SHOULRETAN

## New Hupmobile Price

The new price of the Hupmobile Touring Car and Roadster is \$r335, f. o. b. Detroit, effective January 7th. Motor car labor and materials remain at their high-cost level, and are likely, to continue unchanged for some time to come.

Nevertheless, the return of our production to a quantity scale enables us to restore the Hupmobile to this lower price basis.

It took the curtailment enforced by war to make us realize how strong a hold the Hupmobile has upon our people.

The shortage revealed strikingly that it was this car people wanted-wanted, because of the peculiar kind of fine and faith ful service they were sure it would render.

The Hupmobile is not classed as a four-cylinder car, but almost always referred to in terms of its remarkable performance and very marked economy

The value of The Comfort Car, and this unusual service and economy, is greatly enhanced by the new and lower price.

## HUPMOBILE SALES CORPORATION

 441-451 NORTH BROAD STREETThe Comfort Car
(H)

