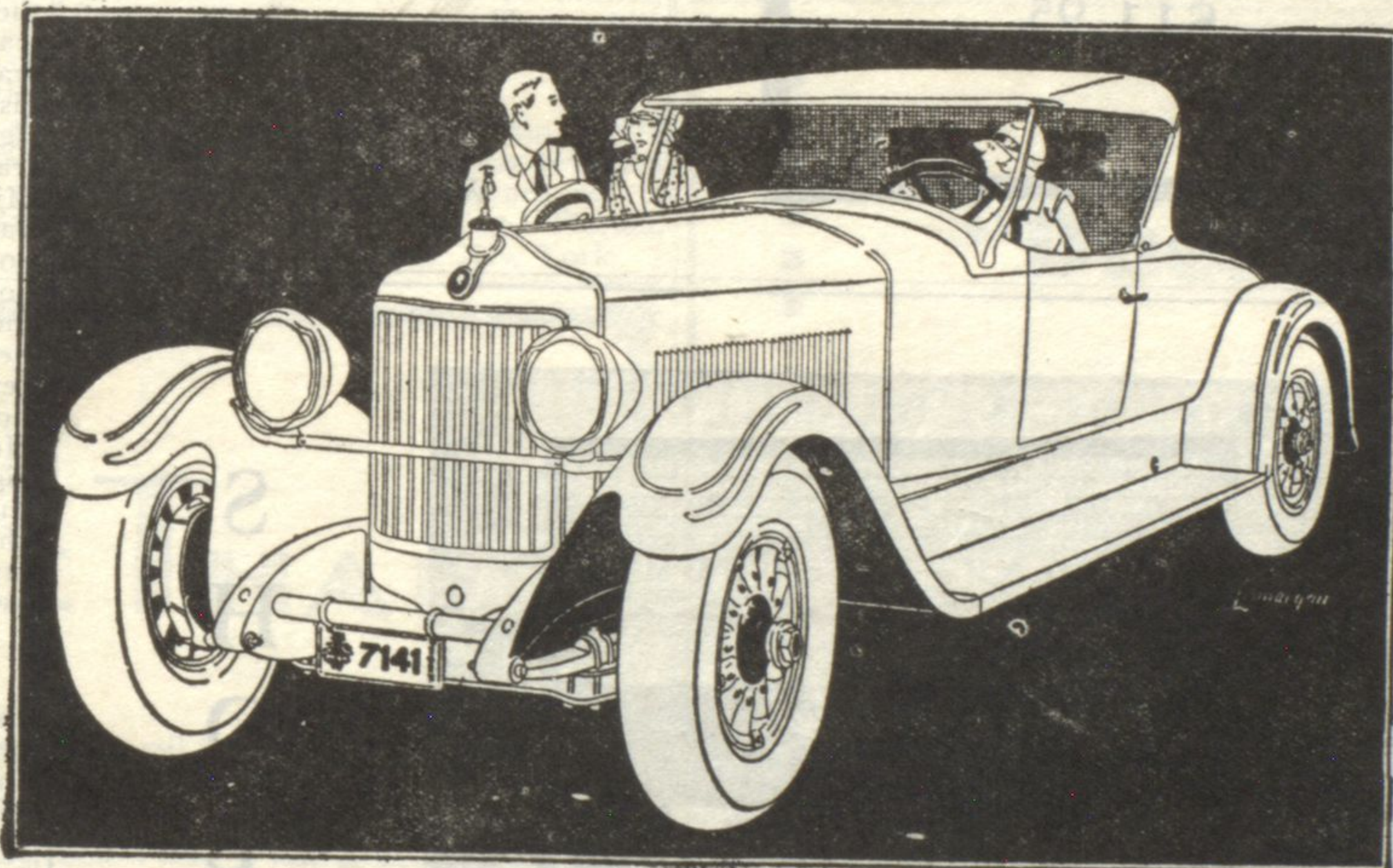


79 PER CENT OF ALL DIANA EIGHTS ARE DRIVEN BY WOMEN!

By FLORENCE ELIZABETH DON

These figures cannot be laughed away. You cannot ignore their significance. They are a challenge to every motor car designer and engineer, a challenge to the imagination of every woman *who feels the urge to drive*—79 per cent of all Diana Eights (in service January 15th) were driven by women. * In the seven months this amazing car has been before the public, literally hundreds of women have found a new pleasure and enjoyment in *driving*—a new courage and faith in *their ability to drive*—a new confidence and assurance in *themselves*. In Here's a car *engineered for women to drive*. I've watched them step into the driver's seat, and in five minutes have seen them handle the Diana like a veteran. With *thumb and one finger* they swing the steering wheel or shift the gears. And they laugh a natural, buoyant laugh, a laugh that sounds like Lynn Fontanne, the laugh of self-assurance. In Diana Simplified Control, the easiest steering in America, ample power when and where you need it—these have brought the New Freedom to women. *Simplified Control, an achievement ranking with the electric self-starter, has made it possible for every woman to drive.*

DIANA



THE
LIGHT
STRAIGHT
"8"

*84 per cent of the Diana Eights are owned by men. 16 per cent are owned and driven exclusively by women. Of all the Diana's now in service 79 per cent are driven by women.

SPECIFICATIONS: Eight Cylinders; 73 Horsepower with flexibility ranging from 2 to 75 miles per hour; 16 miles to the gallon of fuel; Lanchester Dampener; Purolator Oil Filter; Air Cleaner; Simplified Control; Hydraulic 4-Wheel Brakes; Balloon Tires (Shimmy Proof); Finest Quality Upholstering; *Body of latest European Arrowhead design; Finish is two-tone Double Duco; Natural Wood Wheels.*

**PRICES
F. O. B.
ST. LOUIS**

Roadster	— \$1795
Phaeton	— \$1695
Cabrioler Roadster	— \$2095
2-Door Brougham	— \$1995
4-Door Sedan	— \$2195
De Luxe	— \$2195

LELAND P. ARTHUR

Distributor

1017 DAVIS STREET, EVANSTON

Phone Greenleaf 2338