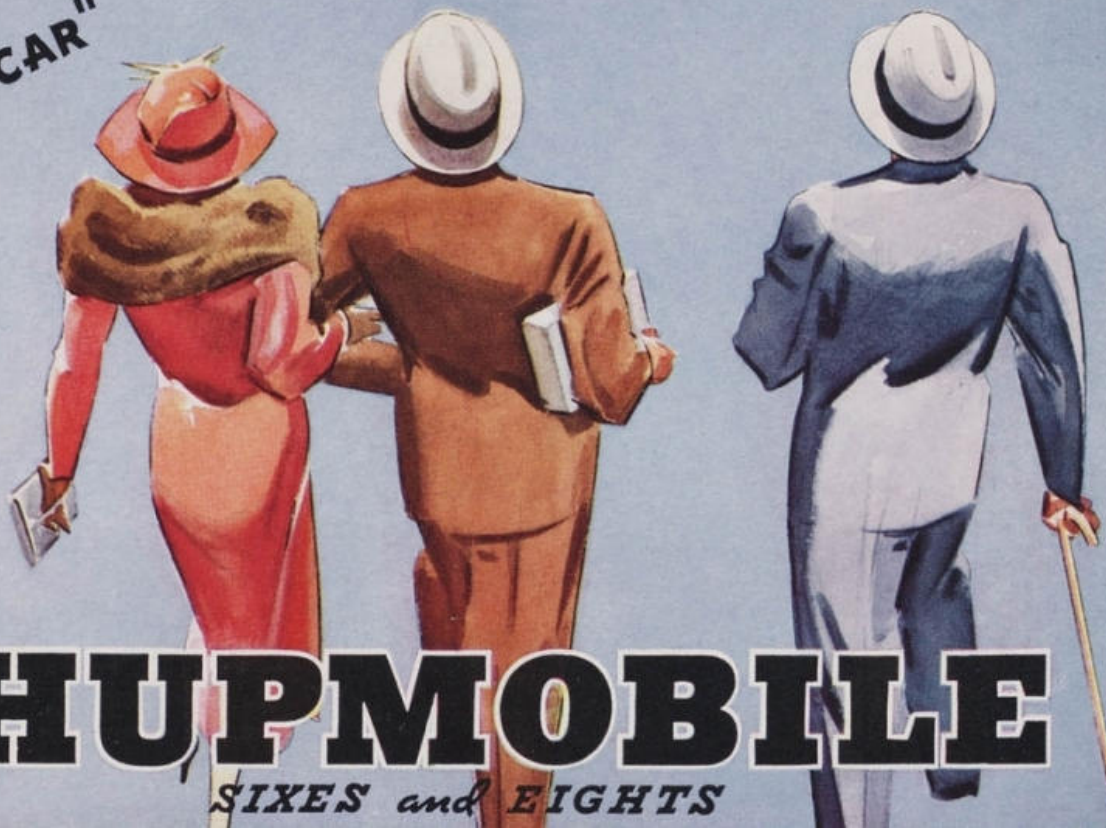


A DISTINGUISHED OLD NAME ON A BRILLIANT NEW CAR



"HUPP HAS ALWAYS
BUILT A GOOD CAR"



THE 1938

HUPMOBILE

SIXES and EIGHTS



FINE CARS FOR THIRTY YEARS - - NOW THE FINEST FOR 1938

STEP ^{UP} WITH HUPP

Since 1908 Hupmobiles have been noted for long life, economical operation, trouble-free performance. A world-wide reputation for sound engineering and mechanical excellence has for years been a jealously guarded Hupp heritage. But for 1938 Hupmobile reaches a new high in engineering achievement and mechanical perfection.

The Hupmobile Six and Custom Six are powered by the greatest six-cylinder engine in Hupp's long history. Either of these big, 122"-wheelbase cars is as docile as a kitten or as masterful as a racing thoroughbred - reflecting its driver's mood. Responsive, quiet, effortless in traffic, the quick acceleration, the instant surge of 101 horsepower breaks them out ahead of the pack on the open highway. Always under perfect control with Hupp's finger-tip steering and light-pressure, double-action



hydraulic brakes, the new Hupmobile Six is as precisely maneuverable as a company of West Pointers on parade.

The Hupmobile Custom Eight—bigger, more luxurious companion to the Six—is a true aristocrat of the highway. Here is a car in which you can range far and wide, enjoying the most pleasurable motoring you've ever known. The 125" wheelbase assures complete comfort while a stalwart 120-horsepower engine provides power to spare. For ease of handling, smooth operation and exciting performance, the Hupmobile Custom Eight is approached only by cars costing hundreds of dollars more.

Hupmobile prices are surprisingly low. *Real* operating economy, low maintenance costs and unusually long, trouble-free life, add a bonus to the entirely new kind of driving pleasure awaiting you in Hupmobile ownership.

"HUPP HAS ALWAYS BUILT A GOOD CAR"

122" WHEELBASE

101 HORSEPOWER ENGINE

ALL STEEL BODIES

EXTRA ROOMY INTERIORS

DOUBLE-ACTION HYDRAULIC BRAKES



This sturdy, powerful engine runs easily and quietly to supply plenty of acceleration, speed and torque for the Hupmobile Six and Conquest Six. The result of thirty years of engine designing by Hupmobile engineers, it combines superior performance with exceptional economy for many miles of trouble-free operation.

Abundant leg room, head room and elbow room provide luxurious comfort in both front and rear seats. The front seat is 52 1/2" wide—several inches wider than in most cars! It is adjustable two ways to provide a comfortable driving position, ease of handling and good vision for any size driver. Doors are free from objectionable panels.



Rare beauty at first glance! The instrument panel combines an effective use of modern plastics with produce an unusual, eye-pleasing effect. Everything is within easy reach and all dials are plainly visible night and day. The radio speaker is in the center of the panel—the best level for audibility.



On all models the luggage and spare tire compartments are spacious and easily accessible. For extra trim there is plenty of room for suitcases, bags and hat boxes. Efficient, permanent sealing keeps the compartments waterproof and dustproof.



LUXURY *without* EXTRAVAGANCE

The 1938 Hupmobile is a distinctive car . . . built for those hard-headed investors who want more — much more — individuality and luxury than any mass-production car can give them . . . and yet balk at paying a premium for prestige.

Hupp has never tried to build either the lowest or the highest-priced automobiles . . . has been content to design for that large group who buy cars for keeps—who want extra quality without extravagance.

The Hupmobile for 1938 is the most distinctive and most beautiful Hupmobile ever built. Exterior design is graceful and pleasing . . . modern and smart looking yet in conservative good taste. Every detail has been carefully considered and from radiator grille to tail lights the clean, flowing lines blend into a true functional beauty.

The harmonizing interiors are roomy and restful. Hupp engineers made *comfort* their foremost consideration in designing both forward and rear compartments. Comfort in a motor car is as much a matter of *over-abundant* spaciousness as it is of adequate wheelbase and proper balance. Seats are extra wide—cushions extra deep. Upholstery fabrics, either cloth or mohair, are of the finest quality. Entrance and exit are easy, through the unusually wide safety doors which (both front and rear) open *against* the airstream. Plenty of head room and leg room provide complete comfort for even a varsity oarsman. Control-Air ventilation, both front and rear, is a much appreciated feature.

The driver, regardless of stature, finds everything within easy reach. Controls, from brake and clutch pedals to the handles that raise and lower the windows, are convenient and operate positively and with minimum effort. The two-way adjustable front seat will place even the tiniest woman driver in position to drive safely and confidently. All-directional vision is a most important Hupmobile safety feature; added to safety-sealed, double-action hydraulic brakes, easy steering and sturdy, all-steel bodies, it makes Hupmobile one of the safest cars built as well as one of the easiest to drive.

Beauty, luxury and distinction are matched by the sparkling performance, all-around operating economy and amazing reliability which are responsible for the famous Hupmobile reputation: "HUPP HAS ALWAYS BUILT A GOOD CAR."

THE 1938

HUPMOBILE

SIXES and EIGHTS



S P E C I F I C A T I O N S

HUPMOBILE 6 and CUSTOM 6

ENGINE—6-cylinder L-head, developing 101 h.p. at 3600 r.p.m.; Rated S.A.E. Horsepower 29.4; Piston Displacement 245.3 cu. in. (4.02 L); Bore 3 3/8 in. (88.9 mm); Stroke 4 1/4 in. (108 mm); Compression Ratio 5.75 to 1; Drop-forged, counterweighted crankshaft with 4 main bearings; Rubber engine mountings; Rifle-drilled connecting rods selected for uniform weight and center of gravity; Aluminum alloy pistons; 2 compression rings—2 oil rings; Piston travel per mile, 2370 ft. (722 m).

LUBRICATION—Full-pressure lubrication to all main, camshaft, connecting rod bearings, piston pins and valve lifters; Fine-mesh screen oil filter; Gear-type oil pump; Normal oil pressure 30 lbs. (13.6 kgs.) at 30 m.p.h. (48.28 km); Crankcase capacity 6 qts. (5.68 L); Crankcase ventilation.

COOLING SYSTEM—17" (431.8 mm) diameter 4-blade fan driven by V-type belt; Cellular Core Radiator; Capacity of cooling system 18 qts. (17.05 L); Thermostatic temperature control with recirculation; Centrifugal water pump.

AXLES—Front, Reversed Elliot I-Beam; Tread 59 3/4" (1508.1 mm); Road Clearance 7 3/4" (190.5 mm); Rear axle, semi-floating; Tread 60 3/4" (1530.35 mm); Road clearance 8 3/8" (206.4 mm).

BRAKES—Weather protected, double-acting, hydraulic; Total braking area 166 sq. in. (1071 sq. cm); 10" (254 mm) cast-iron drums; Braking power division 55% front, 45% rear; Mechanical emergency brake (lever mounted on cowl) operates on rear wheels.

FUEL SYSTEM—Carburetor—Carter Triple Venturi, Down Draft; Accelerating Pump; Metering Rod Economizers, vacuum controlled; Anti-Percolating Unit; A. C. Air Cleaner and Intake Silencer; Automatic Choke; Automatic Manifold Heat Control; A. C. Mechanical Fuel Pump; Gasoline line located outside frame, away from exhaust; Stewart-Warner gasoline gauge on instrument panel; Gas tank capacity 16 gals. (60.56 L).

CLUTCH—Single Plate Dry Disc; 9 7/8" (250.8 mm) diameter; 94.28 square inches (608 sq. cm) of facing area; 1 driven disc; 9 pressure springs.

ELECTRICAL SYSTEM—15-plate, 6-volt Willard Storage battery—capacity 105 ampere hours; Beam-selector-type lighting system with selector control on instrument panel and deflector control on toe board; Auto-lite generator with voltage control; Air Type Horn; Auto-Lite ignition system with automatic spark control; Powerful Bendix starting mechanism—pull button on dash.

FRAME—Double-drop X-type.

SPRINGS—Semi-Elliptic front and rear; Metal spring covers; Rubber bushings; Front springs 42" (106.68 cm) long, rear 54" (137.16 cm) long; width 1 3/4" (44.5 mm).

SHOCK ABSORBERS—Hydraulic, double-acting front and rear.

STEERING GEAR—Worm and double-roller type; ratio 16.4 to 1; Steering wheel diameter 18" (45.72 cm); Right hand drive available at slight extra cost.

TRANSMISSION—Short-shift, Synchro-Silent—Constant Mesh. All helical gears. Silent in all speeds; Super Drive (available at slight extra cost); Gear ratios—low, 2.57 to 1; second, 1.55 to 1; high speed (direct drive), 1 to 1; reverse, 3.48 to 1; Super Drive, .722 to 1.

WHEELS AND TIRES—Steel disc wheels 16" x 4 3/8" (406.4 mm x 114.3 mm) with provisions for tire chains; Tires 6.25 x 16; Minimum pressure front 26 lbs. (1.828 kg per sq. cm); minimum pressure rear 26 lbs. (1.828 kg, per square cm).

BODIES—Steel reinforced by steel, insulated steel top panel; Control-Air ventilation front and rear quarter windows; Safety glass in all windows and windshield; Extra-width seats front and rear (front seats 55 3/8" (140.91 cm) wide); Extra head room and leg room; Luggage compartment in rear opens from outside—conceals spare tire; All doors locked from inside; Upholstery is finest quality cloth or Mohair (optional). Leather upholstery available at slight extra cost.

INSTRUMENT PANEL—Ultramodern design with tasteful and abundant use of plastics; All gauges easily visible—edge lighted; All controls within easy reach; Glove compartment on right-hand side.

PERFORMANCE DATA, DIMENSIONS AND CAPACITIES (Hupmobile 6, Custom 6 and Custom 8)

| | SIX | EIGHT |
|--|-------------|-------------|
| Curb Weight (4-door Touring Sedan) approx. | 3500 lbs. | 4050 lbs. |
| Over-all Length | 203 3/4 in. | 206 3/8 in. |
| Over-all Height (less bumpers) | 193 3/8 in. | 196 3/8 in. |
| Over-all Height (4-door Sedan) | 68 1/2 in. | 68 1/2 in. |
| Over-all Width | 74 in. | 74 in. |
| S.A.E. Horsepower (licensing) | 29.42 | 32.51 |
| Developed (Actual) Horsepower | 101 | 120 |

HUPMOBILE CUSTOM 8

ENGINE—8-in-line L-head, developing 120 h.p. at 3500 r.p.m.; Rated S.A.E. Horsepower 32.5; Piston Displacement 303.2 (4.968 L); Bore 3 3/8" (81 mm); Stroke 4 3/8" (120.7 mm); Compression Ratio 5.8 to 1; Drop-forged, counterweighted crankshaft with 5 main bearings; Rubber engine mountings; Rifle-drilled connecting rods selected for uniform weight and center of gravity; Aluminum alloy pistons; 2 compression rings; 2 oil rings; Piston travel per mile—2620 ft. (798.55 m) in conventional, 1850 ft. (563.86 m) in overdrive.

LUBRICATION—Full-pressure lubrication to all main, camshaft, connecting rod bearings, piston pins, and valve lifters; Fine-mesh screen oil filter; Gear-type oil pump; Normal oil pressure 30 lbs. (13.6 kgs) at 30 m.p.h. (48.28 km); Crankcase capacity 8 qts. (7.57 L); Crankcase ventilation.

COOLING SYSTEM—17" (431.8 mm) diameter, 4-blade fan driven by V-type belt; Cellular Core Radiator; Capacity of cooling system 21 1/2 qts. (20.33 L); Thermostatic temperature control, with recirculation; Centrifugal water pump.

AXLES—Front, Reversed Elliot I-Beam; Tread, 58 1/4" (1479.5 mm); Road Clearance, 7 3/8" (193.7 mm); Rear axle, semi-floating; Tread, 60 3/8" (1538.3 mm); Road clearance, 8" (203.2 mm).

BRAKES—Weather protected, double-acting, hydraulic; Total braking area 201 sq. in. (1296.8 sq. cm); 12" (304.8 mm) cast iron drums; Braking power division 55% front, 45% rear; Mechanical emergency brake (lever mounted on cowl) operates on rear wheels.

FUEL SYSTEM—Carburetor—Carter Triple Venturi, Dual Down Draft; Accelerating Pump; Metering Rod Economizers; Anti-Percolating Unit; Air Cleaner and Intake Silencer; Automatic Choke; Automatic Manifold Heat Control. A. C. Mechanical Fuel Pump; Gasoline line located outside frame, away from exhaust; Stewart-Warner gasoline gauge on instrument panel; Gas tank capacity 16 gals. (60.56 L).

CLUTCH—Single-Plate Dry Disc; 10" (254 mm) diameter; 100.5 square inches (648.4 sq. cm) of facing area; 1 driven disc; 9 pressure springs.

ELECTRICAL SYSTEM—17-plate, 6-volt Willard Storage Battery—capacity 120 ampere hours; Beam-selector-type lighting system with selector control on instrument panel and deflector control on toe board; Auto-lite generator with voltage control; Air Type Horn; Auto-Lite ignition system with vacuum spark control; Powerful Bendix starting mechanism—pull button on dash.

FRAME—Double-drop X-type.

SPRINGS—Semi-Elliptic front and rear; Metal spring covers; Rubber bushings; Front springs 43 3/8" (109.9 cm) long, rear 64" (162.56 cm) long; width, 2" (50.8 mm).

SHOCK ABSORBERS—Hydraulic, double-acting front and rear.

STEERING GEAR—Worm and double-roller type; ratio 16.4 to 1; Steering wheel diameter 18" (45.72 cm); Right hand drive available at slight extra cost.

TRANSMISSION—Short-shift, Synchro-Silent—Constant Mesh. All helical gears. Silent in all speeds; Super Drive standard; Gear ratios—low, 2.52 to 1; second, 1.518 to 1; high speed (direct drive), 1 to 1; reverse 3.158 to 1; Super Drive, .705 to 1.

WHEELS AND TIRES—Steel disc wheels 16" x 4 3/8" (406.4 mm x 114.3 mm) with provision for tire chains; Tires 6.50 x 16; Minimum pressure front 26 lbs. (1.828 kg per sq. cm); minimum pressure rear 26 lbs. (1.828 kg, per square cm).

BODIES—Steel reinforced by steel, insulated steel top panel. Control-Air ventilation front and rear quarter windows; Safety glass in all windows and windshield; Extra-width seats front and rear (front seats 55 3/8" (140.91 cm) wide); Extra head room and leg room; Luggage compartment in rear opens from outside—conceals spare tire; All doors locked from inside; Upholstery is finest quality cloth or Mohair (optional). Leather upholstery available at slight extra cost.

INSTRUMENT PANEL—Ultramodern design with tasteful and abundant use of plastics; All gauges easily visible—edge lighted; All controls within easy reach; Glove compartment on right-hand side.

| | SIX | EIGHT |
|-----------------------------------|------------|-------------|
| Car Speed | 80 m.p.h. | 85 m.p.h. |
| Gas Tank Capacity | 16 gals. | 16 gals. |
| Crankcase Capacity | 6 qts. | 8 qts. |
| Cooling System Capacity | 18 qts. | 21 1/2 qts. |
| Transmission Capacity | 2 1/4 pts. | 3 1/2 pts. |
| Differential Capacity | 1.3 L | 1.65 L |
| Tread (front) | 59 3/4 in. | 58 1/4 in. |
| Tread (rear) | 60 3/8 in. | 60 3/8 in. |
| Tire Size | 6.25 x 16 | 6.50 x 16 |
| Super Drive Transmission Capacity | 6 pts. | 7 pts. |

Specifications subject to change without notice.



HUPP MOTOR CAR CORPORATION • DETROIT, MICHIGAN