

A Duesenberg Takes Perfection As Its Goal

Transcends All Present Day Standards
of Motor Car Construction

ANY great masterpiece can be appreciated only by those who understand the principles upon which its greatness is based. This is true whether the creation be a painting by Goya, a piece of furniture by Phyfe, a composition by DeBussy—or a car by Duesenberg.

To the "man on the street" a Duesenberg may mean—a high priced, large car; high powered; capable of great speed. But in every community there are those discerning enough to realize that these are only the most obvious aspects of the car's greatness, and that its true significance goes much deeper.

THE DUESENBERG cannot be considered in the same terms as other cars. In designing it Fred S. Duesenberg plunged fearlessly into the future and established an automotive domain all his own, far beyond the outposts that others had set. He was eminently equipped to do this by experience which began with that testing place of theory, the race track, and which extended through long years of experimenting and designing and building fine motor cars. Three years ago he set out deliberately to create a motor car that would excel any automobile built, and excel to so marked a degree that it would become with absolute finality The World's Finest Motor Car. This position the Duesenberg occupies today.

THE DUESENBERG establishes a new conception of motoring that cannot be obtained from any other car. When a man of wealth buys a Duesenberg he assures himself and his family that background of

luxury, that extensive equipment of service, that completeness of comfort and freedom from all outside annoyances, that security to which he is accustomed in his home.

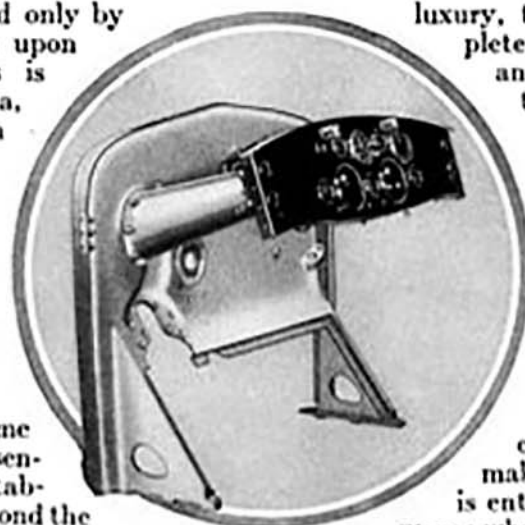
DRIVER AND PASSENGERS in a Duesenberg ride at all times in perfect serenity, knowing that the engine's 265 horsepower provides a protective reserve equal to every emergency; that the brakes are tremendously powerful, that the car's frame is the strongest ever built under an automobile; in short, that this is the world's safest motor car.

AT THE SAME TIME, the Duesenberg is simpler and easier to operate than smaller, less powerful cars. It requires far less attention. Care of this car makes no demands upon the driver; chassis lubrication is entirely automatic; a unique system of signal light warns when servicing will be required.

EQUALLY TYPICAL of Duesenberg's anticipation of the driver's slightest need is the instrument board, which includes many important gauges not generally found except on aircraft; yet adding greatly to the fullest enjoyment of fine car driving.

THE FINAL PROOF of a man's discernment in choosing the Duesenberg is in the price he pays, which is not based on something intangible, but is set by the car's inherent worth, its intrinsic value alone. The Duesenberg is marketed on the same basis as the world's lowest priced automobile, Dollar for Dollar Value.

DUESENBERG, INC., INDIANAPOLIS, IND.



"The World's Finest Motor Car"
Duesenberg