

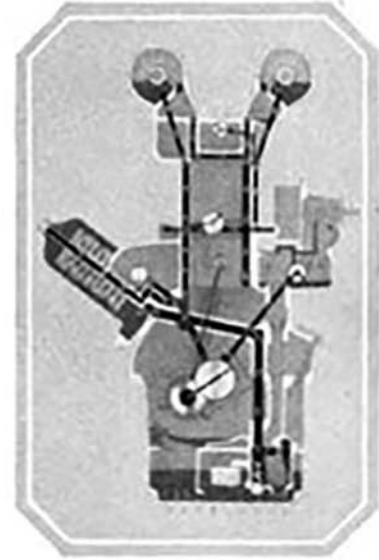
Why This Is The World's Finest Motor Car

The Duesenberg a Result of Man's Inherent Desire to Produce That Which Excels—

BACK of every great creative work is a history of never-failing devotion to an ideal, with only one thought in mind: to produce the best, without regard to precedent, or time, or cost or any other consideration. It is this spirit which actuates everyone connected with the designing and engineering and building of a Duesenberg. This car must markedly excel all others, in every respect, and with finality.... When Fred S. Duesenberg's pioneering mind conceived the idea that oil should be triple-filtered before entering the engine, it made no difference that other builders were satisfied to use a single filter, or that the new method was more costly. The only fact of any importance to Duesenberg was, that by this means alone could be assured the complete purity of every drop of engine oil, and that this absolute freedom from impurity was essential to the most efficient performance. That is why this important advancement was adopted, and for similar reasons, many others that place the Duesenberg, years in the forefront. . . . It is by the sum total of all these mechanical superiorities, that a Duesenberg's price is set—by the inherent worth of the car. DUESENBERG, INC., INDIANAPOLIS, INDIANA.

Perfect Engine Lubrication

is assured on the Duesenberg, by the use of two wire mesh screens and a special Purolator; in addition, small pockets in the crank pins imprison any slight particles which the filters may not catch.



"The World's Finest Motor Car"
Duesenberg