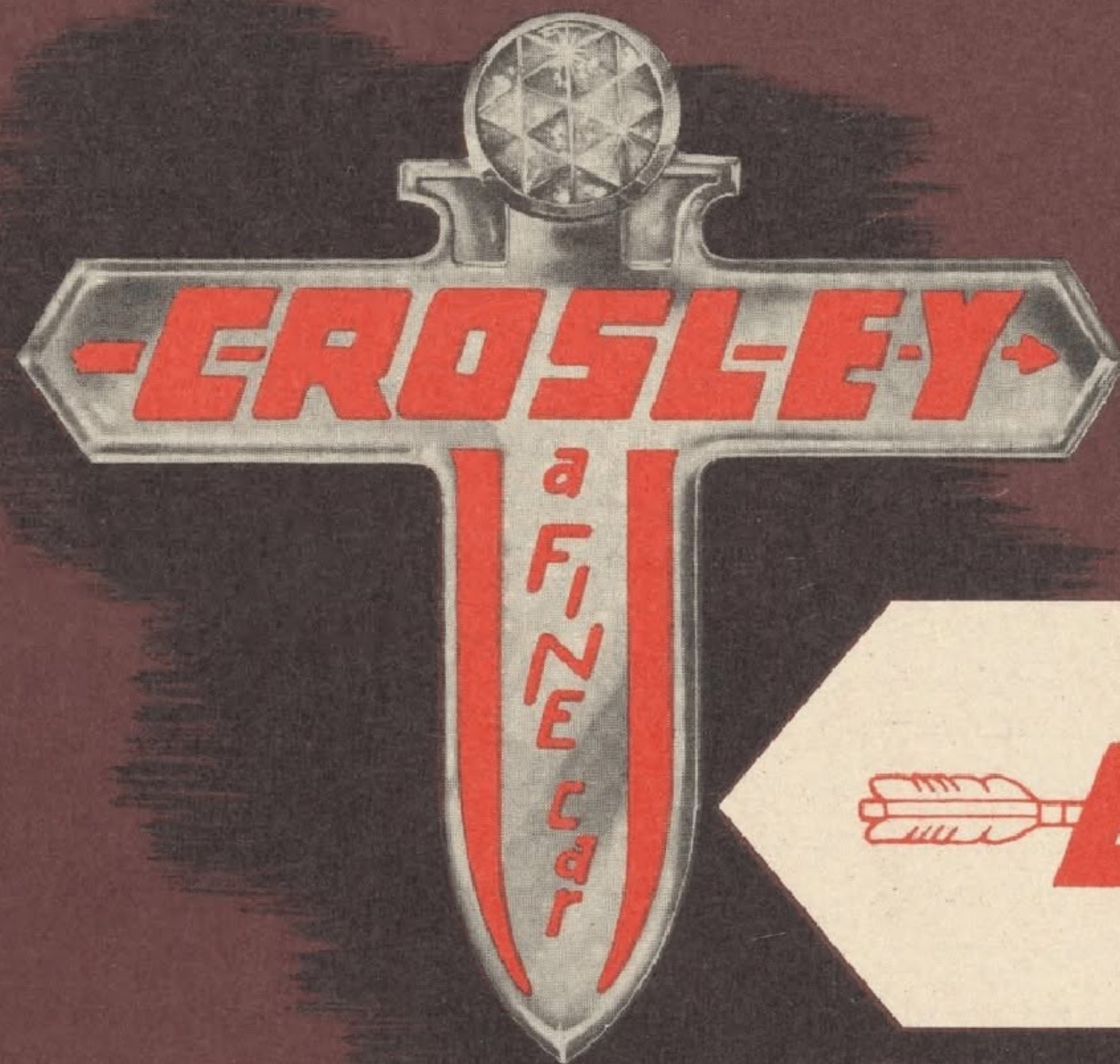




The
great
new

The logo is a horizontal arrow shape. The word "CROSLEY" is written in a bold, red, italicized sans-serif font across the center of the arrow. On either side of the word are stylized arrows pointing outwards. The entire logo is set against a light-colored background.

a **FINE** car



"THE NEW FINE CROSLEY IS
THE FULFILMENT OF MY
LIFELONG DREAM TO BUILD
A REALLY FINE LIGHT CAR
WITHIN THE MEANS OF
EVERY FAMILY ABLE TO
AFFORD ANY CAR."

Powel Crosley, Jr.

Powel Crosley, Jr.
President
Crosley Motors, Inc.

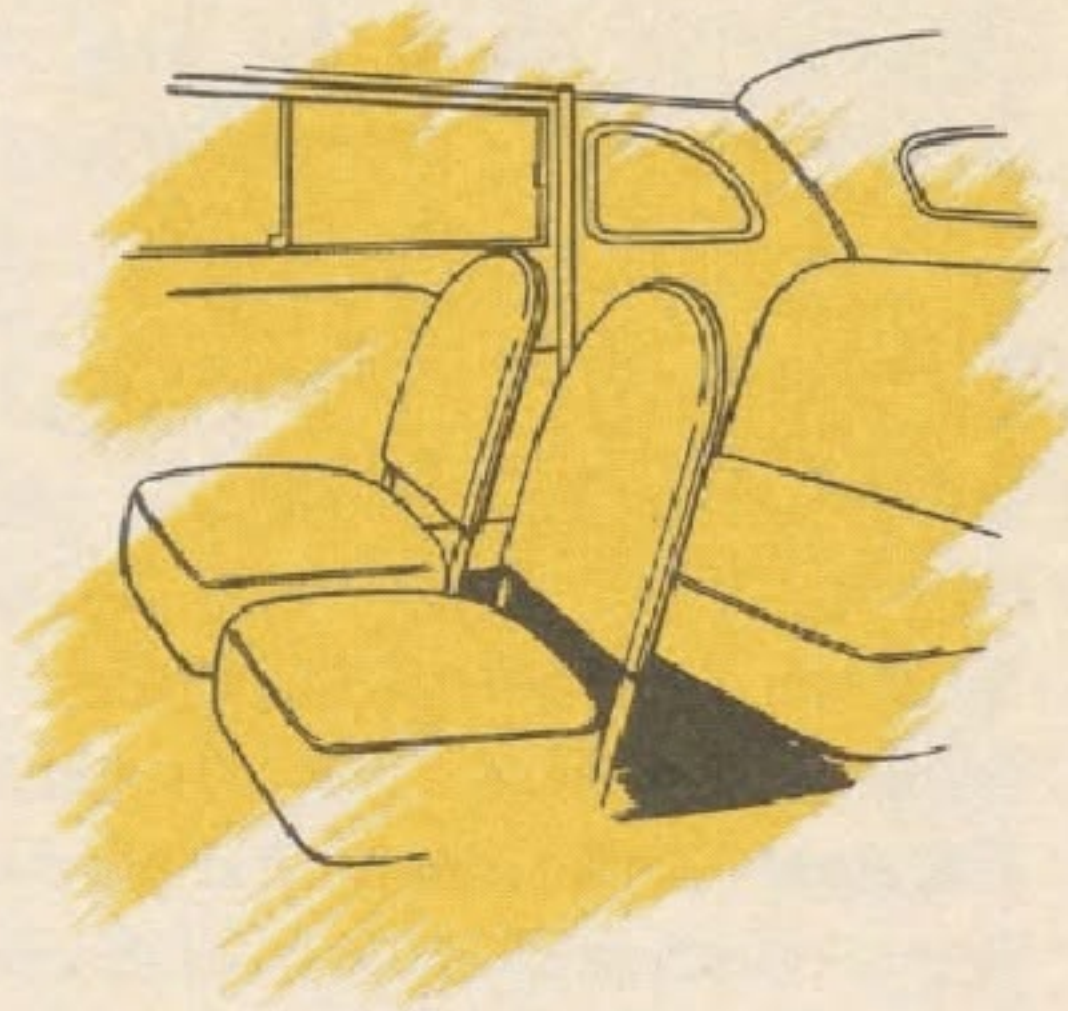


Famous for his daring and vision in pioneering the developments of many conveniences now common-place in America's daily life, Mr. Crosley first conceived the idea of a light *fine* car thirty years ago. Perfected after years of research, study and testing, the new fine Crosley has been greeted with enthusiasm by America. Mr. Crosley's conviction that the demand for a comfortable, low-cost car is real and widespread has been resoundingly justified.

the new

EROSLEY
a *FINE* car

Four Passenger Sedan *

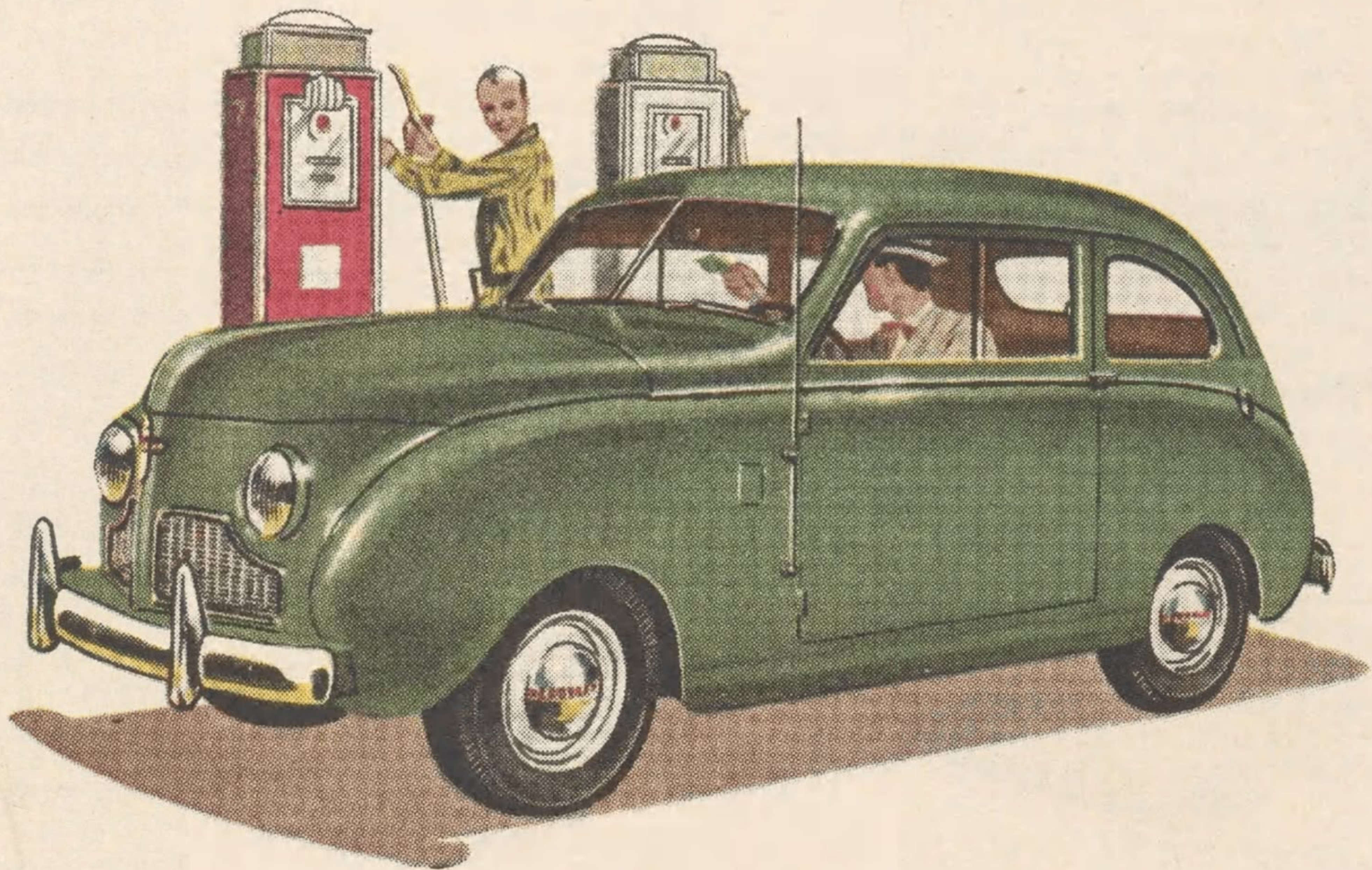


* With ample baggage room

Handsome is, and handsome does! A truly and sensibly streamlined 4-passenger, two-door sedan. The all-steel body, with one-piece steel top and extremely low center of gravity, gives this sturdy automobile a safety factor unsurpassed by any car at any price.

The roomy interior seats four husky people in leg-stretching comfort. Beautifully finished throughout in fine simulated leather. The two "pilot-type" front seats are deep and relaxing. The wide rear seat is amply spacious. And there's a luggage compartment cleverly concealed behind the rear seat.

The sedan is available in a range of striking colors. Truly an automobile you can drive with pride, confident that its outstanding grace and beauty will be at home in any surroundings!

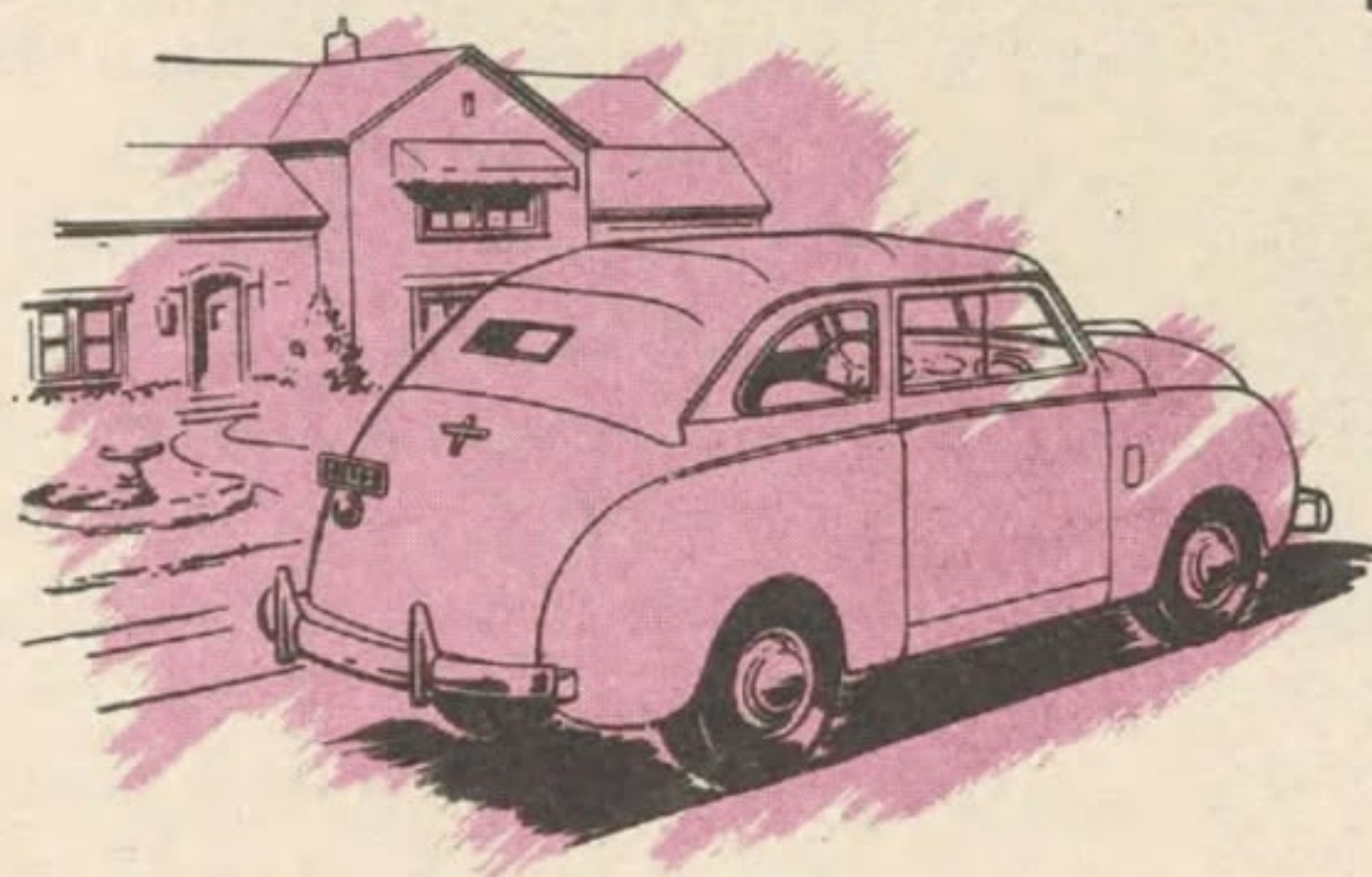


the new

CROSLEY
a *FINE* car

Convertible Sedan*

FOR 4

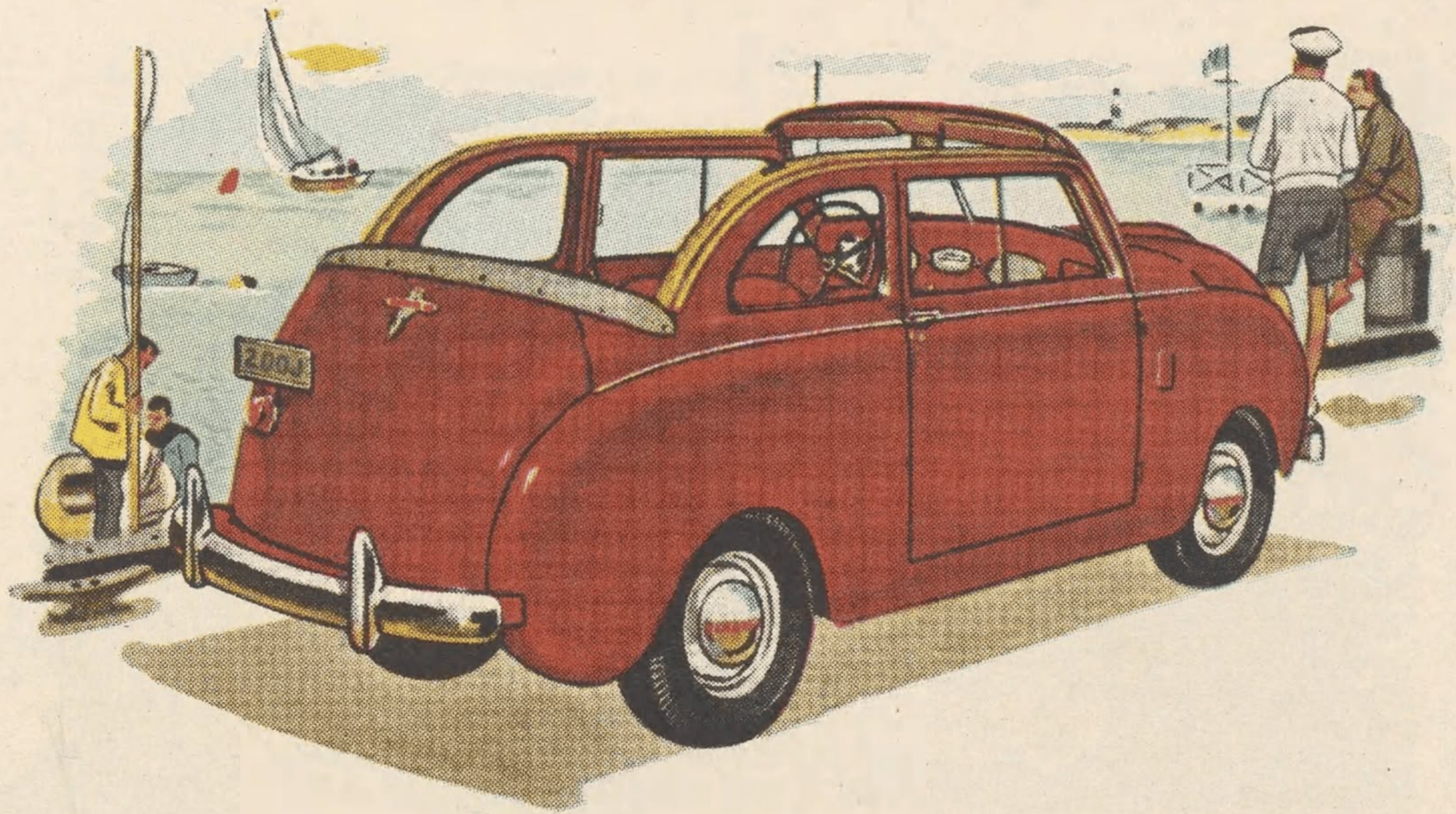


Have you an eye for beauty—a feel for youth—a zest for living? Then the new, fine Crosley Convertible Sedan is the car for you! Fold the easy-to-handle top into its convenient compartment and take the sun. Top up, it is snug and comfortable for four passengers. Full of pep and sparkle and a true beauty, this is the car you'll be *proud* to drive!

Stunning simulated leather interior. Roomy, concealed baggage compartment. Slide-back ventilating "Airplane-type" windows, and a smart and sturdy fabric top that's completely weather-tight. All that this new Crosley needs is *you* behind the wheel.

A range of cheerful colors. Here's a thoroughbred, through and through, and absolutely amazing in its low price!

* Plenty of baggage room, too



the new

CROSLEY
a *FINE* car

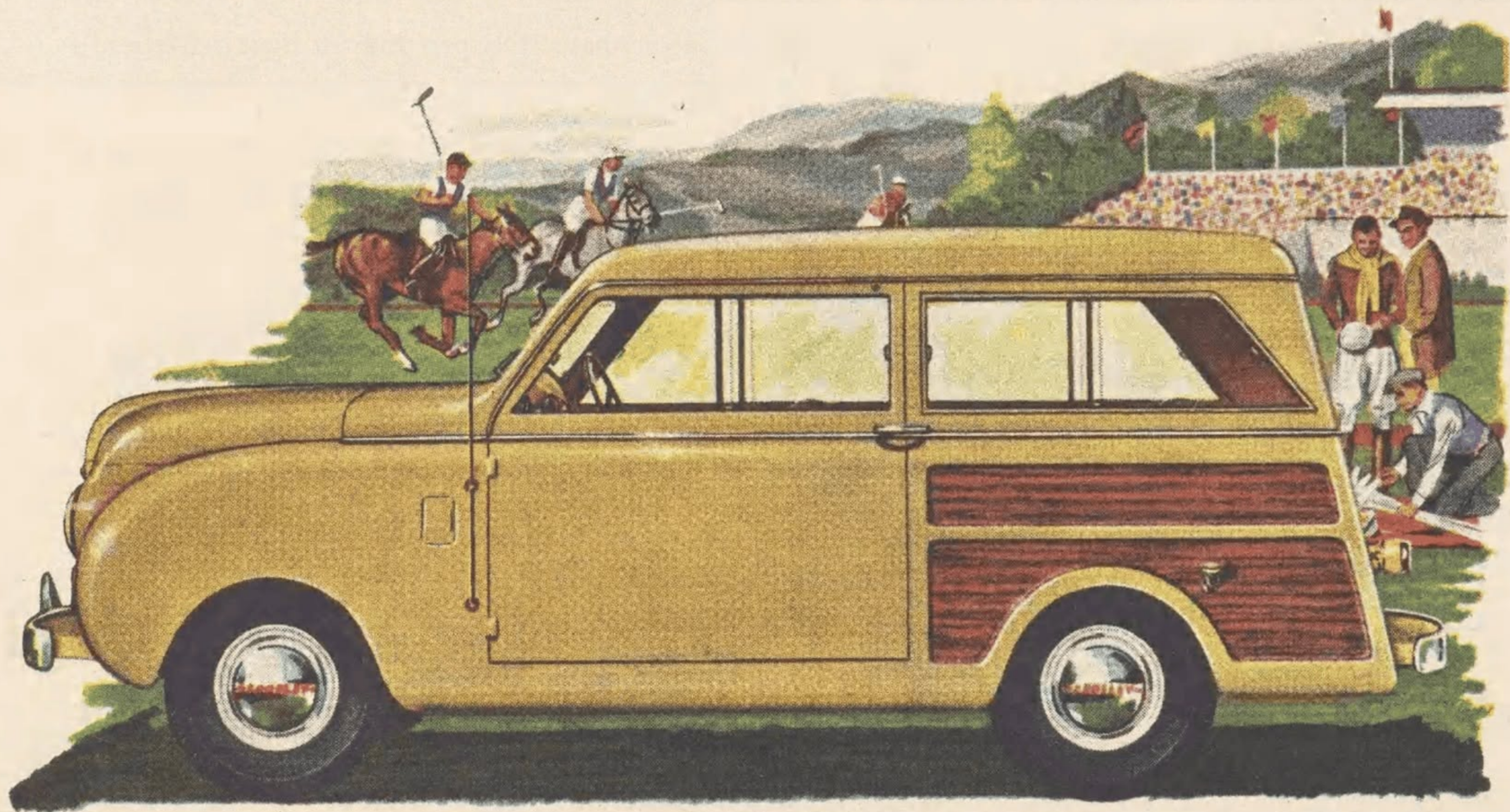
Station Wagon*



Smart as a whip! And you'll say it's the handiest, most practical car you've ever seen. When the rear seat is in place, it seats four in lounging comfort—*plus* luggage space galore. Take the rear seat out, and you've a *big* compartment for hauling... the rear drop gate and hinged window give full access.

And check this: the Crosley Station Wagon is *all steel*. No wood to rot, swell, shrink, peel or rattle. It's designed to give you long, trouble-free service.

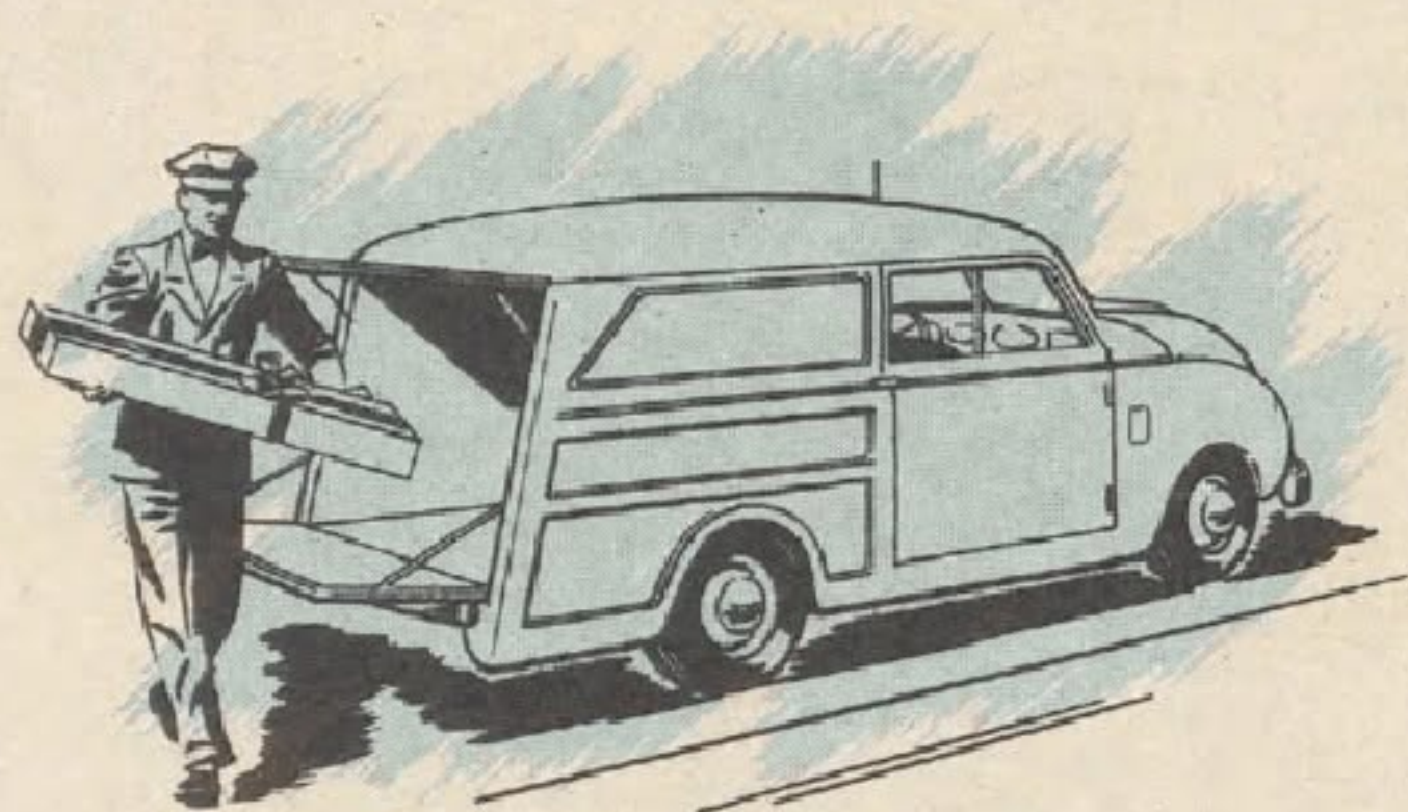
Yes, the Crosley Station Wagon gives service no other car *can* give, because it's compact. For all its roominess inside, it's smaller, lighter, easier to handle than any other station wagon. Gets in and out of tight places with ease. Scientifically balanced for roadability. And like all Crosleys, the Station Wagon is low cost to buy—low cost to drive.



the new

CROSLEY
a *FINE* car

Panel Delivery*



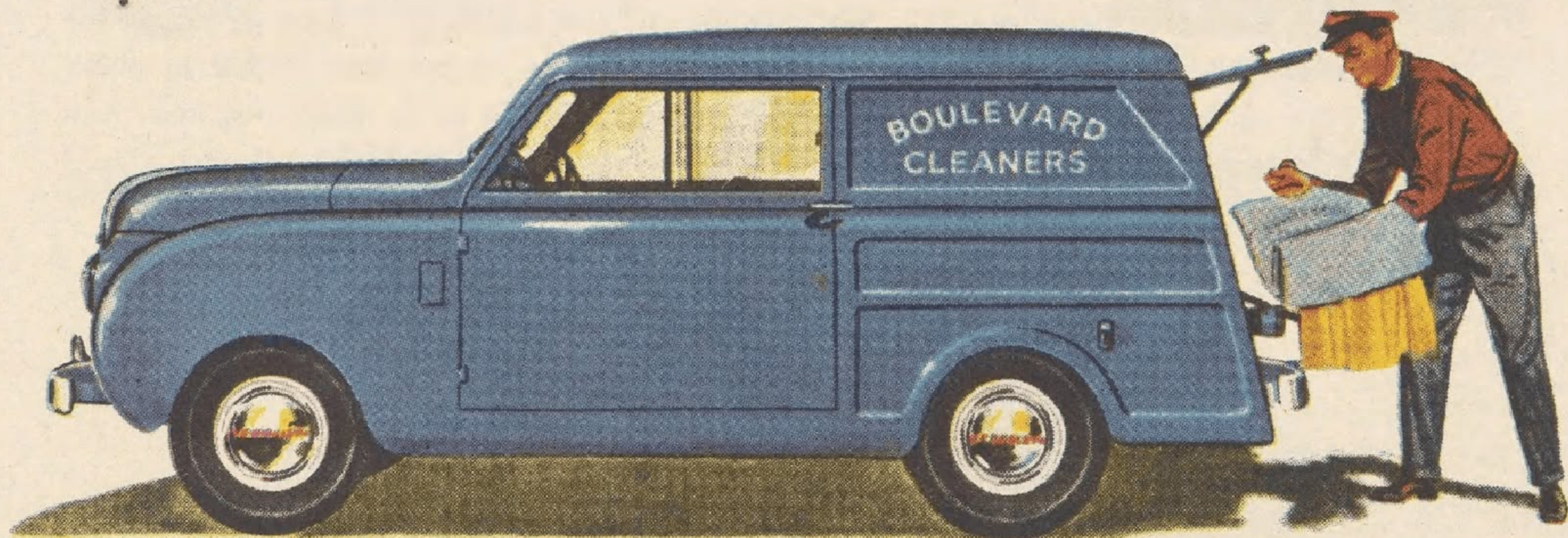
At last, a car that's truly practical for light deliveries. A car that gets them done with ease and economy, for the Crosley (though it's all steel) weighs only about a third as much and operates for about half as much as old fashioned "conventional" delivery cars.

Grocers, druggists, dry cleaners—appliance, hardware and other service stores are offered sensational savings in operating costs. That's because they're hauling pay loads, and not a lot of useless metal.

The Crosley Panel Delivery does your jobs faster—easier. It parks where no other car can park. It slips through traffic effortlessly.

If you want your advertisement on your car, there's plenty of room on this Crosley. And remember, Crosley itself attracts attention wherever it goes.

* Full 1/4 ton capacity



the new

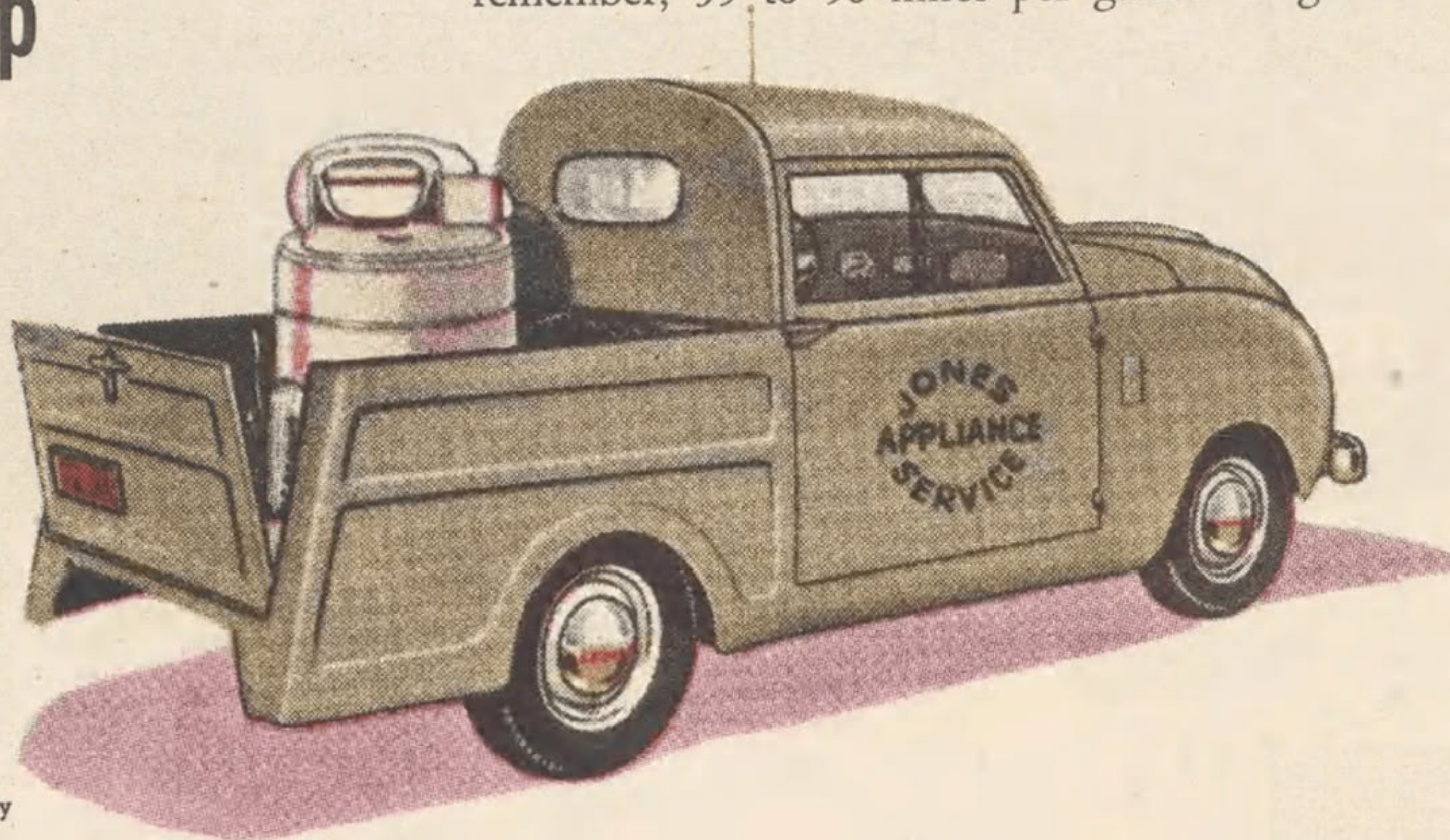
CROSLEY

a **FINE** car

Pickup*

Truly, the most *sensible* light service car in America. Hauls a full quarter-ton pay load without having to pull an additional ton or so of excess body and chassis weight. All steel, with full-drop steel tailgate.

The comfortable cab makes this Crosley ideal for the small business as well as for use inside industrial plants—where it can run right up to the production line. And remember, 35 to 50 miles per gallon of gas.



* Full 1/4 ton capacity

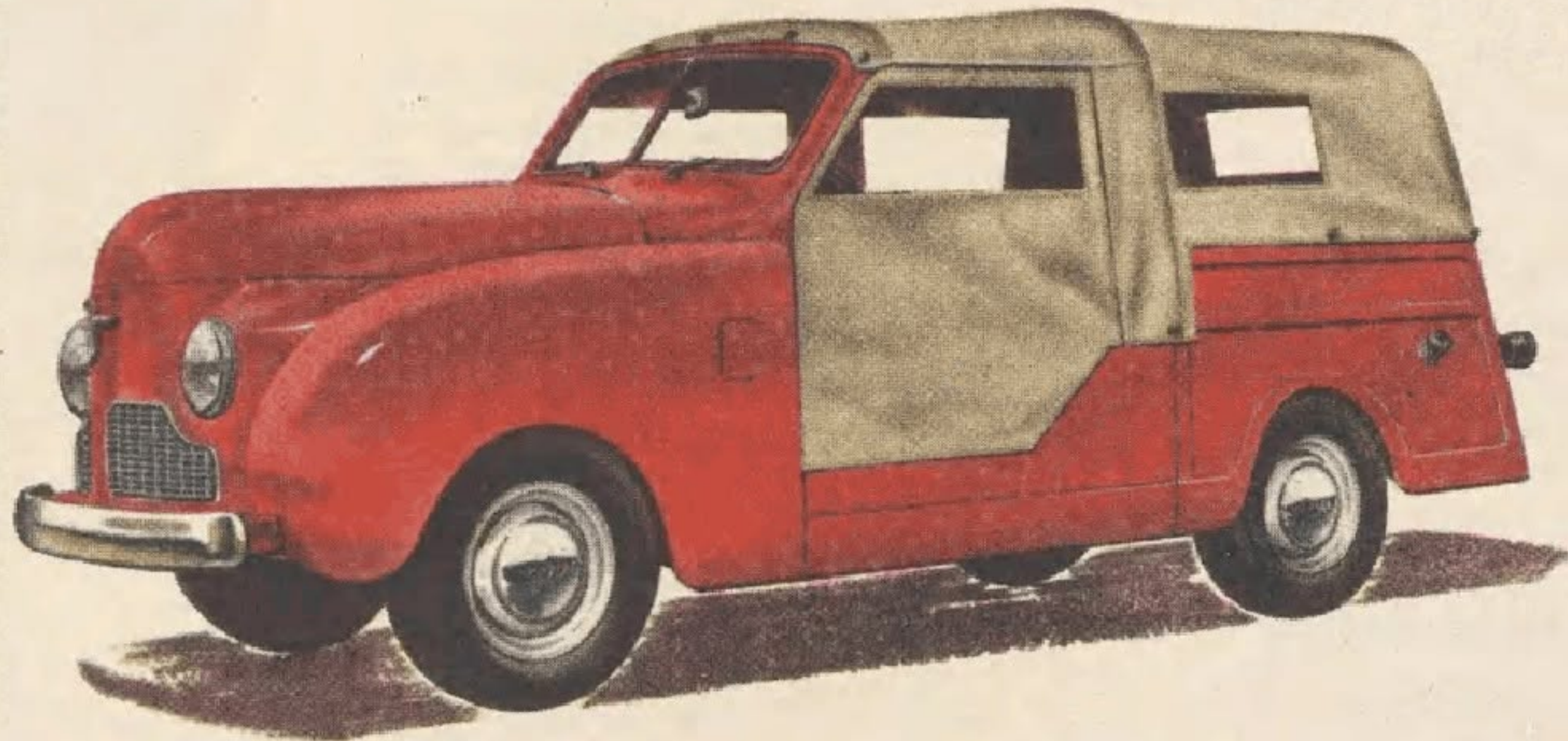
the new

CROSLEY
a *FINE* car

Sports-Utility*

Designed to sell at a lower price than any other Crosley car, the Sports-Utility is a truly amazing car for sport or work.

It's compact—145 inches long and only 49 inches wide. It slips easily down roads which are impassible for cumbersome cars. Yet it carries a full quarter-ton pay load. A snug fabric top and sides drop into place in a moment. Rear seat may be purchased if desired.



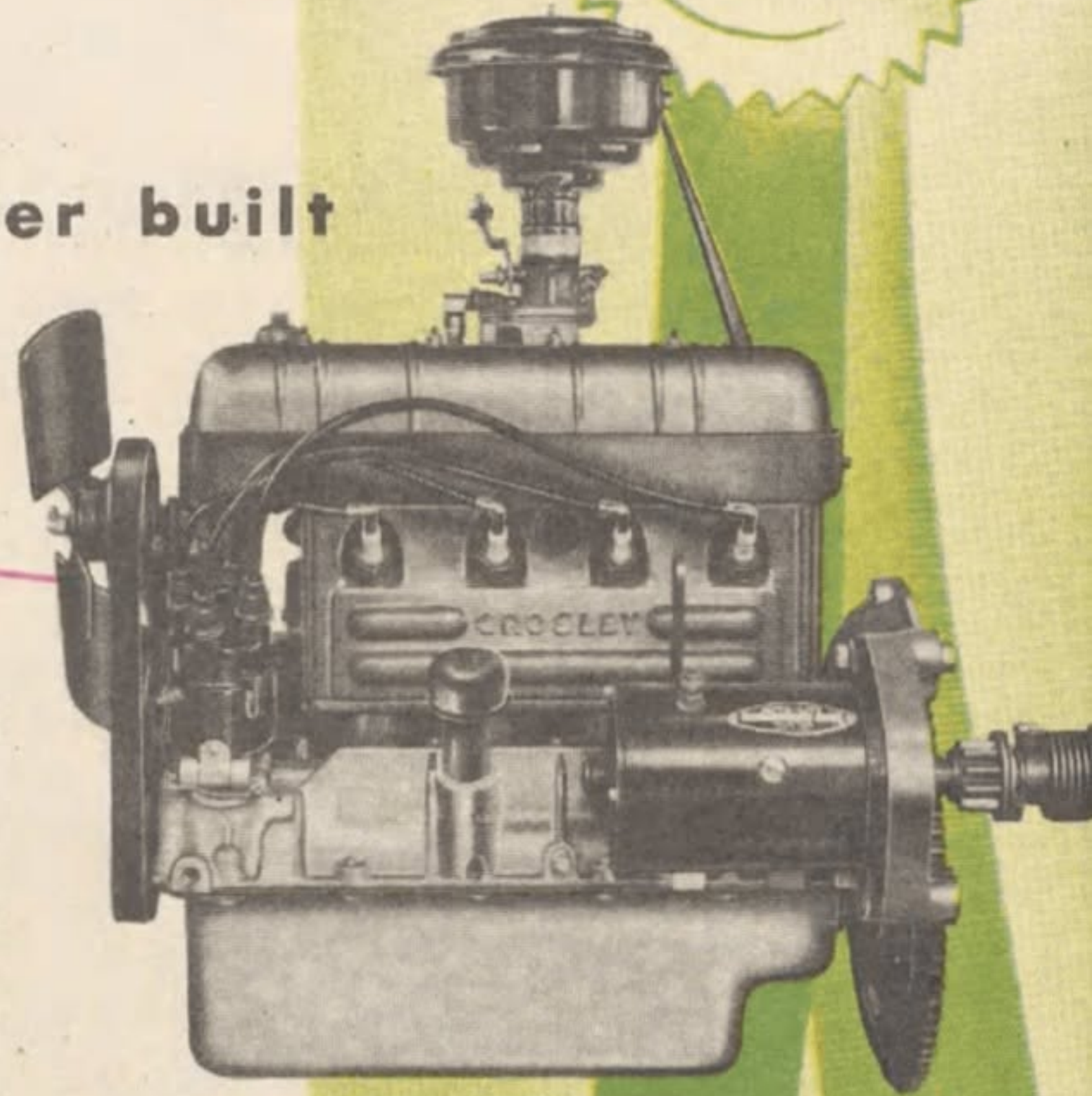
The revolutionary Crosley Cobra engine

is the most efficient
automobile power plant ever built



Weighing only 59 pounds, the Crosley COBRA High-Compression Engine is the most revolutionary internal combustion engine in 40 years. It's all steel, copper-brazed. It's of ultra-efficient valve-in-head design. Gives flashing pickup, eager speed and 35 to 50 miles per gallon of gasoline. Precision built for long, trouble-free life.

You can use less expensive gasoline! The Crosley COBRA has a compression ratio of $7\frac{1}{2}$ to 1. This makes possible the use of economical "regular" gasoline as well as premium fuels.



SPECIFICATIONS OF THE CROSLEY

COBRA
COPPERBRAZED
ENGINE

No. of Cylinders: 4 (in-line)

Bore and Stroke: $2\frac{1}{2} \times 2\frac{1}{4}$

Displacement: 44 cu. in.

Compression Ratio: 7.5:1

Cooling: Liquid. System capacity 4 quarts with standard radiator core ($164\frac{3}{4}$ sq. in. frontal area).

Oiling: Pressure (35-50 psi.) to main bearings, connecting rod bearings, timing gear bearings and camshaft bearings. Splash to wrist pins, timing gear, cam followers, valve stems and cylinder walls. System capacity, 2 qts. in engine sump. (2.8 with oil filter.)

Cylinder Block: Copper brazed sheet steel. Cylinder walls are high strength, chrome-molybdenum steel tubing. Water passages are plastic coated to prevent corrosion.

Crankshaft: High strength, cast steel. Balanced dynamically to within 0.2 inch-ounces.

Main Bearings: 5 bearings, precision insert type. Rear main carries all thrust and is $1\frac{1}{2}$ " diameter. Remaining bearings $1\frac{3}{8}$ " diameter.

Camshaft: Overhead. Driven from crankshaft by two spiral bevel gear sets and a tower shaft.

Crankcase: Permanent mold, aluminum alloy casting.

Camshaft Bearings: 5 bearings, heat treated, cast aluminum alloy. Full pressure lubricated. Diameter $\frac{5}{8}$ ".

Connecting Rods: Forged steel with integral bearing cap studs.

Connecting Rod Bearings: Precision insert bearings. Diameter $1\frac{3}{8}$ ".

Pistons: Heat treated, aluminum alloy, cam ground. Four piston rings.

Wrist Pins: Full floating with aluminum plugs at each end. Bearing diameter $\frac{5}{8}$ ".

Valves: Two piece type, 21-12 steel heads and SAE 3140 steel stems with flame hardened tips for exhaust valves. Head diameter, intake $1\frac{11}{64}$ ", exhaust $1\frac{3}{64}$ ".

Ignition: Standard automotive type. Crankcase mounted, gear driven distributor.

Water Pump: Vane type. Externally mounted on crankcase and driven from fan belt.

Fuel Pump: Standard automotive type, mounted on cylinder block.

Oil Pump: Internally mounted, replaceable gear type pump. Spiral gear driven from the crankshaft.

you'll want these facts about the new, fine 

Today, more than ever before, there's a need for a car that is easy to buy, easy to maintain and easy to drive. Most cars advertised as "low price" are not low priced at all. They are big, heavy, expensive to buy and expensive to keep up. And they're getting bigger and more expensive all the time. Until the introduction of the Crosley, most Americans had to look to the used car lots to find the automobiles they could afford.

Now, anyone able to afford any car, new or used, can afford a fine new car. The low price of the new, fine Crosley is due to its radically different design, and *not* to any skimping on quality. Powel Crosley, Jr., reasoned thus: The so-called "low price" cars on the market today have engines more powerful than those in all but the most costly cars of fifteen

years ago. They need such engines, because much of the power is not used to transport passengers or "pay load," but to move a ton or more of excess steel, required to make these cars "bigger" than their competitors.



Much has been said lately in the press about high compression motors. Laboratory motors have been built showing great economy and power due to this high compression feature and the use of high-octane fuel. The fact possibly has been overlooked that this very high-compression feature is responsible for the remarkable performance and economy of the Crosley Cobra Engine.

The first six Crosley Engines developed by Crosley for the U. S. Navy during the war were designed to

the real truth about the performance

of the new, fine  **CROSLEY**

use 100-octane fuel, and had the startling compression ratio of 9.5 to 1.

When the Crosley Engine was adapted to the Crosley post-war car, it necessarily was built with a $7\frac{1}{2}$ to 1 compression ratio because it had to be adapted to all makes of gasoline available at filling stations. Even so, this $7\frac{1}{2}$ to 1 compression ratio is higher than is found in other makes of cars, due to the efficient cooling of the Crosley Cobra Engine's firing chamber.

However, it can be said that every Crosley Cobra Engine could have a 10 to 1 compression ratio as readily as $7\frac{1}{2}$ to 1, if commensurate fuels were generally available.

ACTUALLY, the new, fine Crosley gives from 35 to 50 miles per gallon of ordinary gasoline.

ACTUALLY, the revolutionary Crosley COBRA engine operates on less oil than any other automobile engine in America.

ACTUALLY, because of the absence of excess weight, the tires of the new, fine Crosley give thousands of miles of extra wear.

ACTUALLY, it maneuvers more easily in traffic.

ACTUALLY, Crosley is safer. Since it's 20 inches narrower, at the fenders, it makes your half of the road 20 inches wider. Lower center of gravity, too.

ACTUALLY, it parks in a far smaller space than other cars—turns in a radius of fifteen feet.

ACTUALLY, you enjoy pick-up and get-away comparing favorably with any car on the market; far easier braking and shorter stopping.

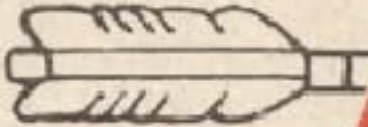
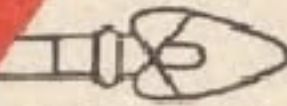
SPECIFICATIONS



Overall Length.....	145 inches
Overall Width.....	49 inches
Overall Weight (with spare tire, gas, oil and water).....	1155 pounds
Height	59 inches
Wheelbase.....	80 inches
Cruising Speed.....	50 m.p.h.
Gas Tank Capacity.....	6.5 gals.
Brakes.....	4 wheel
Type Brakes.....	Self-equalizing
Oil Capacity	2 quarts
Oil Filter Capacity.....	4/5 quart
*Body.....	All steel
Turning Radius.....	15 feet
Engine.....	Crosley COBRA
Cylinders.....	4
Cooling.....	Liquid
Type Engine.....	Valve-in-head
Horsepower.....	Up to 26.5
Compression Ratio.....	7 1/2 to 1
Gasoline Consumption.....	35-50 m.p.g.
Tire Size.....	4.50 x 12 inches
Main Bearings.....	5
Lubrication.....	Pressure
Radiator	Tubular
Radiator Capacity.....	4 quarts
With Standard Heater.....	5 quarts

*Convertible and Sports-Utility have conventional fabric top

The
great
new

 **CROSLEY** 

a **FINE** car