

MEMO

from the desk of
POWEL CROSLY, JR.

Here are 3 ways
any business
can cut
transportation
costs - today

Powel Crosby Jr.
PRESIDENT,
CROSLY MOTORS, INC.

MEMO
from the desk of
POWEL CROSLEY, JR.

①
"delivers the
goods" for less
— far less

CROSLEY PANEL DELIVERY



YOU CAN STEP UP profit margins by cutting down delivery costs. That's the experience of druggists, florists, grocers, dry cleaners and other retail and service businesses when they let a Crosley carry the load.

You save on the Crosley's lower price. And you save on operation. Here's why. The Crosley Panel Delivery, even though it's all-steel, weighs only about a third as much as the usual truck.

You haul a pay load, not a lot of useless metal. Actual truck operation costs are cut about in

half—with the Crosley going 35 to 50 miles on a gallon of regular gasoline.

And there's another way you save. Time. The Crosley Panel Delivery slips through traffic easily, parks where no other car can park, turns in a 15 foot radius. You cover a route faster.

Yet the Crosley Panel Delivery has real capacity. Carries a full quarter ton with two huskies in the big, comfortable cab. Plenty of room on the side panels for advertising. The smart Crosley attracts attention wherever it goes.

**These Crosley commercial
cars have heavy-duty type stamina
and extra long highway life
—with low maintenance**

Powel Crosley, Jr.

PRESIDENT,
CROSLEY MOTORS, INC.





CROSLY PICKUP

Here's low cost light trucking at 35 to 50 miles on a gallon of regular gasoline. Public utilities, farmers, decorators, painters, plumbers, radio men, etc. choose the Crosley Pickup for low first cost, low operating cost. And it cuts down time away from the job, too. Slips right through traffic, parks in "impossible" places. All-steel body with full, all-steel tailgate. 36x56x20½ inch payload space. Carries a full quarter ton with two in the roomy cab.



CROSLY STATION WAGON

The new Crosley Station Wagon has an up-to-the-minute, alert look that's a credit to your business. And it's just as practical as it is good looking. Rear seat removable, entire rear end opens for easy loading. Carries ¼ ton load with two passengers. Goes where trucks can't go—on restricted highways and boulevards. Lower toll costs. Lower license fee and taxes because it's not in truck classification. Costs \$600 to \$700 less than other station wagons, operates for about half as much. After hours, put in the rear seat and step out in country club smartness. The Crosley Station Wagon is designed for good living as well as good business. Carries four passengers in style.

MEMO: TO ALL SALESMEN: WANT TO CUT EXPENSES?

get a
Crosley

to carry a lot of small samples
to carry a lot of catalogs
to carry bulky samples (vacuum cleaners, etc.)
to carry sample gifts (brushes, etc.)
to deliver merchandise (household products, etc.)

to deliver display material (cigarettes, cosmetics, etc.)
to contact farmers (fertilizer, feed, etc.)
to contact city accounts (drugs, grocers, etc.)
to make estimate calls (printing, storm windows, pest control, etc.)

There are hundreds of uses to which a Crosley car can be put more economically than any other make.

Traffic jams won't strand your Crosley—Crowded curbs won't keep your Crosley circling the block.

YOUR DEALER HAS SOME REAL ECONOMY FIGURES

The revolutionary Crosley 4 cylinder Cobra is the most efficient automobile engine ever built

Powell Crosley Jr.
PRESIDENT,
CROSLY MOTORS, INC.



The Crosley COBRA engine has been called the most important advance in internal combustion engines in the last 40 years. It was originally developed and produced for the U. S. Navy.

The Crosley COBRA is completely new, completely revolutionary, with an undreamed of weight: power ratio. Weighing only 59 pounds, it delivers up to 26.5 horsepower! It's all-steel, copper-brazed. With this 4 cylinder, valve-in-head COBRA engine you get flashing pick-up, easy speed, a reserve of power and outstanding gasoline economy.

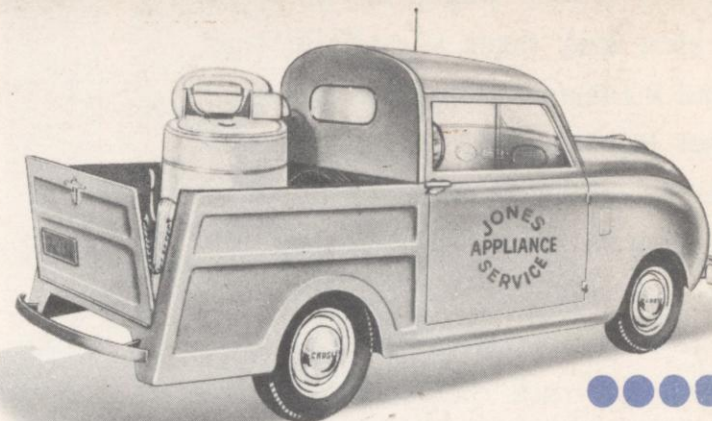
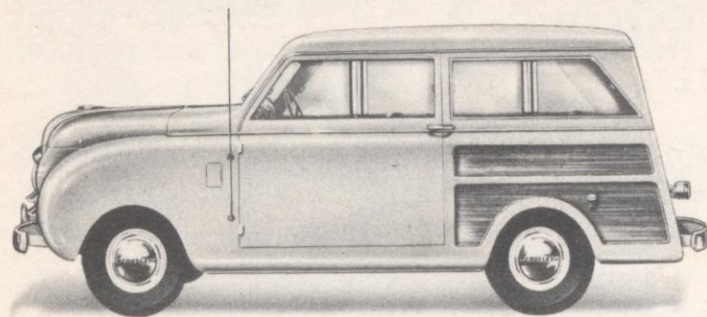
What's more, you don't have to buy premium gasoline to get Crosley's mileage performance. The Crosley COBRA engine has a 7½ to 1 compression ratio. Even with regular gasoline, Crosley drivers get 35 to 50 miles per gallon ...and a new idea of what really low-cost transportation is.

CROSLY

a FINE car

CROSLY MOTORS, INC.

2532 SPRING GROVE AVENUE, CINCINNATI 14, OHIO



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NOW ON DISPLAY AT
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