



Hupmobile Long Stroke "32" Five-Passenger Touring Car—\$1,000

F. O. B. Windsor, including equipment of windshield, gas lamps and generator, oil lamps, tools and horn. Three speeds forward and reverse; sliding gears. Four-cylinder motor, 3 1/4-inch bore x 5 1/2-inch stroke. Bosch magneto. 106-inch wheelbase. 30 x 3 1/2-inch tires. Color—Standard Hupmobile blue.

The new touring car will be first exhibited at the Grand Central Palace, New York, Jan. 10-17; and subsequently at the principal automobile shows throughout the country.

Hupmobile Runabout—\$850 F. O. B. Windsor, including top, windshield, gas lamps and generator, three oil lamps, tools and horn. Four cylinders, 20 H.P., sliding gears, Bosch magneto. In the new Hupmobile plant, now nearing completion, which will have when finished a capacity of 15,000 to 20,000 cars a year, the Runabout—always a car of unprecedented popularity—will continue to occupy the same large part in our manufacturing plans that it does at present.

Hupmobile Coupe—Chassis same as Runabout—\$1,200 f.o.b. Windsor.

Hupmobile Roadster—Chassis same as World Touring Car—\$950 f.o.b. Windsor.

A car that gives you a totally new idea of what you ought to get for \$1,000

A new and larger Hupmobile which immediately thrusts upon your attention a score of *tangible superiorities* which set it in a class apart from cars of its price.

A five-passenger Touring Car for \$1,000 which *rejects every characteristic of commonplace construction*; and makes clear its invasion of the field above that price; by points of difference and departure which no motorist can mistake.

Evolved out of the experience which has built thousands of the Hupmobile Runabout—the quality car to-day, and it always has been of the runabout class.

Designed by E. A. Nelson, Chief Engineer of the Hupp Motor Car Company since its inception and designer of the original Hupmobile Runabout. To him and the skilled shop organization which he has continuously maintained, we owe the inimitable lines, the marked simplicity, the efficiency and the high quality of workmanship incorporated in the Runabout.

Impressed with the same strong individuality as the Runabout; and still further removed from comparison by:—

First, the small-bore, long-stroke motor.

Second, the body design and construction which attains the purpose of the "underslung" and avoids all of its disadvantages; and

Third, the Americanization, after close study abroad, of invaluable engineering principles entirely new to this country.

Some of the points which make the price unprecedented:

The three chief characteristics of the new Hupmobile are Durability; Efficiency, and Ability.

By durability we mean that we believe that there are more years of quiet, competent service, and a greater capacity for withstanding hard knocks in this car than has ever before been incorporated in a car at any figure near this price—because every part is made of good material and more than amply strong for a car of this size and weight.

By efficiency, we mean lower oil and gasoline consumption; a lesser tire cost; and a smaller outlay for repairs.

By ability, we mean 60% more pulling power for mountain work and heavy

roads; 4 to 50 miles of speed at any time and all times; and ability to throttle instantly to a walking gait or to pick up quickly without feeling the weight of the car.

These latter advantages are due in large measure, of course, to the motor, one of the first of the small-bore, long-stroke type peculiar to the finest foreign cars, ever manufactured in this country.

The cylinders are cast en bloc, a practice which, except in cars selling for \$2,500 and more, implies a two-bearing-in crankshaft.

The Hupmobile crankshaft has three large main bearings, bronze back, Babbit lined—less wear—fewer adjustments—longer life.

Other bearings include high duty Hyatt roller and F. & S. annular; while the wheels are mounted on Bower bearings.

The valves—all on one side—are enclosed by a pressed steel cover, which keeps oil in and dirt out; and because dirt is kept out, the valves remain noiseless, show minimum wear and require minimum adjustment.

Many a car of 50 to 60 horsepower carries a clutch no larger than the clutch of the new Hupmobile. Multiple disc type, with 13-inch discs—gives positive action and starts the car smoothly and easily.

Transmission gears are amply large for a 40 horsepower car; run slowly and are quiet at all speeds.

This excess strength extends also to the full-floating rear axle—large and strong enough for a seven-passenger car. The gears have an unusually large number of teeth—another precaution against wear and the possibility of trouble.

Oil is fed to all parts and bearings of the unit power plant under pressure—the flywheel runs in oil and its centrifugal force takes the place of a pump. One kind of oil is used for engine, clutch and transmission instead of oil and grease, and it circulates and lubricates until it is literally worn out—a self-evident economy.

Body and chassis design embody a low centre of gravity, and minimize skidding.

The springs are strong and unusually flexible; the rear spring is the patented Hupmobile cross type; the upholstery is deep and soft—all features that add to the comfort of those in the car.

FREE, 4 1/2 x 8 1/2 PHOTOGRAVURE OF THE HUPMOBILE LONG-STROKE "32"

Hupp Motor Car Co., 1235 Jefferson Avenue, Detroit.

Please send me photogravure of the new Hupmobile touring car.

Name
Address

HUPP MOTOR CAR COMPANY 1235 Jefferson Avenue DETROIT, MICHIGAN

Canadian Branch Factory: WINDSOR, ONTARIO

IN ANSWERING ADVERTISEMENTS, PLEASE MENTION THE "CANADIAN COURIER."