREATORS OF THE MODE

SPORTS ENSEMBLE BY RÉGNY . . . CAR BY HUPMOBILE



DRAWN FOR HUPMOBILE BY BERNARD BOUTET DE MONVEL

17 C05

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. For it came with the birth of the New Century cars. For 20 years men have used the word "HUPMOBILE" as a synonym for never-failing motor car integrity. But with the advent of the New Century cars, HUPMOBILE received a nation-wide acceptance as the mentor of the motor car mode. It 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 f. o. b. factory. Equipment, other than Standard, extra.

THE NEW HUPMOBILE CENTURY SIX & EIGHT