

CROSLLEY



2 PASSENGER \$325
COUPE

4 PASSENGER \$350
SEDAN

AT RICHMOND, IND.—FEDERAL TAX EXTRA

Smart appearance in a real quality-made car for thousands of families who do not feel they can afford 2 cars. Thousands, too, can now enjoy a motor car who could not afford the first cost or

the upkeep of a big car. The modern automobile reduced to its essentials providing genuine low cost transportation. Standard colors, blue or gray. Cream color at slight additional cost.

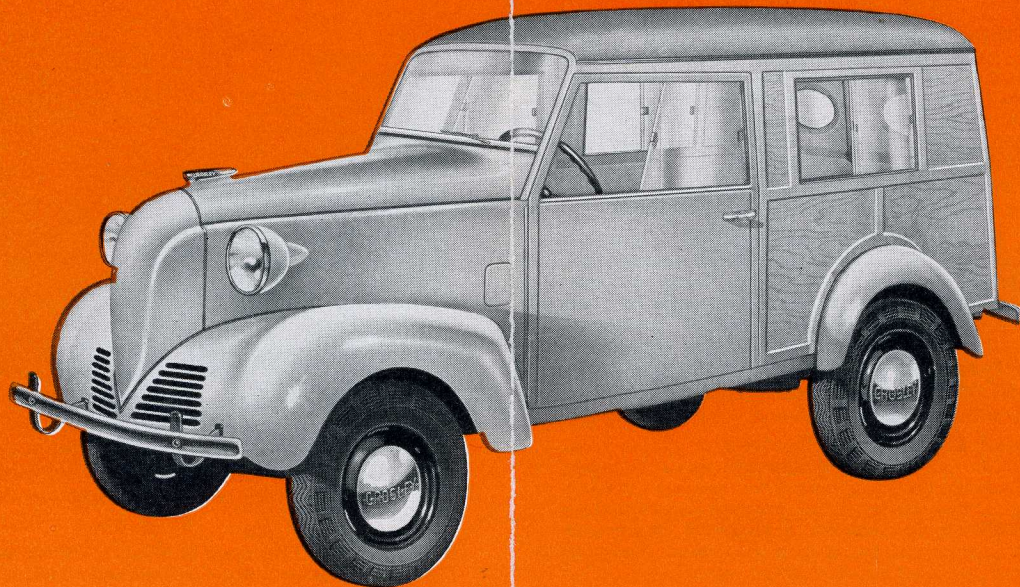
CROSLLEY STATION WAGON

The ideal car for family errands and general use. Especially desirable for its proven economy of gasoline, its frugal use of oil, its ease of handling, roominess and comfort with power incredible in so small a car. This newest Crosley car is ruggedly built, real quality throughout. A most amazing value.

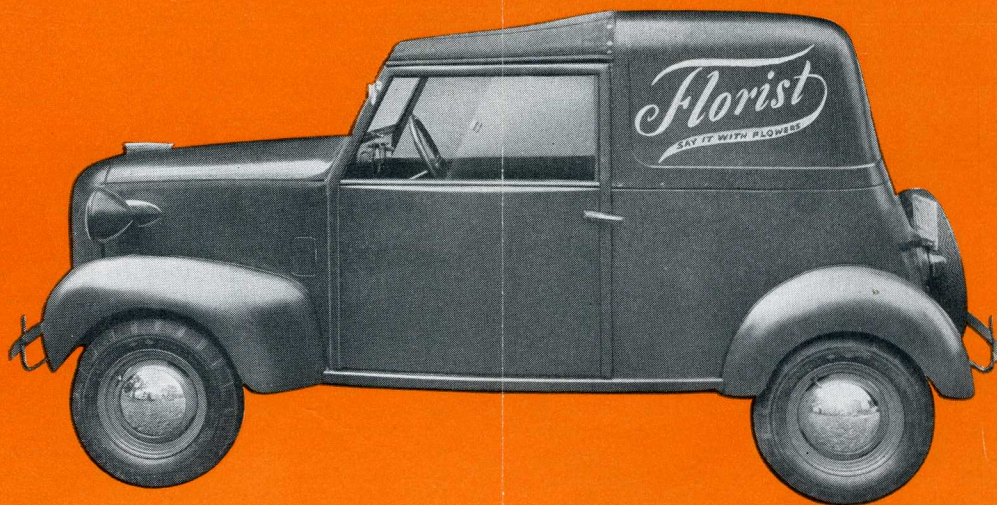
PRICES AT \$ **420** FEDERAL
RICHMOND, IND. TAX
EXTRA

With Rear Seat, Spare Tire and Wheel \$445

1940



AUTOMOBILES



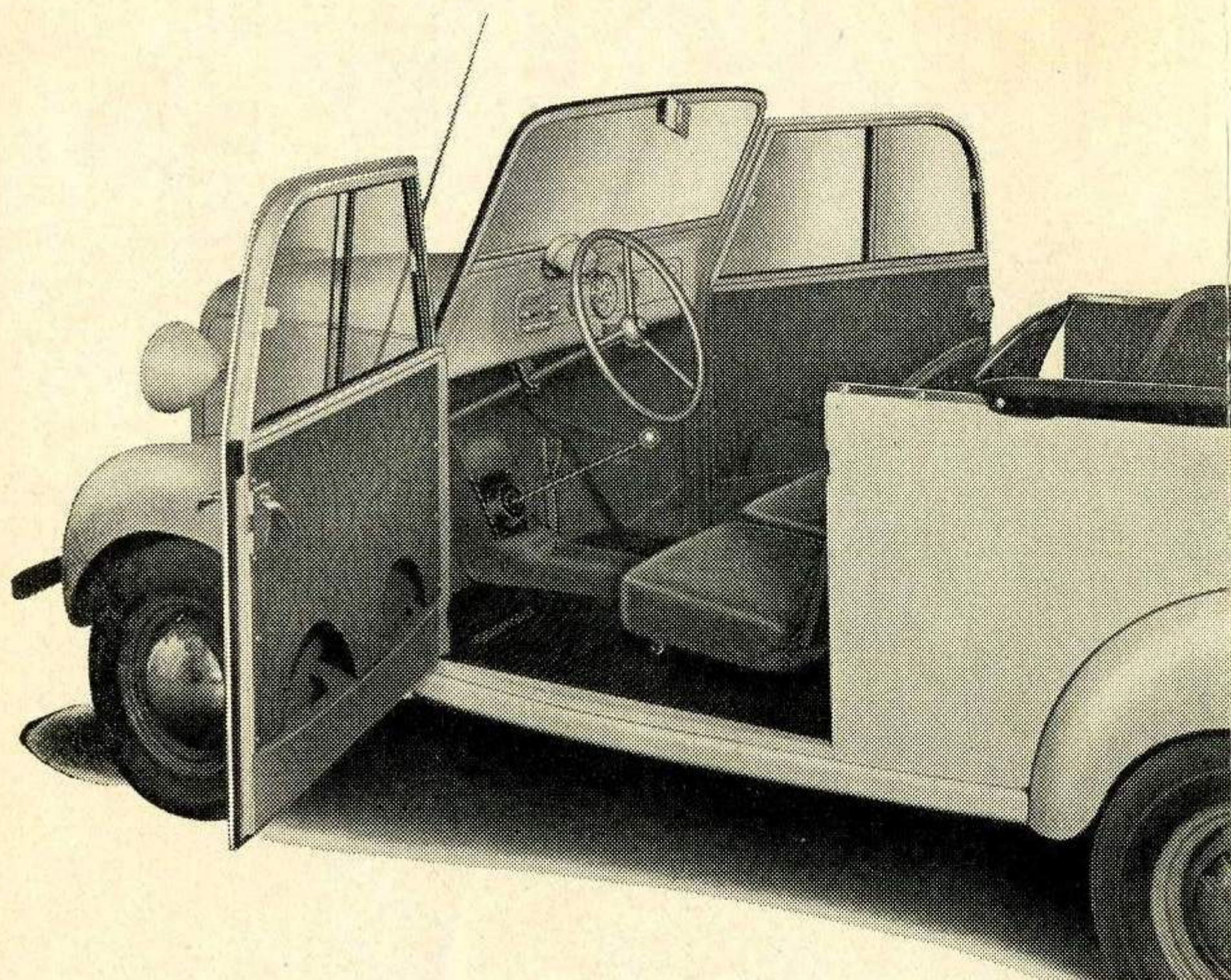
“PARKWAY” DELIVERY

Smart, all metal, package delivery car for the up-to-date merchant. Cuts small delivery costs in half. Low first cost, and real savings daily on gas and oil. Designed for speedy, efficient deliveries with minimum effort. Power incredible in so small a car. Proven economy of gasoline mileage. Check over its specifications.

\$350

**AT RICHMOND, IND.
FEDERAL TAX EXTRA**

NEW SPECIFICATIONS AND FEATURES OF CROSLY CARS



You will have the surprise of your life when you sit in this Crosley Car with three other people and see how roomy it is. This roominess, of course, is to be expected because Powel Crosley, Jr., is 6', 4" in height and weighs over 200 pounds. There's safety in the fact that it occupies less road room too. In a tight place in traffic it requires much less space, a real safety factor. Its size makes it most convenient to park. The whole car scaled down as it is, though small, is exceptionally sturdy. You'll be proud of your Crosley—the car of tomorrow.

THE CROSLY CORPORATION

Home of "the Nation's Station"—WLW—70 on your dial
POWEL CROSLY, Jr., President CINCINNATI

Coupe-Sedan—Exterior appearance same on two models, two passenger convertible coupe, four passenger convertible sedan. Choice of colors, blue or gray. Cream color available at slight additional cost.

Station Wagon—Station body is constructed of maple plywood with heavy frame of solid maple, natural wood finish. Overall length 134 $\frac{3}{4}$ ", width 47 $\frac{1}{4}$ ", height 59 $\frac{1}{2}$ " with inside dimensions: 45" long, 43 $\frac{1}{4}$ " wide, 39" high. Approximate capacity 44 $\frac{1}{2}$ cubic feet, wheel base 80", tread 40" front and rear. Weight 1050 pounds. While car will go faster, recommended cruising speed is 40 M. P. H.

Parkway Delivery—All metal delivery body is ruggedly constructed providing 32 cubic feet of carrying space. Inside dimensions of parcel compartment 42" wide, 38" high, 34" long. Sliding door 34" by 19" is full length with locking handle. Overall length is 120" bumper to bumper, height 56", width 47". Wheel base 80". Tread 40" front and rear. Goodrich Tires 4.25x12. Road clearance 7 $\frac{1}{2}$ ".

Waukesha Motor—Air cooled, two cylinder (opposed cylinders—airplane type), four cycle, L-head design engine mounted on rubber, easy to reach through crocodile type hood, develops 13.5 horsepower. Bore 3", Stroke 2 $\frac{3}{4}$ ", Displacement 38.87 cu. in. S. A. E. rated horsepower 7.2. Crankcase oil filter. 2 qts. oil. Gas tank 4 $\frac{1}{4}$ gal. Full pressure lubrication. No water pumps or belts. No high priced antifreeze solutions needed in wintertime.

Tillotson Carburetor—Down-draft carburetor of special design is equipped with combination air silencer and cleaner.

Spicer Rear Axle—Exceptionally strong and ruggedly built axle with spiral bevel and differential of conventional type is offered in the gear ratios: 5.55 to 1, 5.14 to 1, and 4.7 to 1.

Rockford Clutch—Single dry-plate type is the last word in engineering design. Clutch is operated with throwout bearings that need no attention.

Murray Body—Manufactured from heavy standard body gauge steel. Presents unusual sturdiness

for its weight. Murray frame is constructed of channel sections ruggedly welded.

Hawley Four-wheel Brakes—Adequate braking to stop a car four times its weight. Neutral shoe, cable operated, the latest type used on modern airplanes. Light, highly efficient, positive, and novel in that they have no riveted linings. Using both sides of the lining gives an equivalent to 700 degrees of braking, twice the possible braking surface of ordinary two-shoe brakes. They can be relined simply by removing wheel and inserting length of lining in drums. Anyone can do it. There is no riveting. An example of the simplicity of the Crosley car design.

Ross Steering—Cam and lever type with wheel of molded rubber. Driver's seat is adjustable.

Delco-Lovejoy Shock Absorbers—Four shock absorbers provide smooth acting spring control. Two front springs semi-elliptic, two rear one quarter elliptic with rubber shackles and spring bearings.

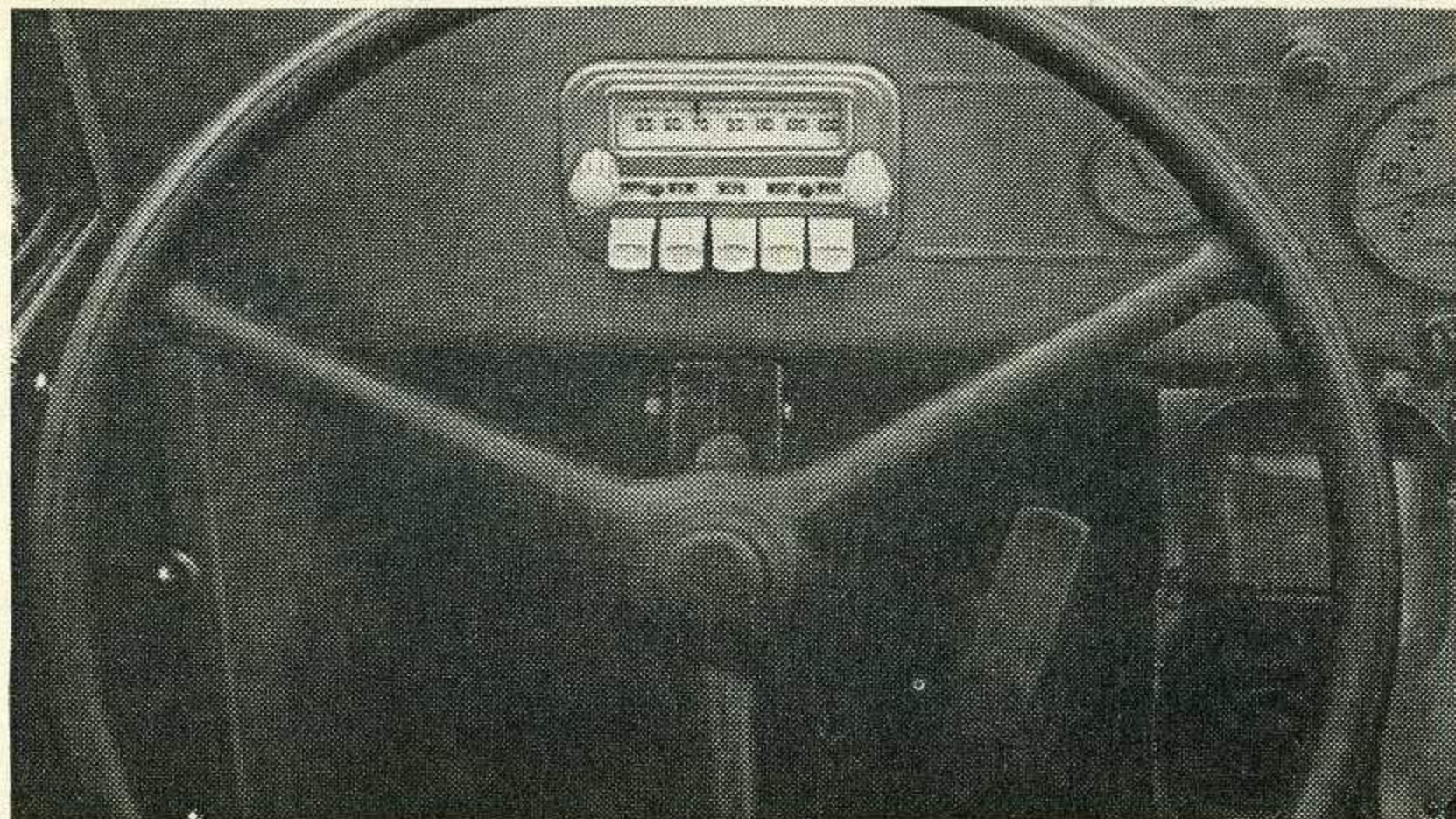
Autolite Equipment—Conventional starter, distributor and other electrical equipment by Autolite. Standard S. A. E. No. 31 battery is 13 plate, 6 volt, 85 ampere hour. Coil ignition with automatic spark advance, standard Bendix head. Direct drive generator; no belt required. Headlights with bright, dim and parking positions. Sparton electric horn with button on steering post. Has dash light, tail light and stop light.

Warner Transmission—Conventional type of sliding gear transmission with three speeds forward and reverse. Direct drive from rubber mounted floating power plant through torque tube to the rear axle without use of universal joints, a unique feature in the Crosley car. Road shocks of rear wheels not transmitted to engine.

Timken Bearings—Both front and rear axles are equipped with Timken tapered roller bearings.

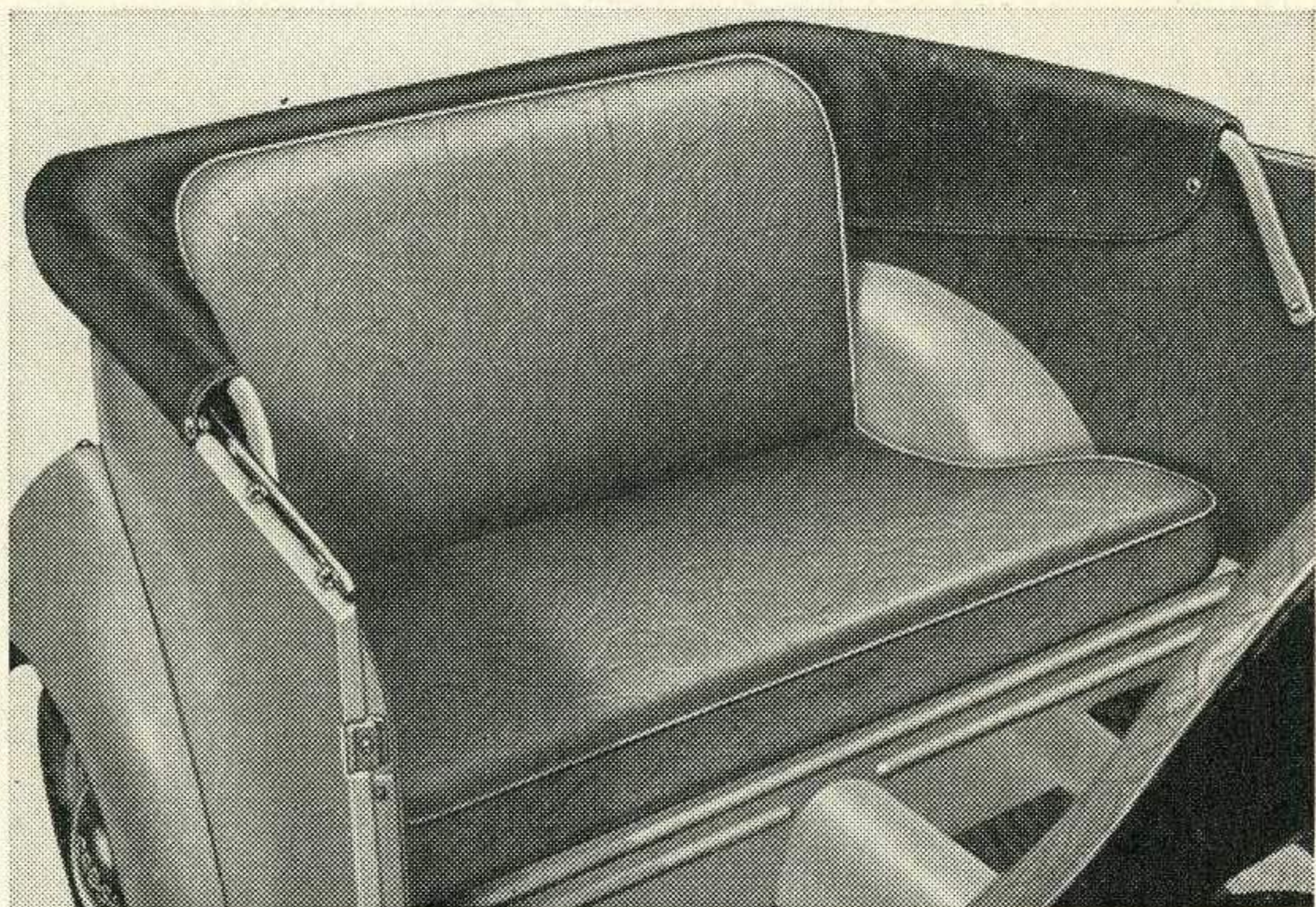
Dash Board Equipment—Flush-type glove box, speedometer, oil gauge, ammeter, light switch, choke, ignition lock and panel for special Crosley auto radio. Has rear vision mirror and electric windshield wiper. Standard bumper front and rear. Honest to goodness one man top. Floor of car is steel covered with rubber mats.

**ACCESSORIES
DESIGNED FOR CROSLLEY CARS**



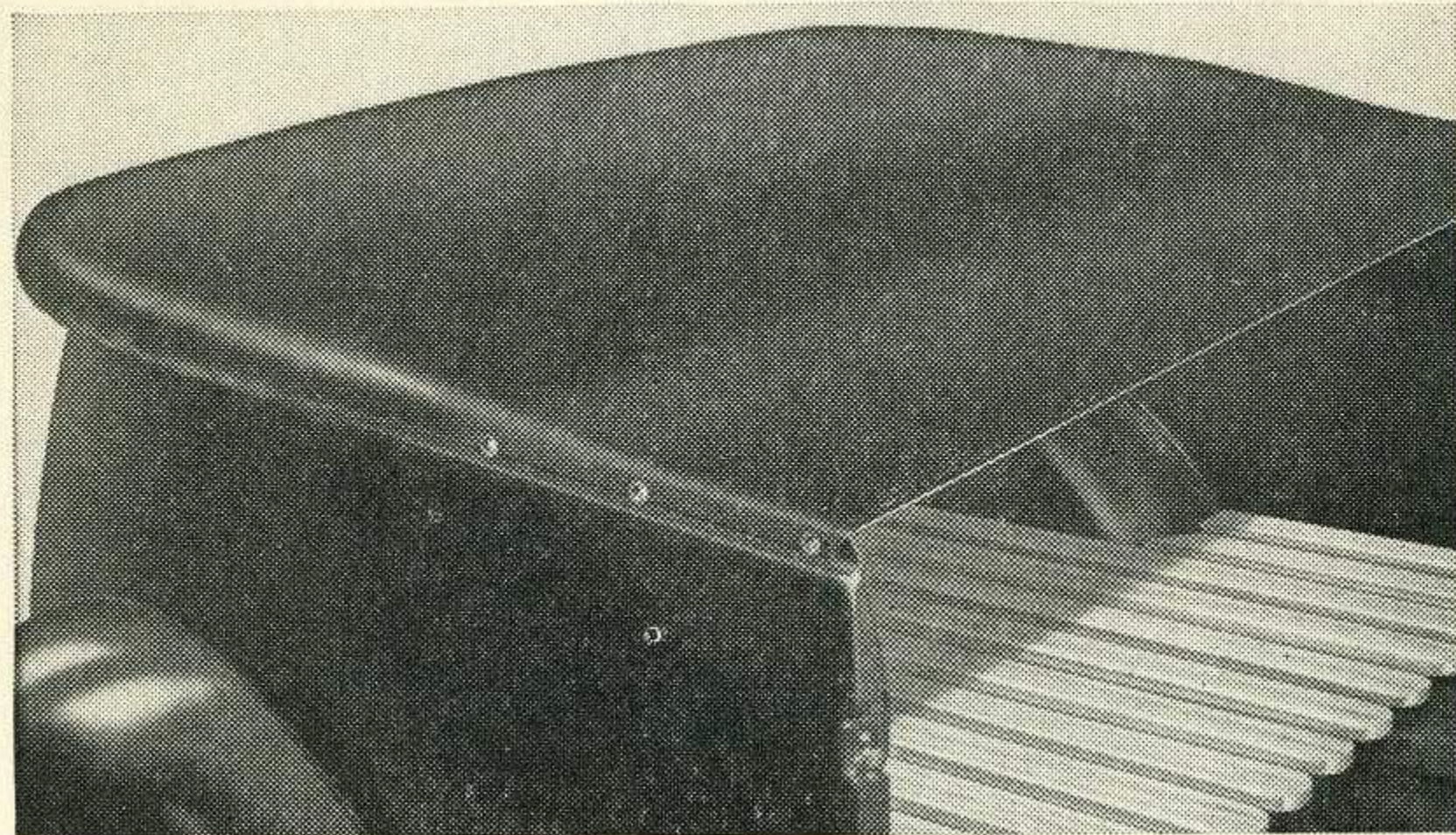
SPECIAL PUSH BUTTON AUTO RADIO

Remarkable performance and fine tone. Compact 5-tube superheterodyne, concealed two unit receiver with improved push button tuning, illuminated call letters, slide rule type dial, automatic volume control.

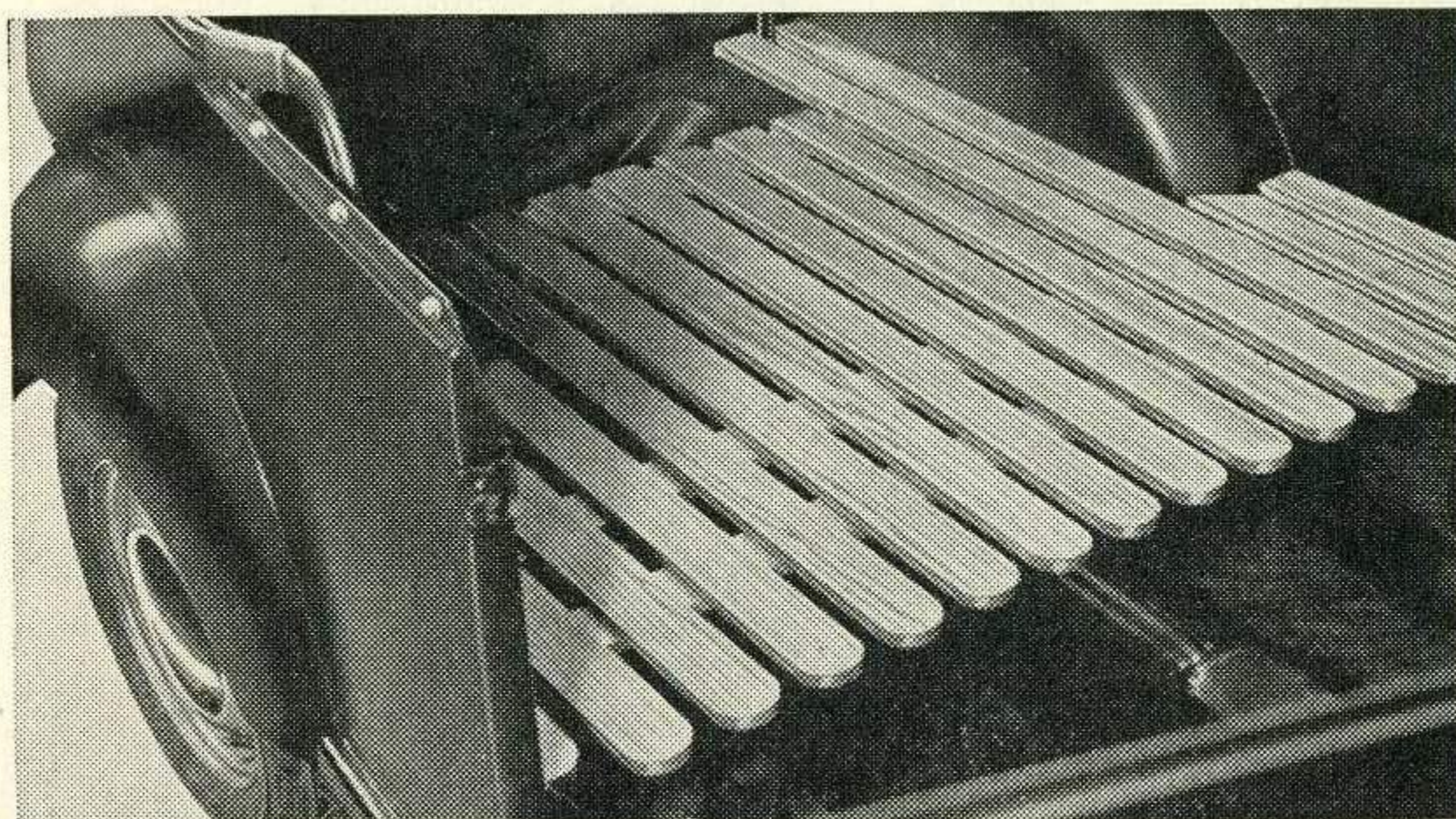


REAR SEAT—Comfortable full width leather fabric seat, including back support, is attractively upholstered. Added to coupe makes a four passenger sedan. Easy to remove. Station Wagon rear seat has special wood support.

TOP BOOT—Top may be neatly and securely enclosed with attractively finished black covering.



TONNEAU COVER—Snap-on 3-ply sport topping smartly covers entire rear deck.

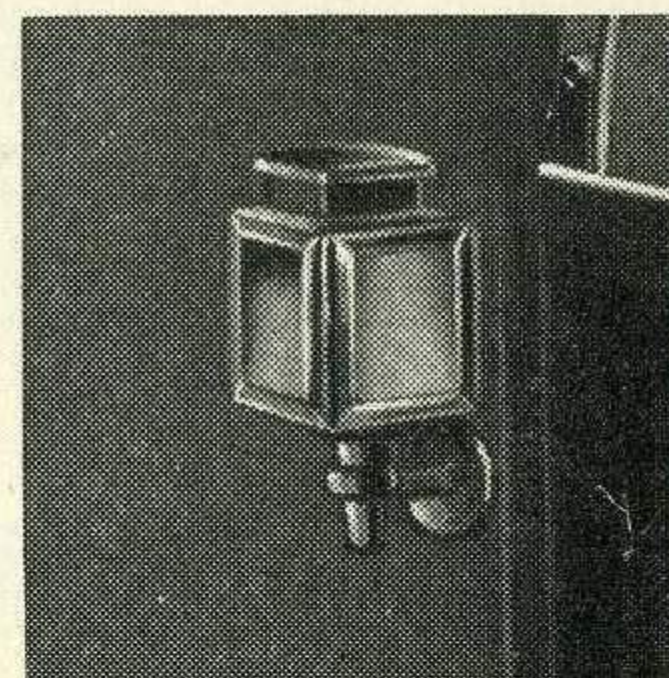


BAGGAGE RACK — Converts rear of coupe or sedan for light delivery work. Strong slatted oak floor boards will withstand hard usage.



GOODRICH TIRE

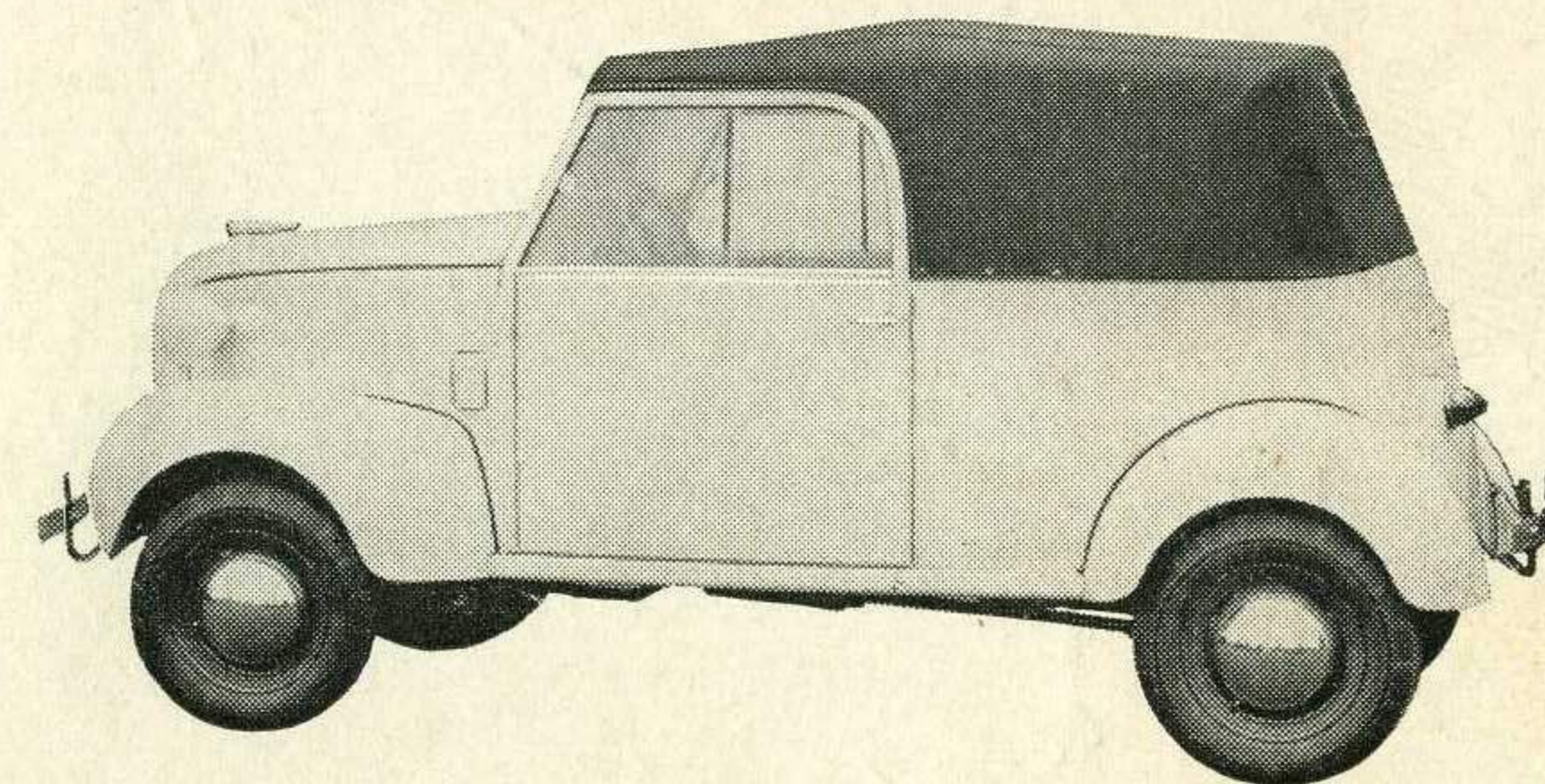
Metal disc wheel with 4-ply Goodrich 4.25x12 tire, lock and two keys.



BOULEVARD LIGHTS

Adds a touch of distinctiveness that cannot be overemphasized. Well made, black enameled, nickel mounted with two beveled glasses.

CROSLLEY



1940

**A NEW,
SWIFT, SAFE
and FAR MORE
ECONOMICAL
MEANS OF
TRANSPORTATION**