



Albert Hupp opened his Ford dealership at 92 South Main Street in 1920. Originally the proprietor of a pharmacy, he sold his store to Robert Wagor and opened Hupp Motors, fulfilling a life-long dream. The business offered “top to tire” service in addition to both new and used Fords and Lincolns. A 1923 ad offered car washing and simonizing, painting, engine honing, and careful car greasing, among other services. Texaco, Kendall, Tydol, and Sunoco gas were available from the pumps. Included in a 1937 used car ad were a 1935 Ford V-8 Deluxe Touring Tudor for \$179 down and \$23 per month and a 1931 Ford Coupe with a rumble seat for \$55 down and \$12.85 per month. A new 1937 Ford V-8 was advertised as getting 19 miles per gallon and sold for \$627 (bumpers and a spare tire were extra.). During World War II, with relatively few available autos for sale, the dealership, like many others, survived by selling used equipment, providing service, and recycling tires and engine parts. Hupp Motors prospered during the heyday of the American auto in the 1950’s, selling autos and providing related services such as custom-made seat covers, rust-proofing, and engine rebuilding. However, with the changes in the auto industry in the 1960’s and the growth of the suburbs and malls, Hupp Motors closed in 1965, and the property was sold to the First Baptist Church. The DeLand Christian Center now stands on the site.