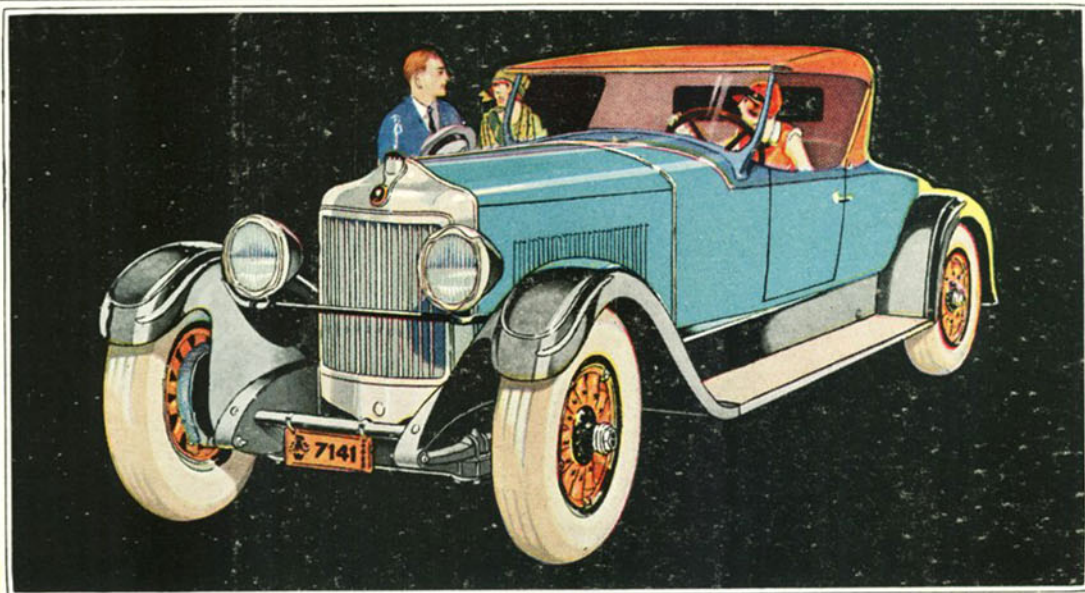
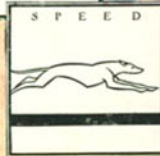


DIANA

THE LIGHT STRAIGHT EIGHT



EASY TO START
EASY TO STEER
EASY TO STOP

Tamed, harnessed, *under the thumb*—easy to start, steer, park and stop—Diana Eight's appeal to women is irresistible. They can't shut their eyes to it, can't disregard it. Diana was *engineered* for women to drive. And here are results they sense, see, feel and want. ¶ *Diana engineers won't go back.* They have burnt their bridges behind them, have definitely committed themselves to a design that fits the needs of the greatest potential market—women—and in pleasing women, they cater to all. ¶ Diana is the *Light Straight Eight* for 1926, sturdy, enduring, dependable—a pioneer of daring ideas and new-day performance. Its sensational sweep has stumped the industry. A great engine with every power advantage, eager to go, alive,



WOMEN BUYERS
OUTNUMBER MEN
15 TO 4

alert—73 horsepower with a flexibility of from 2 to 77 miles an hour. Acceleration, 5 to 25 miles an hour in 6½ seconds. The Lanchester Dampener positively eliminates vibration, blots it out. And the torque is the *smoothest*. The lighter and more frequent explosions stop the jerking at low speeds, stop the complaints from the rear seat. The entire chassis is designed and built for balloon tires. The brakes are 4-wheel hydraulic. But more than a new-day engineering achievement, Diana is the outstanding *coup d'état* since the self-starter came into use. ¶ Come, now, get into this great car, try it out. Make the hills and the rough your proving ground. That's where the Diana *Light Eight* shows her heels, takes the lead and holds it.

"THE EASIEST STEERING CAR IN AMERICA"