

Duesenberg Winner of Elegance Rallye

At Cannes and again at Pau, in competition with
150 of the world's costliest cars

THOUGH it is a matter for just pride that an American car should receive first place at two of the most important fine car exhibitions in France, this victory for Duesenberg is only logical. The Duesenberg is definitely planned and designed and engineered to be The World's Finest Motor Car.

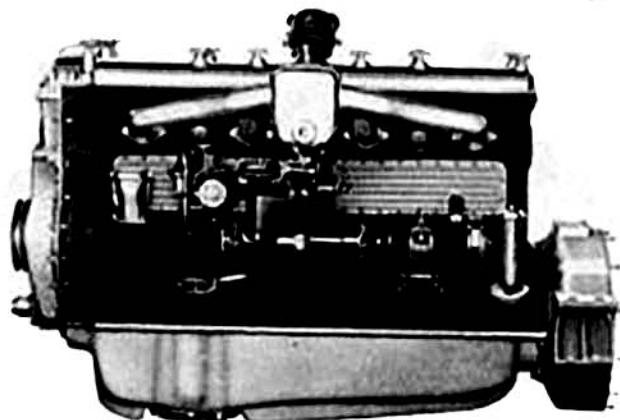
IN ORDER TO merit this distinction, a Duesenberg must not merely excel all other cars in every respect, but must do it so definitely and by so great a margin as to establish a motor realm all its own. This Duesenberg does, with finality.

ITS DOMINATING SUPERIORITY begins with the engine, a Straight Eight developing 265 Horsepower—nearly twice that of any automobile motor in the world. While having so much power enables the car to attain extremely high speed, that is not the primary purpose. The greatest benefits from this abundance of power are revealed under continuous ordinary requirements. In day after day driving, the car's resources are never taxed; its capacities are never even approached; there is an absence of effort and strain, due to having at all times a vast protective reserve. Thus, because it is the most powerful, a Duesenberg becomes the most safe. Because a Duesenberg does its work with so little effort, the car does not wear itself out. It will go on giving the same high degree of service, year after year, almost indefinitely. The driver and passengers in a Duesenberg ride shielded in absolute security from all driving annoyances, to a degree never before accomplished in any motor vehicle.



THE DUESENBERG ENGINE'S unprecedented power and high mechanical efficiency are due to skillful designing, rather than mere size. Here, as in all other parts of the car, Fred Duesenberg, one of the world's greatest automotive engineers, displays his remarkable genius in adapting the lessons learned on the race track, to meet the re-

quirements of the very finest passenger car that man has yet devised. While other automobile engines have two valves to each cylinder, a Duesenberg has four, which greatly facilitates the intake and exhaust. Instead of a single purifying, all oil entering the Duesenberg motor is triple filtered. The crankshaft is abnormally rigid and provided with a mercury balancer, designed exclusively for this car and smoothing out the slightest power vibration. To obtain lightness and strength, more aluminum parts are used than by any other motor car manufacturer.



Intake side of Duesenberg 265 H. P. Engine. The cylinder block and upper half of crank case are a single rigid casting

ALL THROUGH THE car, from the super-strong frame down to the minutest details of construction, a Duesenberg excels in the same outstanding way. Bodies are custom designed, the work of the world's leading coach builders, who have spared no effort to produce designs of marked originality, and of quality in keeping with the car's mechanical excellence.

IT WILL INTEREST those who would take pride in owning so fine a car, to know that the Duesenberg is sold on exactly the same basis as the world's lowest priced automobile, dollar for dollar value. The price of the Duesenberg is not based on the intangible, but on its structural superiority.

DUESENBERG, INC., INDIANAPOLIS, IND.