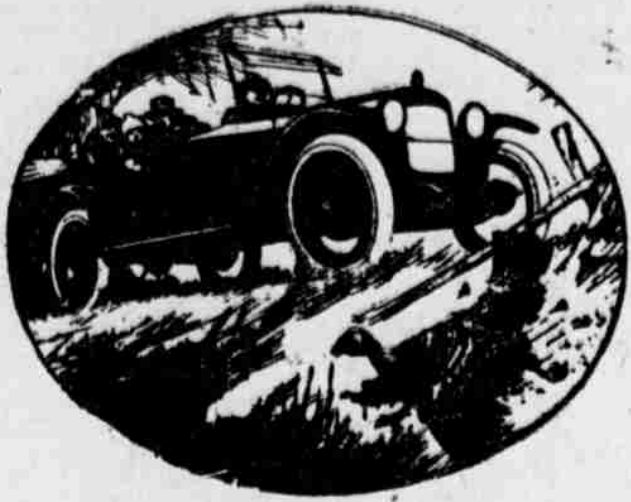


THE NEW HUPMOBILE

Hupmobile



The Comfort Car

It is comfort to know that your car is a better performer. This Hupmobile is 15 per cent better, on all points of performance, than the preceding model—which made the very name Hupmobile mean superior performance.

The favorable reception accorded the Hupmobile agency in Alliance resulting in the sale of four cars last week---our first week here---has been very gratifying to us. We received on Wednesday of this week four more of

THE NEW HUPMOBILES

The cars that stand away ahead of others in comfort.

COMFORT—in the widest, fullest, as well as the narrowest and most specific, meaning of the word—is dominating feature of new Hupmobile.

There is comfort in the deep, soft upholstery and in the resilient springs which make riding luxurious under all conditions. There is comfort in the beautiful lines and the handsome finish which make for pride of ownership.

There is comfort in the sturdy Hupmobile construction which assures years of service and safety in emergencies. There is comfort in the thought of the economy with which the new Hupmobile can be owned and operated.

In brief, comfort in the Series "R" extends to its every function, to the minutest element of its care and operation.—Look at it. Sit in it. Drive it. Own it. Then you will know that the new Hupmobile is indeed "The Comfort Car."

Hupmobile

BEAUTY COMFORT PERFORMANCE DURABILITY ECONOMY

The Series "R" is the most beautiful Hupmobile ever built. It is low-hung. Its clean lines are without a break. In finish and pointments it is the worthy successor of the "Beauty Car."

The Improved seat construction is scientifically designed, combined with an extreme ease of handling, make the new Hupmobile the "Comfort Car."

The Series "R" on all points of performance—power, pickup, speed, flexibility—will rank 15 per cent higher than the Series "N," a car which held rank among all cars in every part of performing ability.

Bearing engineers rate the new Hupmobile's rear axel 30 per cent stronger than the preceding Hupmobile model. With 600 pounds less weight than its predecessor and the same tire tread, increase in tire mileage is assured.

Hupmobile



The Comfort Car

When we speak of comfort, you naturally think first of bodily comfort. There is comfort also in knowing that your Hupmobile conserves gasoline by making every gallon go farther. It actually does increase gasoline mileage by no less than 24 per cent.

Factory Experts With Hupmobile Service

HUPMOBILE SERIES "R"

Brief Specifications for Quick Reference

BODY TYPES—Five-passenger touring car, two-passenger roadster.
WHEELBASE—112 inches.
CYLINDERS—Four, cast en bloc, removable head—3 1/4" bore x 5 1/2" stroke.
STARTING—Two unit system. Automatic release.
IGNITION—Atwater-Kent new close circuit type.
CARBURETOR—Special Stromberg with two adjustments. Hot air supplied by special stove.
GASOLINE SYSTEM—Stewart-Warner vacuum feed. Fifteen gallon tank—two gallon reserve.
LUBRICATION—Pressure system. Gear pump driven from cam shaft.
COOLING—Thermo-syphon. Extra radiator capacity.
CLUTCH—Dry disc. Seven steel plates faced with asbestos fabric. Fully housed.
TRANSMISSION—Selective type. Three speeds forward and one reverse. Unit with motor.
REAR AXTEL—Floating type. Spiral bevel gears.

STEERING—Worm and nut type; irreversible.
BRAKES—Two sets—emergency and service. Former internal expanding, later external contracting.
TIRES—32 x 4 inches straight side. Plain in front, all weather tread on rear.
WHEELS—Artillery type. Twelve spokes of best hickory.
TREAD—Standard (56").
RIM—Demountable. Five furnished with each car.
SPEEDOMETER—Van Sicklen.
COLOR—Special Hupmobile blue body. Black hood, fenders and running gear.
UPHOLSTERY—Genuine leather stuffed with real curled hair.
TOP—Neverleek, absolutely water and weather proof.
STANDARD EQUIPMENT—Rain vision windshield; head, tail and instrument board lights; gasoline gauge; motor driven horn; ammeter; foot and robe rails; tire carrier; extra rim; side curtain carriers; top cover; pump, jack, full set of tools and tire repair outfit.

Hupmobile

SCHWABE BROS.

Auto Accessories and Repairs

Alliance Location--Emerick Building on Third Street

ALLIANCE

CHADRON