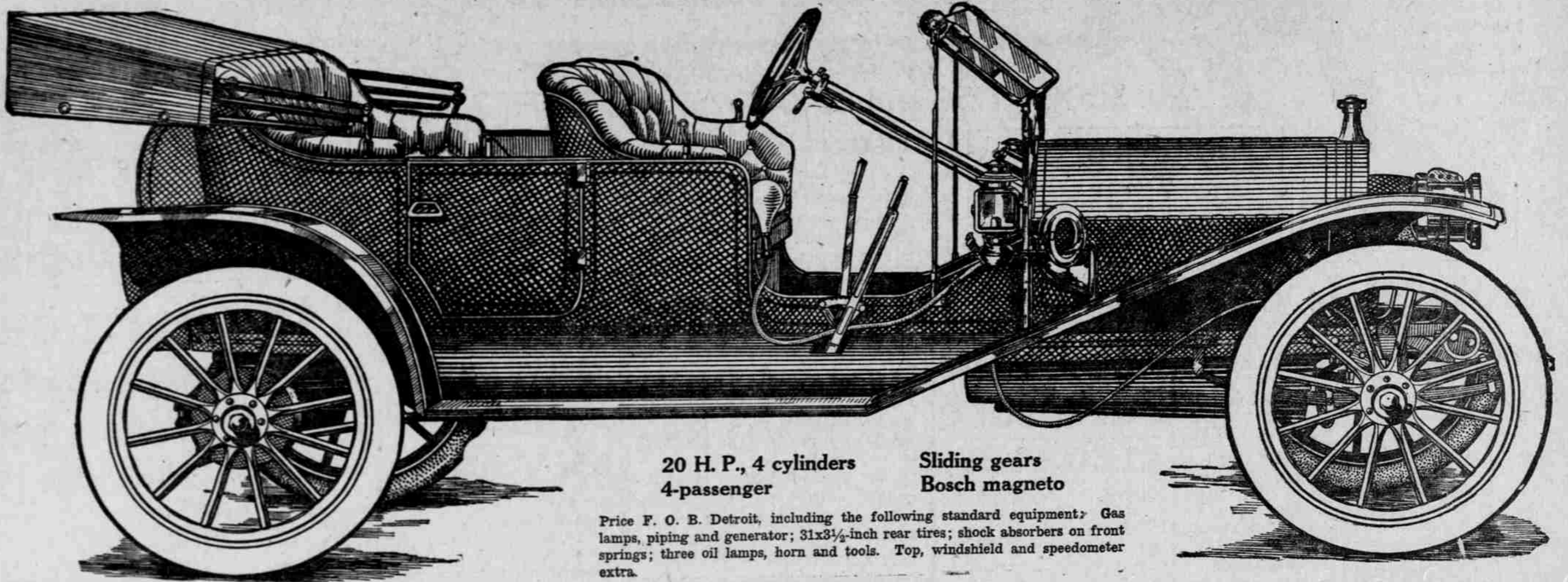


It's here---in first cost and after cost, the most economical car in the world



20 H. P., 4 cylinders
4-passenger
Sliding gears
Bosch magneto

Price F. O. B. Detroit, including the following standard equipment: Gas lamps, piping and generator; 31x3 1/2-inch rear tires; shock absorbers on front springs; three oil lamps, horn and tools. Top, windshield and speedometer extra.

\$900
Touring Car

Hupmobile

GUARANTEED FOR LIFE

\$900
Touring Car

Are you one of those who have felt that a touring car was beyond their means? Hundreds like you will find themselves eligible to ownership, tomorrow, when the new \$900 Hupmobile is shown for the first time in this city. In first cost and in assured economy of operation it makes a touring car possible to scores who have not dared consider one before.

The Hupmobile Philosophy:

- "Let the other fellow have the long profit on the high-priced car.
 - "Give us the small profit on a generous volume.
 - "The automobile business cannot grow to real greatness on the patronage of the few—it must deserve the support of the many.
 - "There aren't enough rich men to go around.
 - "We will build cars for the average man—for the modest pocketbook.
 - "We will send the Hupmobile out into every nook and corner of the world.
 - "We will link the city to the farm; and the farm to the city.
 - "Anybody can sell luxuries to the rich—let us bring health and sunshine; and pleasure; to men and women of modest means.
 - "Let us resolve to build a car so good that it will shame the cars of higher price.
 - "Let us make it so light and yet so strong that it will cost less to keep than any other car on earth.
 - "Last, and most important of all, let us resolve that all the money on earth shall not tempt us to turn out a poor product."
- This policy was formulated three years ago. Now thousands of people swear by the Hupmobile and vouch for its soundness and its value.

The new Hupmobile banishes three bugaboos which have always confronted the touring car buyer:

- 1) The fear that a low price meant poor construction.
 - 2) The fear of excessive cost of repair.
 - 3) The fear of a high cost of upkeep.
- Fear No. 1 is driven away by the life-long guarantee—and the magnificent record of thousands of Hupmobiles already in use.
- Fear No. 2 is left without a leg to stand on by this same life-long guarantee.
- Fear No. 3 meets its Waterloo in the proof presented by hundreds of owners that a Hupmobile, cared for at home, costs from 20c to 25c a day.
- So you will be confronted, when you see this new car, tomorrow, by an entirely new economic proposition.

If a touring car would mean anything to you—

If it would make life brighter and healthier and happier for you and your friends—

And you can afford to pay for that inestimable boon a first cost of \$900, and an after-cost about equal to the average daily streetcar expense—then buy a Hupmobile, with implicit confidence in its rock-ribbed, life-long guarantee.

Buy it, too, with this thought in mind:

That the first poor Hupmobile has yet to be built.

That there isn't a crippled Hupmobile in America, unless it was crushed in an accident.

That Hupmobiles used for a year or more have always commanded almost full list price.

That the Hupmobile policy has always been to carry out every promise to the letter.

What You Get in This New \$900 Hupmobile Touring Car

You get enough power to carry four people up any hill or grade the Hupmobile may encounter.

You get more speed, several times over, than the law allows or a wise driver cares to use.

You get a system of springs, supplemented by shock absorbers in the front, which makes driving a delight in ease and smoothness.

You get a longer wheelbase than has ever been offered before for less than \$1000.

You get a Bosch magneto and sliding gear transmission—offered for the first time in a touring car for less than \$1000.

You get the same superb construction that won for the Hupmobile Runabout the honor of being the only moderate-priced car that employed the same fine materials and methods utilized on larger and costlier cars.

You get the first life-long guarantee ever given with any automobile in the world—a guarantee which will be carried out to the letter, no matter how many people may, in time, own the car you buy, nor how many years hence it may be called into action.

The Life-Long Guarantee

The Hupp Motor Car Company guarantees the Hupmobile free from defects in material or workmanship, during the life of the car, and will replace, free of charge, any such defective material when returned to its factory for inspection, transportation prepaid. This guarantee does not cover tires.

HUPP MOTOR CAR COMPANY.

GENERAL SPECIFICATIONS

RUNABOUT.

Unit power plant. Four-cylinder, 20-H. P. motor; 3 1/4-inch bore, 3 1/2-inch stroke; offset crank shaft; valves on left side.

Selective sliding gear transmission, two speeds forward and reverse. Lubricated from crank case.

Multiple disc clutch, enclosed in gear case and running in oil.

Hyatt roller bearings on outer ends of rear axle; 2 foot and 2 emergency brakes, internal expanding, on rear wheels.

Drop-forged front axle, I-beam section, integral spring seats.

Frame of pressed steel channel section. Semi-elliptic front springs, patented cross spring in rear.

PRICE, \$750 F. O. B. DETROIT.

TOURING CAR.

Same as Runabout except: Wheel-base 110 inches, heavier frame, vanadium steel rear spring.

Metal body, seating four. Tufted upholstery. Hupp blue on body, white striping; gray wheels.

Regular equipment, gas headlights

RUNABOUT.

Float feed, automatic carburetor, accelerator pedal, hand throttle under steering wheel.

Bosch high tension magneto. No battery, coil or complicated wiring.

Thermo-siphon system of water circulation for cooling.

Front and rear tires, 30x3 inches. Wheel base, 86 inches. Tread, 56 inches.

Body Hupp blue, white striping. Wheels gray.

Oil lamps for dash and rear, horn and tools regular equipment. Top, windshield, gas lamps, tank or generator extra. Weight, regular equipment, 1200 lbs.

PRICE, \$900 F. O. B. DETROIT.



Runabout, \$750

COUPE specifications
Same as Runabout except:
Body of metal, fully enclosed and storm-proof. Hupp blue, white stripes; gray wheels and gray panels on doors. Doors open forward.

Standard equipment includes electric headlights, combustion oil and electric side and tail lamps, dome light, folding seat for third person, shock absorbers in front.

Front tires, 30x3 inches; rear, 31x3 1/2 inches.

Weight, 1600 pounds.

Price, \$1100 F. O. B. Detroit.



Coupe, \$1100

TORPEDO specifications
Same as runabout except:
Gear ratio 5 1/2 to 1, giving speed of 55 miles an hour.

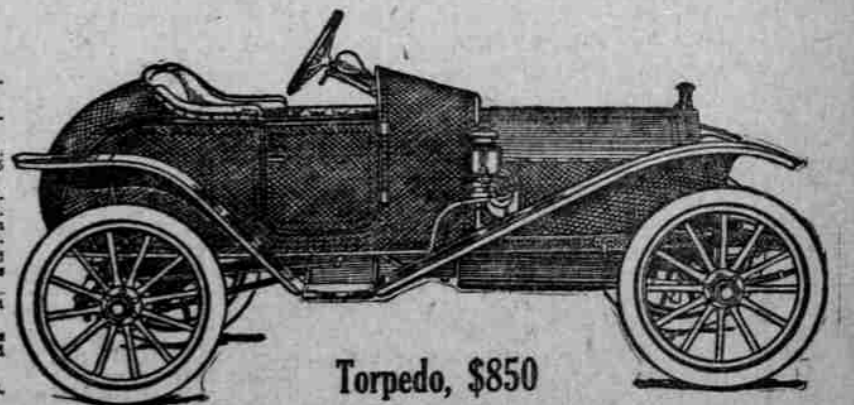
Metal body, with gasoline tank enclosed. Absolute protection from mud and dust.

Standard colors and equipment same as runabout.

Tires 30x3 inches front and rear.

Weight 1800 pounds with standard equipment.

Price \$850 F. O. B. Detroit.



Torpedo, \$850

Hupp Motor Car Co., Detroit, Mich.
(Licensed Under Selden Patent)

Smith Cleveland Company
Distributors—Seventh and Couch Streets, Portland, Oregon—Phone Marshall 2376.