

THOUSANDS OF WOMEN SAID IT—

“A Self-Starter Isn't Enough”

By FLORENCE ELIZABETH DON



	<b>Prices Delivered Complete</b>	
	Roadster	
	\$2050	
	Phaeton	
	\$1950	
	Cabriolet Roadster	
	\$2350	
	2-Door Brougham	
	\$2250	
	4-Door Sedan De Luxe	
	\$2450	

# DIANA The LIGHT STRAIGHT "8"



OF COURSE, every woman knew the Delco System had made it easy for automobiles to start. “But”, contended the thousands who wanted to learn to drive, “that isn't enough. We want a car that is easy to steer, easy to back, easy to park, easy to stop.” And it was this clarion cry heard throughout the industry, that initiated the great race—the race to design and build—not a car for men alone, *but a car engineered for women.* And that's how Diana engineers came to achieve Simplified Control, that's how the Diana Light Straight Eight came to be America's greatest selling fine car to women. *Simplified Control has made it possible for any woman to handle the car alone—in city traffic and in the country, on hills and on the level, in rain and snow, in daytime and night. And now, while you have the matter in mind let me suggest you make your arrangement to drive this great car and try it out—demonstrations are by appointment only.*

**SPECIFICATIONS:** Eight Cylinders; 73 Horsepower with flexibility ranging from 2 to 75 miles per hour; 16 miles to the gallon of fuel; Lan- chester 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.

## LELAND P. ARTHUR

Distributor

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Evanston

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Built by the MOON MOTOR CAR CO., St. Louis

