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NASH AUTO SHOW NEWS 1941

PICTURES ★ STORIES ★ STATEMENTS ★ FILLERS

1941 NASH AUTO SHOW NEWS

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From Press Bureau, Nash Motors Division, Nash-Kelvinator Corporation
734 New Center Building, Detroit, Michigan

NEW LOW-PRICED NASH BIDS
FOR SHARE OF MASS MARKET

(1461 words)

With a completely new car that was three years in the making, Nash Motors Division of Nash-Kelvinator Corporation this year is making a bid for a part of the mass automobile market, the market long dominated by Chevrolet, Ford and Plymouth.

Their long-rumored low priced car, which was held under cover while being thoroughly road tested and proved, is a big car, 194 inches from end to end, and possesses seven major new motor car features, and a host of smaller features as well. It is said to be new to the last welded steel truss.

Here are the features, as checked at the New York Auto Show:

1. Gasoline economy of from 25 to 30 miles a gallon.
2. Radically new "unitized" body construction, with integral frame, all welded into a single rigid, twistproof unit.
3. New type spring suspension, with coil springs on all wheels.
4. New fast-accelerating, high economy "Flying Scot" power plant.
5. Record roominess, with front seats nearly five feet wide.
6. Harmonizing duotone interior and exterior color motifs.
7. New two-way, ball-bearing steering, with a 33-foot turning circle.

Extensive road tests have shown the new low-priced Ambassador 600 capable of travelling well over 30 miles to a gallon of gasoline, with the company,

following its customary conservative policy, prepared to advertise 25 to 30 miles per gallon under average driving conditions.

Basis of this extraordinary economy for a big car is a six-cylinder motor of entirely new design, and a new type of body construction that eliminates hundreds of pounds of weight and yet increases body size and strength.

Called the "Flying Scot," the new motor is especially designed to reach its greatest efficiency in the "range of greatest use." The motor is compact and highly simplified. Construction principles of the new power plant are in the fine motor tradition that has made Nash outstanding in this field, and many of its features are refinements of widely acclaimed Nash innovations of the last few years.

Uniform temperature control, a vital economy factor, is obtained by casting inlet manifolds inside the head, and completely water-jacketing all cylinders. A high compression ratio of 6.7 to one, plus double automatic spark control, provide additional economy factors.

The motor is of L-head construction, with a displacement of 172.6 cubic inches, and develops 75 horsepower at 3600 RPM's. Bore is 3-1/8, while the stroke is 3-3/4. Carburetion is downdraft; pistons are of steel-strut aluminum construction; lubrication of all pistons, pins and cylinders is full-pressure, with connecting rods rifle-bored for the greatest possible lubrication efficiency. A torsional vibration damper -- unusual in the low-price field -- adds to the smooth performance of the motor.

One of the most important elements in the efficiency of this new engine is its perfect balance, achieved principally through the employment of intricate new machines developed exclusively for Nash. By means of these machines, the entire crankshaft and flywheel assembly is dynamically balanced by radio,

eliminating the human error element. The result is declared to be the most perfectly balanced automobile engine yet produced in volume.

Size and strength as well as economical operation was made possible by a new type of body construction, known as "Unitized."

Built entirely in Nash's own body plant in Milwaukee, the new Ambassador 600 body is an all-welded steel unit, with an integral chassis frame and internal bridge-truss construction. From 400 to 500 pounds of useless weight was eliminated because of this type of body construction.

The new body offers the motorist a much greater degree of safety. In the new Ambassador 600, passengers are completely surrounded by a "unitized" structure of steel, welded and protected at every point.

Not only does the new construction make for greater structural safety, but it makes a great deal more room possible. Although the body is styled in the popular new body trend and is much lower, (it is eight inches wider than it is high), there is a profusion of head and elbow room. Six can be seated easily and comfortably in the sedans, on chair-height seats that are nearly five feet across. Head room in the rear compartment is such that a tall person wearing a hat can sit in comfort.

Companion of unusual roominess is an additional important safety feature -- greatly increased glass area. The new windshield covers 88 more square inches of area, and the curved rear window provides 40 more square inches of visibility than the biggest 1940 Nash.

Lower bodies made possible another style and convenience innovation in the Ambassador 600 -- concealed running boards. Evidenced only by a sturdy covered crash bar when the doors are closed, the running boards are flush with the

floors and for safety are covered with ribbed rubber.

Safe and comfortable in the roomiest body ever to sell in the low-price field, Nash Ambassador 600 passengers will experience a riding thrill that is claimed to be completely new to American motorists.

It is the first low-price American car to be sprung directly on coil springs on all four wheels.

Described briefly, the Nash system employs giant kingpins -- 20 inches long -- set vertically and supported at the top by a horizontal steel tube and at the bottom by a heavy front suspension bridge-type truss that is part of the welded steel body.

A mirror-smooth collar rides up and down the lower section of each kingpin on six caged roller bearings, carrying the front wheel spindle at its lower end. Its upper end supports a resilient coil spring, which in turn carries the body weight on a tapered roller bearing.

Direct acting tubular shock absorbers operate parallel to the kingpins.

This type of suspension has been proved by hundreds of thousands of miles of driving in this country and in European road racing.

Rear suspension has the tremendous effectiveness of utterly simple efficiency. Two, long, soft, easy-acting coil springs -- controlled by big airliner-type of direct-acting shock absorbers set inside the coils, with the combination functioning as a unit to provide maximum cushioning effect.

A new type of torque tube, which drives the car, positions the axle fore and aft. This leaves the springs free from the burden of transmitting driving and breaking forces. A rubber-cushioned axilizer alignment bar provides lateral cushioning.

Tremendously low unsprung weight, practically frictionless operation and direct spring action with the wheels gives the Ambassador 600 a ride of incredible smoothness.

The new front-end suspension system also provides the basis for the automobile industry's only two-way ball-bearing steering system, an innovation that has resulted in a completely new degree of steering ease and control, it is reported.

Piloted easily, the new 600 will whip around in a 33-foot circle, and is effortlessly parked.

Front end treatment will again give the Nash a clear distinction of its own. Providing a low, road-hugging appearance, a horizontal cooling grille extends completely across the front of the car. Just over bumper-high, the new grille is of five sturdy, closely-set bars of chromium, curving slightly around the front of each fender. The prow of the car, crowned by a grooved chromium ornament, and faced by a narrow chromium moulding, knifes through the center of the cooling grille to lend an impression of motion even when the car is standing.

Vertical grilles of closely-set diecast chromium face off the smooth curve of the catwalk. Sealed Beam headlights fit trimly into the smooth curve of the big, high-crowned fenders.

The new Nash interiors, sophisticated as a penthouse, harmonize in two-tone combinations with body colors, a feature that should prove extremely popular with women buyers. They were worked out in collaboration with a woman stylist.

The 1941 version of the four-star feature pioneered by Nash, the "Weather Eye" system of conditioned air for winter driving, is vastly improved and is said to reach a new high in performance. Capacity has been increased 70 per cent.

Back again, bigger and easier to make up than ever before, is Nash's popular sportsman-tourist feature, the bed-in-a-car. The 1941 bed, available on sedan and brougham models, can be made up in less time than it takes to make a bed at home, and can be left up while the car is travelling.

Sealed Beam headlights -- of the all-glass, hermetically sealed type -- are standard equipment on all new Nash cars. Optional extra is Nash's fourth speed forward, which trims gas and oil bills from 20 to 30 per cent. An automatic cruising gear, the fourth speed forward has an unusual "Overtake" feature that provides instant, extra power for use in passing or in an emergency.

Scores of other important comfort, safety and convenience features round out the Ambassador 600's big value story for 1941 -- clutch pedal starters; safer hydraulic brakes with cast-iron drums; a hood lock that operates from the instrument panel; High-Test Safety glass all around; voltage control generators; rotary door locks, and numerous other standard and optional appointments.

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(500 words)

Radically new bodies, a new suspension system, and two powerful new motors that are declared to be first cousins to the engines which power giant modern airliners are the outstanding features of Nash Motors' two medium-priced automobiles for 1941.

Offered at new low prices, the Nash Aeropowered Ambassador Sixes and Eights are said by company officials to represent the greatest values that Nash has yet offered in the medium-priced field.

Power plants of the new cars are America's only stock car twin-ignition, valve-in-head motors. Both of in-line construction, the Aeropower engines are heavily dramatized this year, so that their appearance is as streamlined as their performance. Stripped of many extra parts (manifolds are cast inside the block), the engines have their trimness accented with color. Blocks are blue-gray, ignition wires are in glistening mandarin red, and valves are covered by a silvered head which bears the name of the motor.

The Aeropower Ambassador Eight has a nine-bearing crankshaft and develops 115 horsepower. The Six, with a seven-bearing shaft, develops 105 horsepower.

Both motors have such widely acclaimed Nash features as double automatic spark control, steel-strut aluminum pistons, full-length water-jacketing, full-pressure engine lubrication, rifle-drilled connecting rods and Iso-Thermal fuel system.

Temperature control, a vital economy factor, is said to reach a new efficiency level in these new Aeropower motors. The sealed-in inlet manifolds,

crankcase ventilation, full-cylinder water jackets, a new type of radiator, and water pumps are located at the side of the motor, instead of at the front.

The smooth-riding senior Nash Ambassadors are independently suspended in front on big, soft-action coil springs, with long tubular shock absorbers set inside the coils. Upper control arms are insulated for silent action. In the rear, big tubular aeroplane type shocks act synchronously with long leaf springs to provide a cushioned ride. Pre-lubricated, these springs are enclosed in metal covers.

Both more than 200 inches in overall length, these big new, medium-priced Nash Ambasadors have a "Unitized" all-steel, internal bridge-truss construction and integral chassis sub-frame welded into a rigid one-piece unit. A second rigid box girder sub-frame with double thickness side rails gives this twist-and-shock-proof body even greater strength.

The new interiors, worked out in collaboration with a woman stylist, are thoroughly sophisticated and harmonize in two-tone body combinations with body colors. Instant eye appeal is provided by luxurious woolens in exclusive weaves, styled in rich taupe-beige and plum duotone combinations. Window mouldings are in mahogany grain, and escutcheons, hardware and panel knobs are in plum-red tenite. A striking new red tenite steering wheel has a flat, clear plastic horn ring. Wheel centerpiece is also in red tenite.

Exceptionally roomy because of the new "Unitized" body construction, the new cars have front seats that are nearly five feet wide, and leg room in both front and rear extends over 42 inches. Although the cars are much lower -- and much wider than they are high -- head room is ample, reaching 38 inches in the front and 36½ inches in the rear.

Much greater visibility is provided in 1941 by windshields that cover 88 more square inches, and by 40 more square inches in the curved rear window.

Enters Low-Price Auto Market

George W. Mason, president of Nash - Kelvinator Corporation, launches his Nash Motors Division in the mass automobile market this year, and has spent millions refitting plants for larger volume. He foresees good fall business, and believes Nash sales will be double those of 1940 model year.

Sees Big, Low-Price Car as Hit in 1941

W. A. Blees, general sales manager of Nash Motors Division of Nash-Kelvinator Corporation, says the U. S. public likes big cars, and believes the large, low-price Nash for 1941 will make a hit in the mass auto market. He is expanding the Nash sales organization to care for a big increase in Nash volume.

Creator of New Auto Engine

N. E. Wahlberg, vice-president in charge of engineering of Nash Motors Division of Nash-Kelvinator Corporation, spent three years designing the new six-cylinder engine which powers the new low-priced Nash. Nash will advertise it as a "25 to 30 miles to a gallon" power plant, but it averaged better than 30 miles to a gallon in road tests, it is said.

(674 words)

Declared by company engineers to provide the "most important impetus given to winter motoring since the introduction of the sedan," Nash Motors' new 1941 automobile weather system is receiving its first public scrutiny this month at the nation's automobile shows.

Originating several years ago in Nash engineering laboratories in Kenosha, Wis., and gradually perfected during several million miles of owner use, the device emerges this year as a fully developed pressure system of conditioned air for winter driving.

Basic principle of the new automatic "Weather Eye" remains the same: hundreds of cubic feet of fresh air is drawn under pressure every minute into the system, where it is dehydrated, filtered and warmed to specified temperature before being diffused into the car.

The pressure induction of air builds up the atmospheric pressure inside the car to a point at which it slightly exceeds outside pressure. As a result, the air movement inside the car is constantly outward, carrying with it used and polluted air. The reverse is true with automobiles not equipped with this exclusive Nash feature, which engineers have cited as one of the most important automotive "musts" for the future.

Ordinarily, the forward motion of an automobile creates a partial interior vacuum that sucks outside air into the car through minute apertures, and with it, drafts, dirt and fumes.

Radical refinements in the 1941 "Weather Eye" are said to make its operation

70 per cent more efficient, increasing its effective temperature control range to 10 degrees below zero, and providing much greater air capacity and greater thermostatic sensitivity.

The improvements have been wrought by greatly increasing the size of the fresh air intake, hopper, rain shedder, and filter, and incorporating into the unit a super heating core. The new core is faster acting and offers much less resistance to the free flow of fresh air through the unit.

Although far more capacious, the new "Weather Eye" is trimmer, has an entirely new appearance. No longer dome-shaped, the device is long, rectangular, and fits snugly and practically out of sight behind the instrument panel. Its long, narrow outlet shoots a wide curtain of air down along the floorboards.

Windows are kept closed when the system is in operation, and the constant, gentle movement of fresh air inside the car keeps its temperature almost uniform throughout.

The driver regulates the temperature from a control on the instrument panel. He sets the knob at the comfort level desired, and it's spring from then on inside the car, regardless of weather changes outside. The sensitive new thermostat control is set in a trim cage up near the V of the windshield where it can "eye" the weather best.

Twin motor-fans, each as large as the big sirocco fan used in the 1940 "Weather Eye", do double duty when defrosting is necessary or when greater air intake is required during parking or slow movement through heavy traffic.

Another feature of the new unit is an auxiliary door that may be opened to provide a direct flow of fresh air from the cowl ventilator to insure comfort in even the hottest weather.

Of the many important comfort and safety advantages of the system, the following were cited by engineers as outstanding:

1. With the "Weather Eye" in operation the constant movement of fresh warm air throughout the car prevents the accumulation of dangerous fog on the glass areas, a safety hazard common in winter.

2. Since the movement of air in a "Weather Eye" Nash is always outward when the system is in operation, deadly carbon monoxide fumes are not sucked in by the forward motion of the car, to cause dizziness, headaches and fatigue. This is a vitally important function of the Nash pressure system.

3. The system also provides cool dustless and draftless ventilation in the summer, since it pulls in hundreds of cubic feet of fresh, filtered air per minute.

4. The "Weather Eye" keeps the air inside the car constantly fresh, and combats driving fatigue by eliminating stale or tobacco-laden air, instead of heating the same air over and over.

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(357 words)

It was Nash Motors' desire when it first started to design a car for the low-priced market to produce one with so many desirable features that most buyers of low-priced automobiles just couldn't resist at least looking at, and probably driving, a Nash before purchasing a new car, W. A. Blees, general sales manager, explains.

The company studied the market closely and found that one of the things which has made a hit with the public was coil springs on all four wheels. However, this feature was confined to the higher priced cars.

"We studied all coil springing principles, both American and European," Blees narrated, "and our engineers finally devised a simplified system, which is very effective because very little of the weight of the car is unsprung with this system. As most motorists know, unsprung weight is that weight not supported by the springs. It is one of the things that causes logginess in cars, and contributes to a hard ride.

"The new coil spring arrangement is simplicity itself. For example, the rear coil springs are mounted around the shock absorber, and coils and shocks operate as a unit.

"The front-end arrangement also is of simplified design. The king pins are elongated and extend upward through the center of the coil springs. The wheel spindle, instead of being fastened rigidly to the king pin, as in most automobiles, is mounted on twelve caged roller bearings, and moves up and down on the king pin against the springing action of the coil springs.

The spindles also pivot on the stationary king pins for steering purposes. In this manner, shocks and jolts are intercepted quickly, and ironed out quickly. The direct-acting shock absorbers are mounted just inside of the coil spring arrangement.

"The new bridge truss welded steel construction of the body throws the major weight of the cars, arch-like to both ends and directly over the coil springs. This permits us to iron out the little bumps as well as the large ones.

"Tough rubber insulation is used to insulate the springing gear and deaden noises which ordinarily would be transmitted from tires and wheels to the body proper."

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NEW 'FLYING SCOT' MOTOR
POWERS LOW-PRICED NASH

(354 words)

A compact new motor that is said to be designed to reach its greatest operating efficiency in the "range of greatest use," and deliver 25 to 30 miles on a gallon of gasoline, will power Nash Motors' new $7,000,000 "mass market automobile."

Entirely new in construction and perfected specifically for the job of powering the new low-priced Nash Ambassador 600, the new motor -- the "Flying Scot" -- is reported to be a spirited performer, flashing the car from 15 to 50 miles an hour in 12 seconds in high gear.

One of the most important elements in the efficiency of the power plant, according to Nash engineers, is its perfect balance, achieved through the use of the motor industry's newest marvel -- the Radio Balancer. By means of these machines (Nash is said to have the industry's only three), the entire assembled crankshaft and flywheel unit is electronically balanced by radio, eliminating crankshaft vibration.

Of six-cylinder, L-head design, the "Flying Scot" engine is featured by numerous exclusive Nash engineering developments, such as sealed-in manifolding, an important temperature-control factor that permits the use of the leanest possible fuel mixture the year around.

The engine has a bore of 3-1/8 and a stroke of 3-3/4 inches, giving it a displacement of 172.6 cubic inches. Compression ratio is 6.7 to one. It develops a full 75-brake horsepower at 3600 RPM.

Among its notable features are:

1. Rifle-drilled connecting rods and 100% full-pressure lubrication, which insures positive lubrication of all moving parts and long engine life.

2. Full-length water jackets, running the entire length of the cylinders, controlling expansion for maximum power and economy.

3. Steel strut aluminum alloy pistons for closer fit and greater operating quietness and efficiency.

4. Superhard engine block, machined extra hard for long cylinder life and valve life without the necessity of valve seat inserts.

5. Double automatic spark control, which permits a higher advanced spark for normal running, insuring maximum performance and eliminating ping under heavy pulling conditions.

6. Torsional dampener, unusual in the low-price field, insures smoother performance, particularly when accelerating from low speeds. (It counteracts the alternate twisting and untwisting caused by the normal power impulses of the engine.)

(265 words)

Eight inches wider than it is tall, and capacious enough in the rear compartment alone to accommodate a big six-foot double bed, Nash's new low-priced Ambassador 600 fully bears out rumors that the company's mass-market challenger would be a big car.

AMA specification measurements of the interiors of the new automobile reveal the greatly increased roominess that was made possible by its new bridge-truss type of welded steel body construction.

Front seats of the Ambassador 600 are nearly five feet wide, measuring 58 inches across, making the car actually a six-passenger sedan. Leg room in front, with the seat in its rear position, extends over three and a half feet.

Although the bodies are much lower this year -- exterior overall height is 66½ inches -- head room has been increased to 38 inches above the front seat and to 36½ inches in the rear.

The rear seat measures 50 inches between arm rests, while the compartment has over five feet of elbow room. Leg room in the rear is 42 inches.

Doors are wide and full, making entrance and exit easier than ever. Both doors are 47½ inches high, with a front door width of 34 inches and a rear door opening of 30¼ inches.

Added roominess has been made possible in the front compartment by a new design for Nash's famous "Weather Eye" conditioned air system, which this year fits up snugly and almost out of sight back of the instrument panel. A new, easy acting steering post gear shift leaves the floor area of the car completely free.

Trunk back sedans have a 20-cubic foot luggage compartment.

(297 words)

With most of the world's big airliners and war planes boasting twin-ignition motors, one of the nation's old line fine car makers, Nash Motors, is introducing two of its new 1941 automobiles with similar engines to be known as Aeropowered motors. They are big, twin-ignition, valve-in-head power plants and are being offered in six and eight cylinder versions.

America's only twin-ignition, valve-in-head stock car engines, the new Aeropower Nash motors are being glamorized by an appearance as distinctive as their performance. They are streamlined, with many fewer parts than conventional motors, and have their trimness accented with color. When you open the hood, you see an attractive blue-gray block, mandarin red wiring, and a silver head covering the valves.

An outstanding feature of both the Aeropower Six and Eight motors is their exclusive sealed-in manifolding, which permits uniform temperature control the year around. This makes for uniform performance the year around. Cooling is also handled much more efficiently by fully water-jacketing all cylinders, and by means of a new cross-flow radiator.

Extra-bearing crankshafts operate without vibration or whip, adding to the smoothness of operation. The in-line Eights have nine bearing crankshafts and develop 115 honest horsepower at 3400 RPM. The Aeropower Sixes have seven bearing shafts, and develop an honest 105 horsepower at 3400 RPM. The high compression ratio of each motor is 6.3 to one.

Both motors have such outstanding motor features as full-pressure lubrication,

with rifle-drilled connecting rods; steel strut aluminum alloy pistons; torsional vibration dampeners; crankcase ventilation; double automatic spark control, and down-draft carburetion.

A new camshaft, the higher compression ratio, a new valve cooling system and a power muffler gives these Aeropower motors much greater spirit and economy than their predecessors in the Nash line, always outstanding in the motor industry for performance and durability.

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(230 words)

Conceding American automobiles to be vastly superior to their own in most respects, European motorists continue to rap U. S. passenger car springing as "abominable" and generally inferior to continental types of suspension.

Whether or not the claim is fully justifiable, however, American manufacturers have been studying the expensive overseas suspension systems for some time, and this year three new U. S. cars will feature springing developed from highly praised European suspension principles.

Nash's front suspension on its new low-priced Ambassador 600 is an advancement of a type developed and proved by Lancia in hundreds of thousands of miles' use over inferior European roads, while Nash's two senior cars will be suspended in front on an independent coil spring suspension that is akin to the foreign Mercedes principle.

Front wheels of the new aeropowered Nash Ambassador Sixes and Eights are independently suspended on powerful coil springs, with direct-acting shock absorbers set inside the coils. This permits the use of longer, tubular-type shock absorbers, situated for perfect coordination with the springs.

Rear suspension consists of big tubular aeroplane type shock absorbers, set almost vertically, and long, easy-acting leaf springs. Front and rear systems act synchronously.

The new suspension system, combined with Nash's twistproof new "Unitized" welded steel body construction, provides the new aeropowered cars with a type of ride that is in keeping with the smoother operation of the cars in all other respects.

(272 words)

Two "musts" followed by engineers and designers in developing the new low-priced Nash Ambassador 600 were that it should be a full-sized automobile, and that it should operate at a very low cost, according to Mead Moore, chief engineer of Nash Motors.

"When road tests averaged better than 32 miles to a gallon of fuel, we were sure we had reached the second of our goals," reported engineer Moore, "but as this was exceptionally high economy for any kind of an automobile, much less a big car, we recommended that the figure 'between 25 and 30 miles to a gallon of fuel' be used in advertising. Nash will follow this conservative policy, and that is the kind of mileage average good drivers can expect under good driving conditions."

This remarkable economy in this newest low-price car is attributed to two new factors -- first, the development of a highly efficient new automobile motor of 75 horsepower, and, second, the new "Unitized" body construction through which between 400 and 500 pounds of excess weight was eliminated, it is reported.

Nash officials christened the new car the Nash "600" right after it was ascertained in road tests that it would operate at the surprising economy of more than 30 miles to a gallon. The car has a 20-gallon fuel tank, and 30 miles times twenty gallons is 600 miles on a tank full of gasoline. They took their cue from that. Many motorists will get that kind of economy in a new low-priced Nash, but Nash will promise between 25 and 30 miles per gallon in keeping with the company's reputation for conservatism, it is said.

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(306 words)

The automobile "sleeper" that has proved so popular with doctors, sportsmen and tourists graduates directly into the railroad sleeping car class this year with a new-type bed which is built into the Nash sedans at the factory rather than installed as an accessory as in the past.

Pioneered and popularized by Nash Motors, the sedan sleeper in previous years utilized a hammock type of arrangement. Widespread acceptance of the feature, however, prompted the company engineers to develop a new kind of bed, factory-installed on a more permanent and efficient basis.

The luxurious new bed, big enough for two sprawling six footers, can be made up in three minutes, it is reported. Its new design is also said to make it much better suited to police and emergency ambulance work.

To make up the bed, the rear seat is pulled forward on a permanently installed folding carriage that is under the seat when the bed is not in use. The back of the rear seat is then swung up and out of the way, and a hinged, mattressed shelf drops into the space normally occupied by the rear seat.

A mattress section is then laid over the shelf covering the spare tire, bedding is spread into place, and the roving Nash owner is set to curl up in any spot that pleases him.

Special window screens are available to add another touch of luxury to the vacation scene, and for warmer evenings, the big twin fans of the "Weather Eye" conditioned air system can be switched on to circulate filtered air through the car.

A big vacation economy feature that has been enjoyed by many thousands of Nash owners, the convertible bed has the advantage of facilitating travel to out-of-the-way places.

Available in all Nash sedans in all series, the bed can be left up while travelling.

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(196 words)

Covering the widest market range in its history, Nash Motors in 1941 will offer fifteen models in three series, starting in the Ford, Chevrolet and Plymouth price class and ranging completely upward through the fields in which 92 per cent of all U. S. passenger cars are sold.

The three series include the new low-priced Nash Ambassador 600, the low-medium priced aeropowered Nash Ambassador Six, and the medium priced aeropowered Nash Ambassador Eight.

The Ambassador 600, featured by a new six-cylinder motor that promises new economy records for full-sized cars, and big, radically new "Unitized" body, will be available in six body styles: a deluxe trunk-back, four-door sedan; a deluxe slipstream four-door sedan; a deluxe coupe brougham; a deluxe coupe, a special slipstream four-door sedan, and a business coupe.

The Ambassador Six, with a 105-horsepower aeropower twin-ignition motor, and a 121-inch wheelbase, features a convertible coupe with automatic top; a trunk-back four-door sedan; a slipstream four-door sedan; a coupe brougham, and a business coupe.

The Nash senior line, the Ambassador Eight, aeropowered and nearly 17 feet long, includes a convertible coupe with automatic top; a trunk-type four-door sedan; a slipstream four-door sedan, and a coupe brougham.

(234 words)

Tiny grains of sand which are agitated by the movement of the car and caused to dart in front of sound waves, blocking them off, help provide an unusual basis for the operating quietness of the new Nash cars for 1941.

Panels of the new cars are covered with a coating known as "Sand Mortex," which was developed by Nash engineers in collaboration with engineers of the Kelvinator Division of the corporation, who are seeking a new means of silencing the vibration of household refrigerators.

Proved highly effective in the refrigeration field the new compound was adapted for use in the automotive industry to help block out road and traffic noises.

Fine sand is impregnated in a special plastic mortex that is applied in a soft, rubbery consistency to the inside of the door and other panels of the car.

Dampening out sound waves ordinarily picked up and transmitted by the clear sheet metal panels, the "Sand Mortex" lining is said to effectively combat "traffic fatigue," which scientists claim is partly caused by noise.

Bulwarking the defense set up by "dancing sand" is an additional soundproofing advantage made possible by Nash's "Weather Eye" system of conditioned air. With this famous Nash system in operation, windows are kept closed tightly. Ventilation (as well as automatic temperature control) is provided by the "Weather Eye", which draws in hundreds of cubic feet of fresh, filtered air per minute.

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(250 words)

By offering two types of back construction -- streamlined or "fast" back, and the new and popular deck back -- and the clever use of chrome, Nash Motors has two style themes for 1941.

The streamlined backs are available on any sedan in all three 1941 Nash series and they are styled to present a trim custom-built appearance. The long chrome trim strip, which stretches from near the tip of the nose almost to the rear of the car, and which is commonly used on U. S. stock cars, has been removed from the Nash streamliners. This absence of chrome gives the streamlined car a clean and sculptured look, and the new cars will present quite a contrast when seen on city streets with the heavily chrome-decorated cars of today.

The deft handling of the chrome grilles which feature Nash front ends this year tends to accentuate the simple beauty of the Nash "fast" back sedans. Fine chrome bars are used in catwalk grilles on Nash this year, and graceful, but heavier horizontal chrome grille bars sweep across the base of the front end.

In the deck-back Sedans, the Coupe Broughams and the Coupes, the full chrome side trim is used, making these cars appear quite different from the Nash streamliners, despite the fact that the front end design is identical on all models.

If 1941 Nash buyers desire chrome side trim on the "fast" back models, it will be added as an optional extra, Nash executives report.

The script-type Nash name plate is fixed on each side of the bonnet just below the windshield on the Aeropowered Ambassador Sixes and Eights. It is set into a lucid plastic plate in the rear, just above the license bracket light and glows a neon red at night.

(Filler - Shorts) - 1

When you lock your new Nash car, you lock the motor compartment as well as the car interior. The alligator bonnet locking device is controlled from the instrument panel.

The sweeping horizontal cooling grilles which extend across the lower front of 1941 Nash cars serve a utilitarian as well as a style purpose. They cover windscoops which flood cool air across the motor to aid in cooling.

One of the stoppers on the 1941 Nash Ambassador Eights and Sixes is a clear plastic horn rim on the steering wheel, making this wheel one of the most beautiful of the year.

An innovation in automobile springing is presented by Nash this year in shock absorbers and coil springs which operate as a unit. The shocks are set inside the coil springs, and an easier, more comfortable ride is the result.

The entire city of Kenosha, Wis., home of Nash, turned out in a "Nash Night" event to wish the company well in its entrance into the mass automobile market. Parades, banquets and a car preview in the city stadium marked the event.

Nash has two kinds of backs on its sedans — a streamlined, or "fast" back, and a low deck back. The latter has four cubic feet more trunk space.

Although 25 to 30 miles to a gallon of gasoline is sensational mileage for a big automobile (Nash will advertise this mileage for its new low-priced 600), the new Nash low-priced car actually averaged more than 30 in road tests.

Even the motor is new in the 1941 low-priced Nash 600. It was designed especially for the car, and is an L-head, 75 horsepower motor with manifolding built into the motor block. The motor is streamlined.

George W. Mason, president of Nash-Kelvinator Corporation, was a motorcycle fan in his youth, and got so good he could take them apart and reassemble them in the dark. He can detect the source of trouble in a gasoline motor by ear.

The Nash sleeper sedans, the cars with the full six-foot beds in them, have made a big hit with outdoor people. The bed makes its appearance in improved form this year.

Running boards on 1941 Nash cars are concealed beneath the doors, so the cars do and don't have running boards. This answers the public which is divided on the subject of running boards.

Radio aerials on 1941 Nash cars can be raised or lowered by touching a button on the dash.

Flyers are partial to Nash cars because of the twin-ignition, valve-in-head motors, which are cousins of the big airliner engines.

More than 120,000 conditioned air Nash cars are now in use. Nash pioneered this feature, which is helping popularize winter driving and touring.

The Nash conditioned air unit for 1941 is much more powerful — the capacity has been increased 70 per cent. This means even much more fresh, filtered and conditioned air for Nash drivers.

W. A. Blees, general sales manager of Nash Motors, was a star quarterback at Missouri in his youth.

Two-way ball-bearing steering on the new low-priced Nash Ambassador 600 makes it one of the easiest of cars to drive and handle. It can be whipped around in a 33-foot turning circle.

You can actually drive in shirt sleeves when it's below zero outside in a 1941 conditioned air Nash, it is reported. There are no drafts, and the filtered, warmed air is circulated evenly throughout the car.

The new low-priced Nash 600 has a torque-tube drive.

The main moving parts of the "Flying Scot" engine in the new low-priced Nash Ambassador 600 are balanced as a unit, and by a new radio-type of machine which does what is held to be the most perfect balancing job in the history of the automobile. This is another great blow at the greatest enemy of gasoline motors — vibration — and it makes the new Nash motor an exceptionally smooth one.

The aeropower valve-in-head, twin-ignition Nash Six and Eight engines have been glamorized. Engine blocks are light gray, the valve covering is a bright aluminum and contains the red-lettered name of the motor, and ignition wiring is in mandarin red.

The new low-priced Nash is built like a bridge, and arch-like throws the weight of the body directly on to the four coil springs. It has much less unsprung weight (weight below the springs) than old-fashioned cars.

Seats of the new Nash Ambassador 600, the car with which Nash will compete with Chevrolet, Ford and Plymouth in the mass auto market, are nearly five feet wide, fully wide enough for three passengers.

Radio stations on the new Nash radios are selected with a toe button, which operates just like the bright lights button.

The new bed in the Nash sedans can be made up in three minutes, it is said.

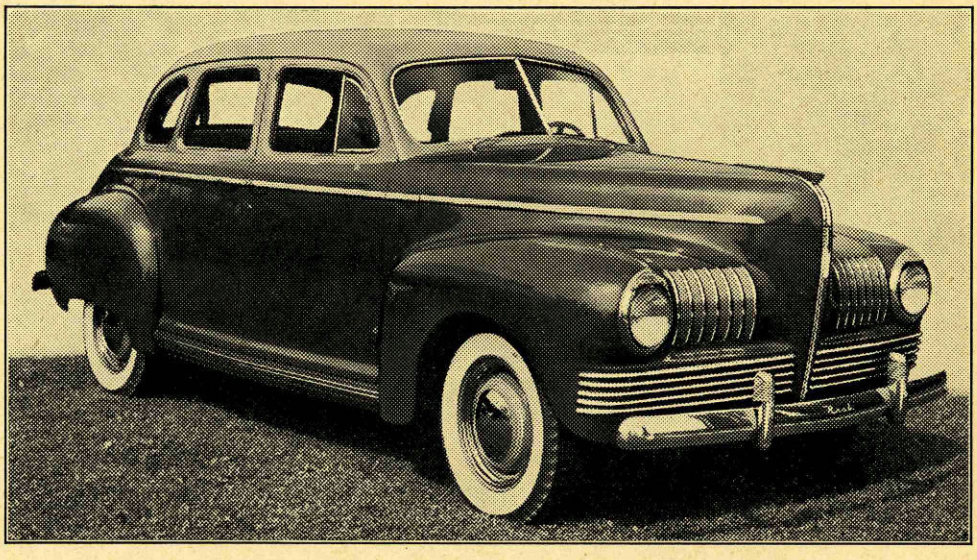
The new Nash low-priced Ambassador 600 was three years in the making.

With four coil springs — one for each wheel — the new low-priced Nash Ambassador 600 is the first car in the low-price field to have this fine car riding feature.

Nash Offers Three Series For 1941

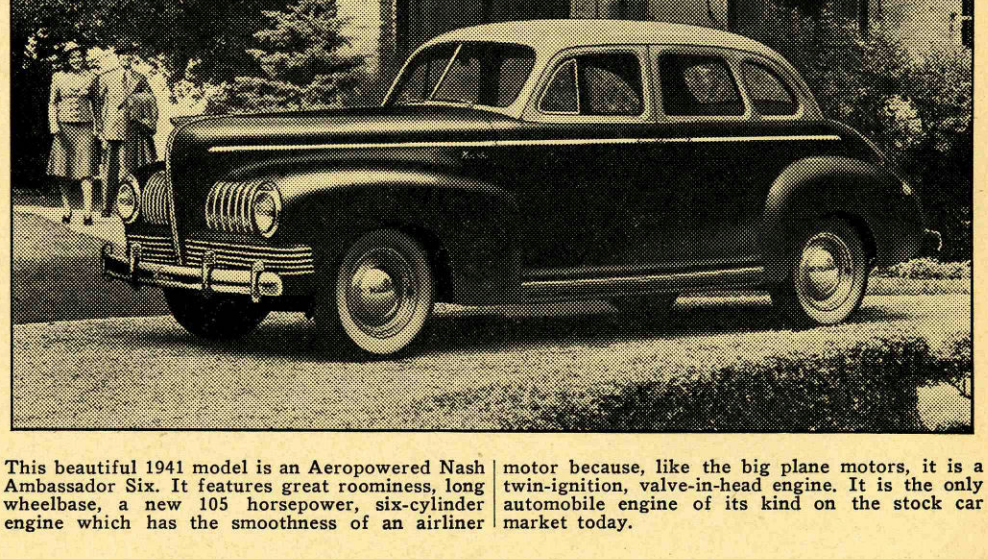
These three models are representative of the 1941 line of Nash cars. In the foreground is the Nash Ambassador 600 which is being placed in competition with Chevrolet, Ford and Plymouth in the low-priced field. Next is the Aeropowered Ambassador Six, and the far car is an Aeropowered Nash Ambassador Eight model. All three series have both trunk and slipstream back models.

Nash Enters Low-Price Car Field



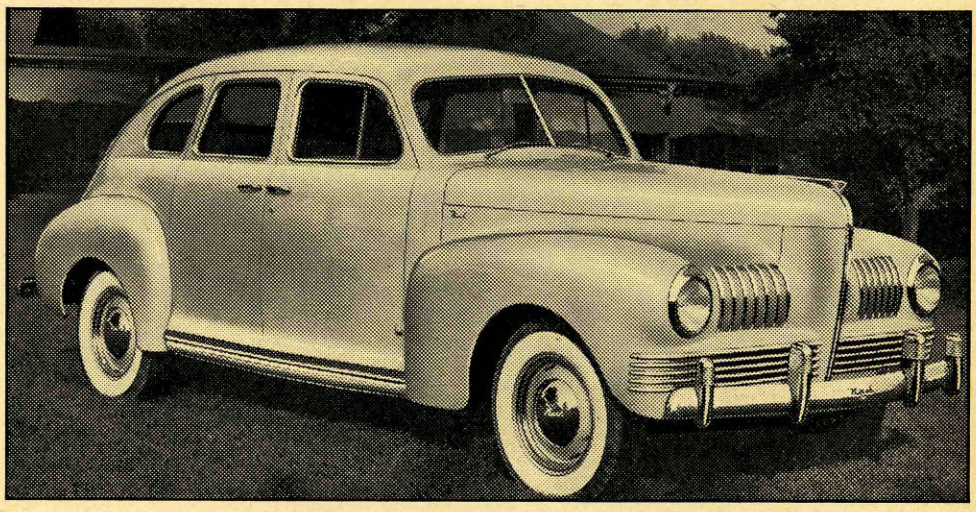
Here's the latest entry into the low-priced auto market to compete with Ford, Chevrolet and Plymouth — the big, high-economy Nash Ambassador 600. Nash says it will go between 25 and 30 miles on a gallon of gasoline, but in road tests it has done better than 30 miles to a gallon. It is 194 inches from end to end, and the seats are nearly five feet wide. Styling is along wide, low speed lines, and an entirely new type of welded steel construction is employed. It has coil springs on all wheels, and ball-bearing steering. The car was three years in the making.

1941 Car Powered Like Airliner



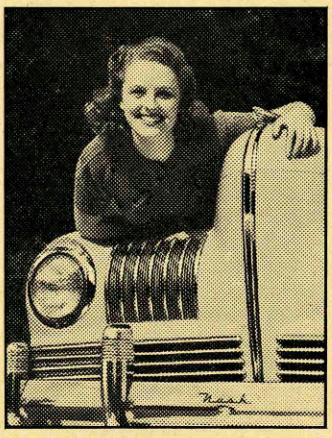
This beautiful 1941 model is an Aeropowered Nash Ambassador Six. It features great roominess, long wheelbase, a new 105 horsepower, six-cylinder engine which has the smoothness of an airliner motor because, like the big plane motors, it is a twin-ignition, valve-in-head engine. It is the only automobile engine of its kind on the stock car market today.

Nash Eight Has Custom Styling



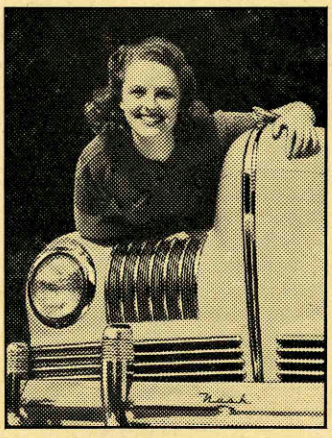
Here's a car with that tailored, custom-built effect. It is the new Aeropowered Nash Ambassador Eight for 1941. The trim, beautiful appearance is achieved by eliminating the chrome strips from the streamlined body. Running boards are hidden beneath the doors, and fender and top lines blend into the car body giving the entire model a sculptured appearance. This is one of two sedan body types offered in the Nash Ambassador Eight series for 1941. This four-door sedan also is available with a deck back, as well as with the streamlined, or "fast" back pictured here.

A Reminder!



The most efficient automobile lights in the history of the automobile are being used on the 1941 models. They are the Sealed Beam headlights — hermetically sealed lights which are near their maximum efficiency practically throughout their lifetime. But you must remember to dim your bright lights when passing on the highway, as they are very powerful and sometimes the beams are cast upward by the unevenness of the highway. Nash sends this reminder to purchasers of 1941 cars.

A Reminder!



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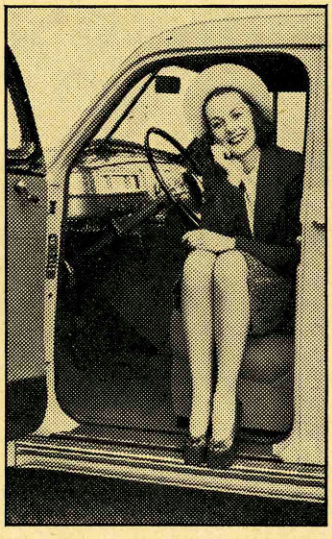
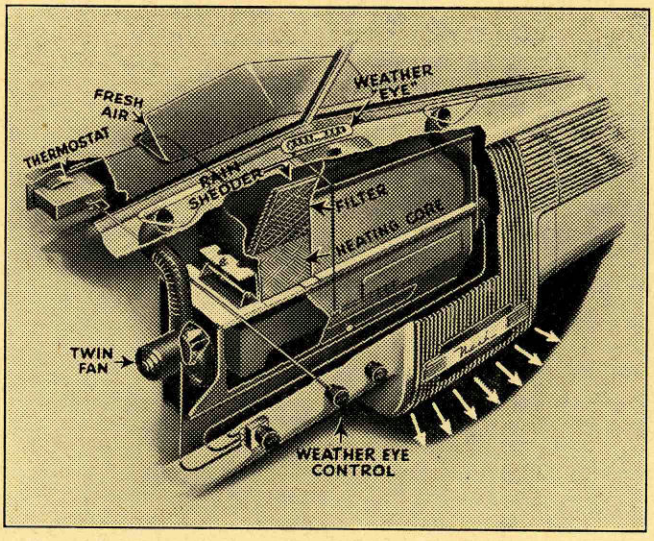
Running Boards?



Running boards or no running boards? The public was divided, so Nash engineers solved the problem by devising a concealed running board. When the door is closed, the running board is hidden, and no protruding board interrupts the smooth, moulded contour of the car. The rubber-ribbed stepping board is there only when the car door is open, and prevents accidents caused by slipping. It's flush with the floor.

1941 Nash Cars Have New "Weather Maker"



THIS CAR WEATHER MAKER, a conditioned air device for winter driving, was pioneered by Nash, and this year makes its appearance in a greatly improved form. It is installed behind the instrument panel, and works automatically to maintain June conditions in the new Nash cars even when it's below zero outside.

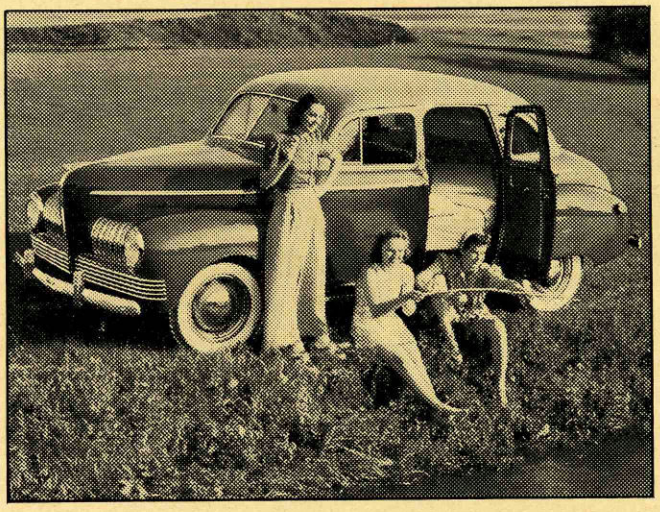
An automatic "Weather Eye," which is extremely sensitive to outside weather changes, works night and day balancing inside weather against outside changes to maintain the kind of car comfort the driver calls for by setting the "Weather Eye" dial.

A large volume of fresh air is taken in through the cowl ventilator, passes over a rain shedder to extract water, then is routed through a filter, and then through a conditioning core which heats it to the desired degree. The incoming air maintains a slight pressure in the car which instantly spreads the heat to all parts of the car body.

Air within the car constantly is being changed as the slight pressure built up in the interior forces stale air out through the minute apertures in the car body. Tobacco smoke is whisked from the car as if by magic, and windows tend to stay clear and free of condensation.

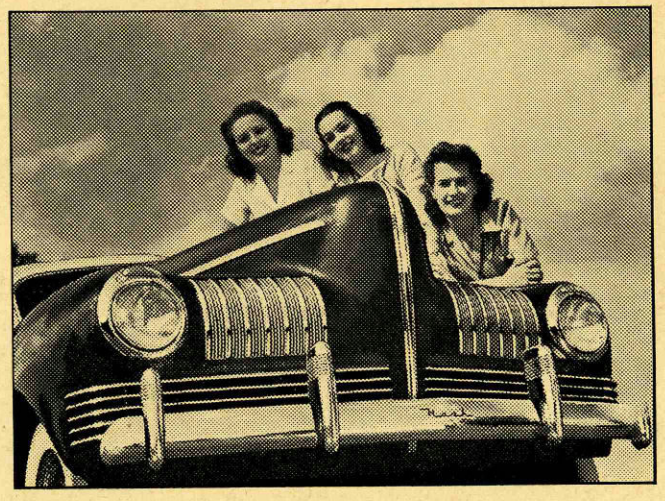
This exclusive Nash feature is said to be so efficient that drivers and passengers can ride in shirt sleeves when it's zero outside if they so desire.

Nash Sleeping Car Bed Makes Up in 3 Minutes



The Nash sleeper sedan, which has made a hit with sportsmen, salesmen and tourists who like to sleep out, appears in improved form this year. The new bed can be made up in three minutes. The rear seat glides out on a folding track, hidden beneath the seat. The rear seat back is lifted to the top of the car and fastened, and a hinged shelf is dropped down from behind the seat. A shelf over the spare tire folds forward, and all is fitted with a mattress. Sheets and blankets are put in place, and the bed is ready. Complete security is offered as the car can be locked from the inside.

Beauty—Four Deep



The front design of the 1941 Nash cars follows lines which are characteristically Nash lines, yet are as new and fresh as a spring morning. Cooling grilles are carried entirely across the front of the car to the ends of the fenders for beauty's sake. They are broken in the middle by the clean, chrome-tipped nose of the car. The in the middle by the clean, chrome-tipped nose. The front-end design accentuates the lowness and wideness of the new Nash cars.

NOTE TO EDITOR: -- Here's the announcement story and first pictures of the new Nash low-priced car. It is for publication in Sunday papers of September 22, and others on Monday. This release arrangement was necessary to protect our dealer and distributor conventions now going on. Please observe it, as it is very important to us. Many thanks.

NASH MOTORS PRESS BUREAU
Headquarters - 734 New Center Bldg.
Detroit, Michigan - 9/14/40

KENOSHA, Wis., Sept. 22 -- Nash Motors, one of the old-line fine car makers, today threw its hat into the low-priced automobile market ring when it announced its new low-priced, high economy car to compete with Ford, Chevrolet and Plymouth.

Pictures of the car, released for the first time today, substantiated Nash's prior-announcement claim that this newest low-priced auto would be a big automobile, and a review of features and construction principles confirm advance reports that it would be a "completely new kind of automobile."

Two other series of cars, both equipped with aeropowered twin-ignition, valve-in-head power plants, also were announced. They are the 1941 Nash Ambassador Eights and Sixes, and will be marketed in the medium-price fields.

Salient features of the low-priced car, which is to be known as the "Nash Ambassador 600," are reported as:

1. Advertised economy of from "25 to 30 miles to a gallon of fuel," (the car is said to have averaged over 32 miles per gallon in road tests at average driving speeds).

2. A new type steel body of bridge-truss construction and integral chassis frame, all welded into one rigid, twistproof unit.

3. Much more size and room than the public expects in a low-priced car. The car is 194 inches overall, and seats are nearly five feet wide, fully enough room for three passengers, front and rear.

4. Coil spring suspension on all four wheels. This marks the advent of this superior riding feature in low-priced automobiles, it is said.

5. Body styling of the torpedo type which enhances the car's bigness and gives it a low, racy appearance.

6. A newly-developed six-cylinder engine, which is designed for great economy, and to exert its greatest efficiency in the driving ranges most frequently used by U. S. motorists.

7. New type of two-way, ball-bearing steering by which the car can be turned in a 33-foot circle. It can make a U-turn in the average city street and be parked with ease.

The new low-priced Nash was planned more than three years ago, not long after the merger of Nash Motors with Kelvinator Corporation to form Nash-Kelvinator Corporation, according to George W. Mason, president. He said that engineers have been working on the car for over three years, and that features and construction principles were subjected to long-term road tests.

Prices of the new low-priced Nash were not announced, but Mason made known that they would be set in time for the New York automobile show which opens in October. First models will be in dealers' showrooms countrywide sometime later, and can be seen at that time in this city at the display room of (please fill in distributor's or dealer's name and showroom address here), it was announced.

The two series of Aeropowered Nash Ambassador Sixes and Eights, which will sell in the medium-price markets, and will complete the 1941 Nash line of three series and 15 models, will be on display in Nash showrooms countrywide late in September, it was said.

The low-priced Nash Ambassador 600 will be offered in four-door sedans with either streamlined backs, or torpedo deck backs; a Coupe Brougham which will seat six persons, and a three-passenger Business Coupe.

Nash will offer its low-priced cars in a large assortment of colors.

They can be had in solid colors, or in the attractive two-color combinations. Matching interiors, with upholstery done in two tones, also will be available.

One appealing feature of the new low-priced Nash (also a feature of all other 1941 Nash models), is a concealed running board. It gives the car the appearance of having no running board and, at the same time, eliminates the public objection to cars without running boards, it is reported. The ribbed rubber running board is concealed beneath the doors, is flush with the car floor and makes entrance and egress easy and natural, Nash engineers report.

The now famous Nash "Weather Eye" conditioned air system for winter driving has been greatly improved for 1941, and will be available as optional equipment on the new low-priced car, the announcement states.

The "Flying Scot" motor developed for the mass-market Nash is a six-cylinder, L-head motor. It is reported to have a displacement of 172.6 cubic inches, and develops 75 horsepower at 3600 RPM's. Carburetion is downdraft; pistons are of steel-strut aluminum construction; lubrication of all pistons and cylinders is full pressure, with connecting rods rifle-bored for greatest possible lubrication efficiency.

"One of the most important elements in the efficiency of this new engine is its perfect balance," W. A. Blees, general sales manager, pointed out. "This is achieved," he explained, "by use of intricate new radio machines developed especially for Nash. These radio machines balance the main moving parts of the motor as a unit. Crankshaft, flywheel, clutch, fan belt pulley are so balanced, eliminating the human error element. The result, we believe, is the most perfectly balanced automobile engines yet produced in volume."

The great economy of the car, Blees explained, is due to the new engine, and to the new welded steel body construction, which provides even greater strength and safety even though between 400 and 500 pounds of useless weight was eliminated.

Because of the new body construction, Blees announced, much more window and windshield area is provided without affecting body strength. The new windshield, he said, covers 88 more square inches of area, and the curved rear window provides 40 more square inches of visibility than the biggest 1940 Nash.

The Nash soundproofing principle of "Sand Mortex," a "dancing" sand compound that is applied to body panels and blocks out road noises, also is a feature on the low-priced car.

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NOTE TO EDITOR: -- Here's the announcement of the Aeropowered Nash Ambassador Six, one of three new cars to be shown soon by Nash Motors Division of Nash-Kelvinator Corporation. It will occupy a place in the line, just above the new low-priced Nash 600, which you announced in your paper last week. This story is for release September 29, or thereafter. Thank you.

NASH MOTORS PRESS BUREAU
734 New Center Building
Detroit, Michigan - 9/21/40

KENOSHA, Wis., Sept. 29 -- Aeropower motors and a new kind of body construction made their first appearance in the medium price automobile market today with the introduction by Nash Motors of its new Ambassador Six line of automobiles for 1941.

The new car, according to W. A. Blees, general sales manager of the company, will be offered to the public at a price considerably under the cost of last year's Ambassador Six.

Distinguished by smooth, low streamlined styling, the new car also lays claim to being the automobile industry's first convert to new trends established by the aviation industry. Its new aeropower motor will be America's only six-cylinder engine of valve-in-head, twin ignition construction a U. S. government specification for commercial aircraft, Blees said.

Inlet manifolds are built in for uniform temerature control. The motor has a seven-bearing, radio-balanced crankshaft, and develops 105 horse-power.

Lighter, stronger, roomier bodies (front seats are said to be nearly five feet wide) were made possible in the Ambassador Six series, Blees said, by the development of an internal bridge-truss type of body construction known as

"Unitized". Welded at every point into a single, twistproof unit, the new bodies have an integral chassis frame, as well as a second, powerful box girder sub-frame.

Polytone interiors, which harmonize with a wide variety of single and two-tone body colors; greatly improved visibility; concealed running boards; a new type of independent front wheel suspension, with airplane-type shock absorbers set inside powerful coil springs; greater gasoline economy, and a new type of cooling system were cited by Blees as being among the most important features of the new car.

He said that with the public apparently divided in preference between slip-stream and trunk backs, the new Ambassador Six will be offered in both styles, as well as a brougham and convertibles.

Lower and rangier, the new car is 16 feet, 8 inches long, Blees said.

NOTE TO EDITOR -- This story NOT FOR PUBLICATION BEFORE SEPTEMBER 22!

KENOSHA, Wis., Sept. 22 -- Nash Motors Division of Nash-Kelvinator Corporation, through its president, George W. Mason, officially threw its hat into the lowest-priced field today with the announcement of the details of the big, low-priced economy car with which it will compete with Ford, Chevrolet and Plymouth.

Salient features of the long-rumored car, as revealed by W. A. Blees, general sales manager of the Nash Motors Division, are:

1. Gasoline economy of from 25 to 30 miles a gallon.
2. Radically new "unitized" body construction, with integral frame, all welded into a single rigid, twistproof unit.
3. New type spring suspension, with coil springs on all wheels.
4. New fast-accelerating, high economy "Flying Scot" power plant.
5. Torpedo-type body styling, with both slipstream and trunk backs.
6. Record roominess, with front seats nearly five feet wide.
7. Harmonizing duotone interior and exterior color motifs.
8. New two-way, ball-bearing steering, with 33-foot turning radius.

According to Blees, the new low-price car -- the Nash Ambassador 600 -- is the kingpin of a wide-range group of fifteen Nash automobiles in three

(more)

series that will cover 92 per cent of the U. S. passenger car market. Heretofore Nash did business in only 35 per cent of the market, and as a result of the new move Nash hopes to at least double 1940 sales.

Along with the announcement of the low-priced Nash, Blees presented the 1941 Nash Ambassador Eights and Sixes. Both are fitted with aeropowered twin-ignition, valve-in-head engines which boast exceptional performance and economy.

TESTS PROVE ECONOMY

Extensive road tests have shown the new low-priced Ambassador 600 capable of travelling well over 30 miles to a gallon of gasoline, with the company, following its customary conservative policy, prepared to advertise 25 to 30 miles per gallon under average driving conditions.

Basis of this extraordinary economy for a big car is a six-cylinder motor of entirely new design, and a new type of body construction that eliminates hundreds of pounds of weight and yet increases body size and strength.

Called the "Flying Scot," the new motor is especially designed to reach its greatest efficiency in the "range of greatest use." The motor is compact and highly simplified. Construction principles of the new power plant are in the fine motor tradition that has made Nash outstanding in this field, and many of its features are refinements of widely acclaimed Nash innovations of the last few years.

MANIFOLDS CAST INSIDE

Uniform temperature control, a vital economy factor, is obtained by casting inlet manifolds inside the head, and completely water-jacketing all cylinders. A high compression ratio of 6.7 to one, plus double automatic spark control, provide additional economy factors.

The motor is of L-head construction, with a displacement of 172.6 cubic inches, and develops 75 horsepower at 3600 RPMs. Bore is 3-1/8, while the stroke is 3-3/4. Carburetion is downdraft; pistons are of steel-strut aluminum construction; lubrication of all pistons, pins and cylinders is full-pressure, with connecting rods rifle-bored for the greatest possible lubrication efficiency.

One of the most important elements in the efficiency of this new engine is its perfect balance, achieved principally through the employment of intricate new machines developed exclusively for Nash. By means of these machines, the entire crankshaft and flywheel assembly is dynamically balanced by radio, eliminating the human error element. The result is declared to be the most perfectly balanced automobile engine yet produced in volume.

"UNITIZED" BODY CONSTRUCTION

Size and strength as well as economical operation was made possible by a new type of body construction, known as "Unitized."

Built entirely in Nash's own body plant in Milwaukee, the new Ambassador 600 body has an all-welded steel unit, with an integral chassis frame and internal bridge-truss construction. From 400 to 500 pounds of useless weight was eliminated because of this type of body construction.

The new body offers the motorist a much greater degree of safety. In the new Ambassador 600, passengers are completely surrounded by a "unitized" structure of steel, welded and protected at every point.

ROOMINESS INCREASED

Not only does the new construction make for greater structural safety, but it makes a great deal more room possible. Although the body is styled in the

(more)

popular torpedo-type fashion and is much lower, there is a profusion of head and elbow room. Six can be seated easily and comfortably in the sedans, on chair-height seats that are nearly five feet across. Headroom in the rear compartment is such that a tall person wearing a hat can sit in comfort.

Companion of unusual roominess is an additional important safety feature -- greatly increased glass area. The new windshield covers 88 more square inches of area, and the curved rear window provides 40 more square inches of visibility than the biggest 1940 Nash.

RUNNING BOARDS CONCEALED

Lower bodies made possible another style and convenience innovation in the Ambassador 600 -- concealed running boards. Evidenced only by a sturdy covered crash bar when the doors are closed, the running boards are flush with the floors and for safety are covered with ribbed rubber.

The body is completely insulated and soundproofed with Nash-developed "Sand Mortex", a "dancing" sand compound that is applied to body panels, blocking out road noises. Doors are double weather-sealed, and the body and fenders are completely Bonderized to prevent rust. Like all Nash bodies, they are finished in slow-baked, high-gloss Permalux enamel.

Safe and comfortable in the roomiest body ever to sell in the low-price field, Nash Ambassador 600 passengers will experience a riding thrill that is claimed to be completely new to American motorists.

COIL SPRINGS ON ALL WHEELS

It is the first low-price American car to be sprung directly on coil springs on all four wheels.

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Described briefly, the Nash system employs giant kingpins -- 20 inches long -- set vertically and supported at the top by a horizontal steel tube and at the bottom by a heavy front suspension bridge-type truss that is part of the welded steel body.

A mirror-smooth collar rides up and down the lower section of each kingpin on six caged roller bearings, carrying the front wheel spindle at its lower end. Its upper end supports a resilient coil spring, which in turn carries the body weight on a tapered roller bearing.

Direct acting tubular shock absorbers operate parallel to the kingpins.

This type of suspension has been proved by hundreds of thousands of miles of driving in this country and in European road racing.

Rear suspension has the tremendous effectiveness of utterly simple efficiency. Two, long, soft, easy-acting coil springs -- controlled by big airliner-type of direct-acting shock absorbers set inside the coils, with the combination functioning as a unit to provide maximum cushioning effect.

A new type of torque tube, which drives the car, positions the axle fore and aft. A rubber-cushioned axilizer alignment bar provides lateral cushioning.

LOW UNSPRUNG WEIGHT

Tremendously low unsprung weight, practically frictionless operation and direct spring action with the wheels gives the Ambassador 600 a ride of incredible smoothness.

The new front-end suspension system also provides the basis for the automobile industry's only two-way ball-bearing steering system, an innovation that has resulted in a completely new degree of steering ease and control, it is reported.

(more)

Piloted easily, the new 600 will whip around in a 33-foot circle, and is effortlessly parked.

Long, low, slipstreamed, the new Nash Ambassadors in all series follow the popular torpedo trend, with the added advantage of being available in either the slipstream or trunk back.

Front end treatment will again give the Nash a clear distinction of its own. Providing a low, road-hugging appearance, a horizontal cooling grille extends completely across the front of the car. Just over bumper-high, the new grille is of five sturdy, closely-set bars of chromium, curving slightly around the front of each fender. The prow of the car, crowned by a grooved chromium ornament, and faced by a narrow chromium moulding, knifes through the center of the cooling grille to lend an impression of motion even when the car is standing.

Vertical grilles of closely set diecast chromium face off the smooth curve of the catwalk. Sealed Beam headlights fit trimly into the smooth curve of the big, high-crowned fenders.

The new Nash interiors, sophisticated as a penthouse, harmonize in two-tone combinations with body colors, a feature that should prove extremely popular with women buyers. They were worked out in collaboration with a woman stylist.

Luxurious woolens in exclusive weaves, styled in a rich taupe-beige and plum duotone combination, provide instant eye appeal. The warm plum of the carpets, storm stripping, assist cords and robe cords contrasts dramatically with taupe-beige seats and sidewalls, and is picked up again in mahogany grain window mouldings, tenite escutcheons and steering wheel.

The instrument panel, with all instruments and knobs carefully grouped for safe and easy accessibility, is a harmony of polychromatic beige, chromium and plum-red tenite.

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FIRST COUSINS TO GIANT MODERN AIRLINERS

Powered by the only motors in the industry to meet certain Government specifications for commercial aircraft engines, the new 1941 Nash Ambassador Sixes and Eights are the automobile industry's first cousins to giant modern airliners.

New Aeropower motors are among the most important features of the two senior Ambassadors, which are declared by Blees to be the biggest car values that Nash has ever offered in the medium-price field.

America's only twin-ignition, valve-in-head automobile engines, the new Aeropower motors have been heavily dramatized, so that their appearance is as distinctive as their performance. The new motors have their trimness accented with color -- silver-painted valve covers, glistening red ignition wires.

The new Ambassador Six motor, with a seven-bearing, radio-balanced crankshaft, develops 105 horsepower. The Ambassador Eight develops 115 horsepower and has a nine-bearing crankshaft. Both motors have such widely acclaimed Nash features as double automatic spark control, steel-strut aluminum pistons, full-length water-jacketing, full pressure engine lubrication, rifle-drilled connecting rods and Iso-Thermal fuel system.

SHOCKS INSIDE SPRINGS

The smooth-riding senior Nash Ambassadors are independently sprung in front on big, soft-action coil springs, with shock absorbers set inside the springs for perfectly coordinated action. Upper control arms are insulated for silent action. In the rear, big tubular, airplane type shocks act synchronously with long leaf springs to provide a cushioned ride. Pre-lubricated, these springs are enclosed in metal covers.

(more)

Both more than 200 inches in overall length, these big, new, medium-priced Ambassadors have unitized all-steel, internal bridge-truss construction and integral chassis sub-frame welded into a rigid one-piece unit. A second rigid box girder sub-frame with double thickness side rails gives this twist-and shock-proof body even greater strength.

The 1941 version of the four-star feature pioneered by Nash, the "Weather Eye" system of conditioned air for winter driving, is vastly improved and is said to reach a new high in performance.

CAPACITY IS 70 PER CENT GREATER

The new "Weather Eye" is featured by a 70 per cent increase in capacity, a larger fresh air intake, larger hopper, a bigger heating core and air filter, a new outlet and twin fans. The new outlet is long and narrow, and fits up snugly and practically out of sight against the vertical toeboard, shooting a curtain of air down along the floorboards.

Twin motor-fans do double duty when defrosting is necessary and when forced circulation is required.

Already famous for the manner in which it has provided Nash owners with "Spring" conditions throughout the coldest weather, and dustless and draftless ventilation throughout the summer, the "Weather Eye" system is expected to win new acclaim as a comfort and safety feature in 1941.

Back again, bigger and easier to make up than ever before, is Nash's popular sportsman-tourist feature, the bed-in-a-car. The 1941 bed, available on sedan and brougham models, can be made up in less time than it takes to make a bed at home, and can be left up while the car is travelling.

(more)

SEALED BEAM HEADLIGHTS

Sealed Beam headlights -- of the all-glass, hermetically sealed type -- are standard equipment on all new Nash cars. Optional extra is Nash's fourth speed forward, which trims gas and oil bills from 20 to 30 per cent. An automatic cruising gear, the fourth speed forward has an unusual "Overtake" feature that provides instant, extra power for use in passing or in an emergency.

Scores of other important comfort, safety and convenience features round out Nash's big value story for 1941 -- taillights that also illuminate the trunk compartment; clutch pedal starters; a hood lock that operates from the instrument panel; a safety foot control for the radio; High-Test Safety glass all around; voltage control generators; Foam Sponge seat cushions; ventilating rear quarter windows, sliding bolt locks on front ventilator wings, and numerous other standard and optional appointments.

-30-

Nash Motors Press Bureau
Headquarters - 734 New Center Building
Detroit, Michigan - 9/14/40

A Reminder !

The most efficient automobile lights in the history of the automobile are being used on the 1941 models. They are the Sealed Beam headlights -- hermetically sealed lights which are near their maximum efficiency practically throughout their lifetime. But you must remember to dim your bright lights when passing on the highway, as they are very powerful and sometimes the beams are cast upward by the unevenness of the highway. Nash sends this reminder to all prospective purchasers of 1941 cars.


Nash

Front end details of the new Nash Ambassadors are so carefully worked out that every section of it has its own distinctive beauty. This section of the front end of the new Nash Ambassador Six shows how effective cooling is maintained through the use of large cooling grilles which scoop in large quantities of fresh air.

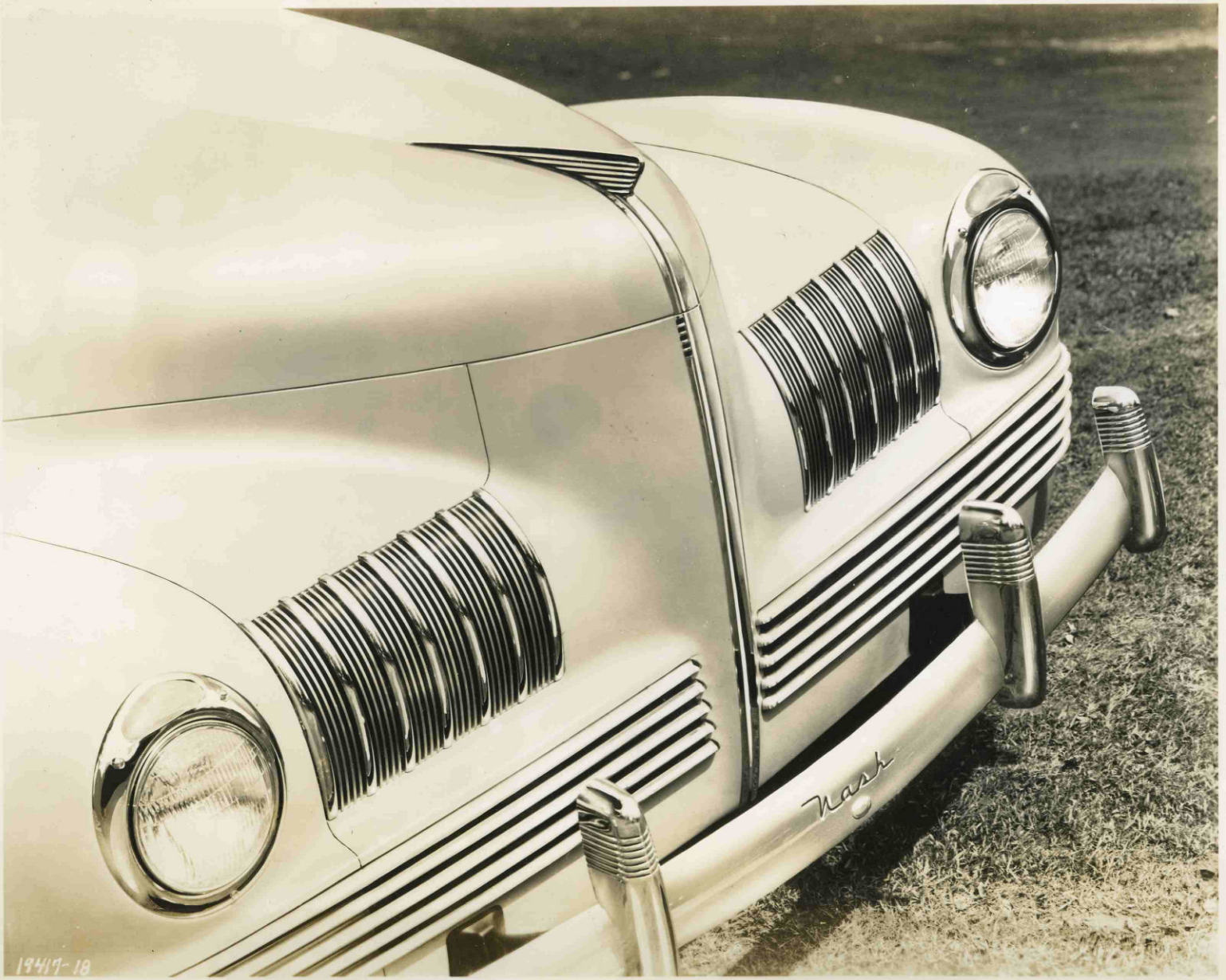

Nash
Nash
Nash

Nash Offers Three Series for 1941

These three models are representative of the 1941 line of Nash cars. In the foreground is the Nash Ambassador 600 which is being placed in competition with Chevrolet, Ford and Plymouth in the low-priced field. Next is the Aeropowered Ambassador Six, and the far car is an Aero-powered Nash Ambassador Eight model.


9-19-13

Last year's Nash instrument panels, adjudged the most attractive in the industry, are believed to be greatly surpassed by the panels in the 1941 Ambassadors. Shown is a front compartment view of the new low-priced Nash Ambassador "600". Instruments, closely grouped for safety and convenience, are viewed clearly through the two-spoke plastic steering wheel. The broad windshield also shown is 88 square inches larger than last year. Front seat is nearly five feet wide.


Nash
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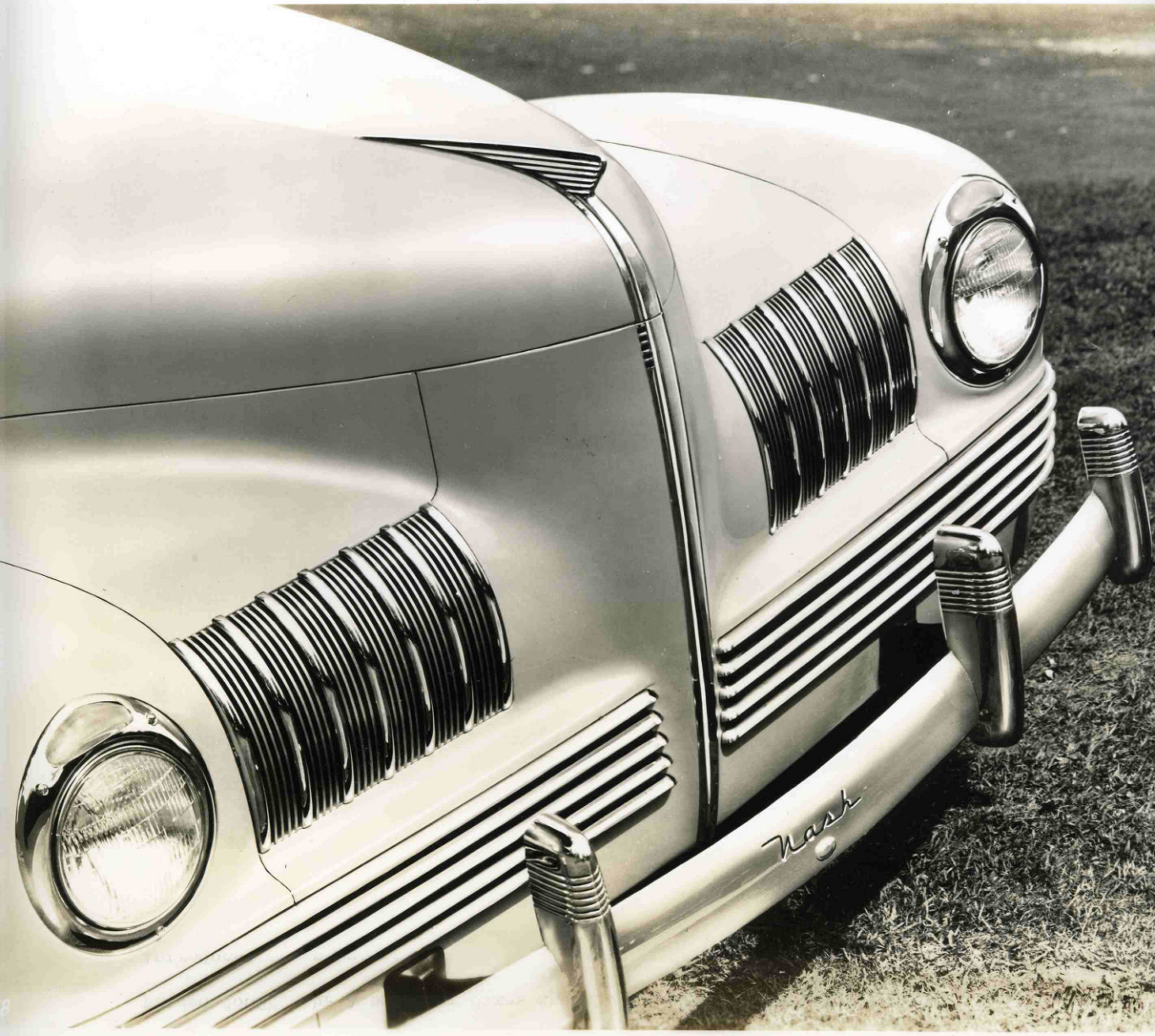
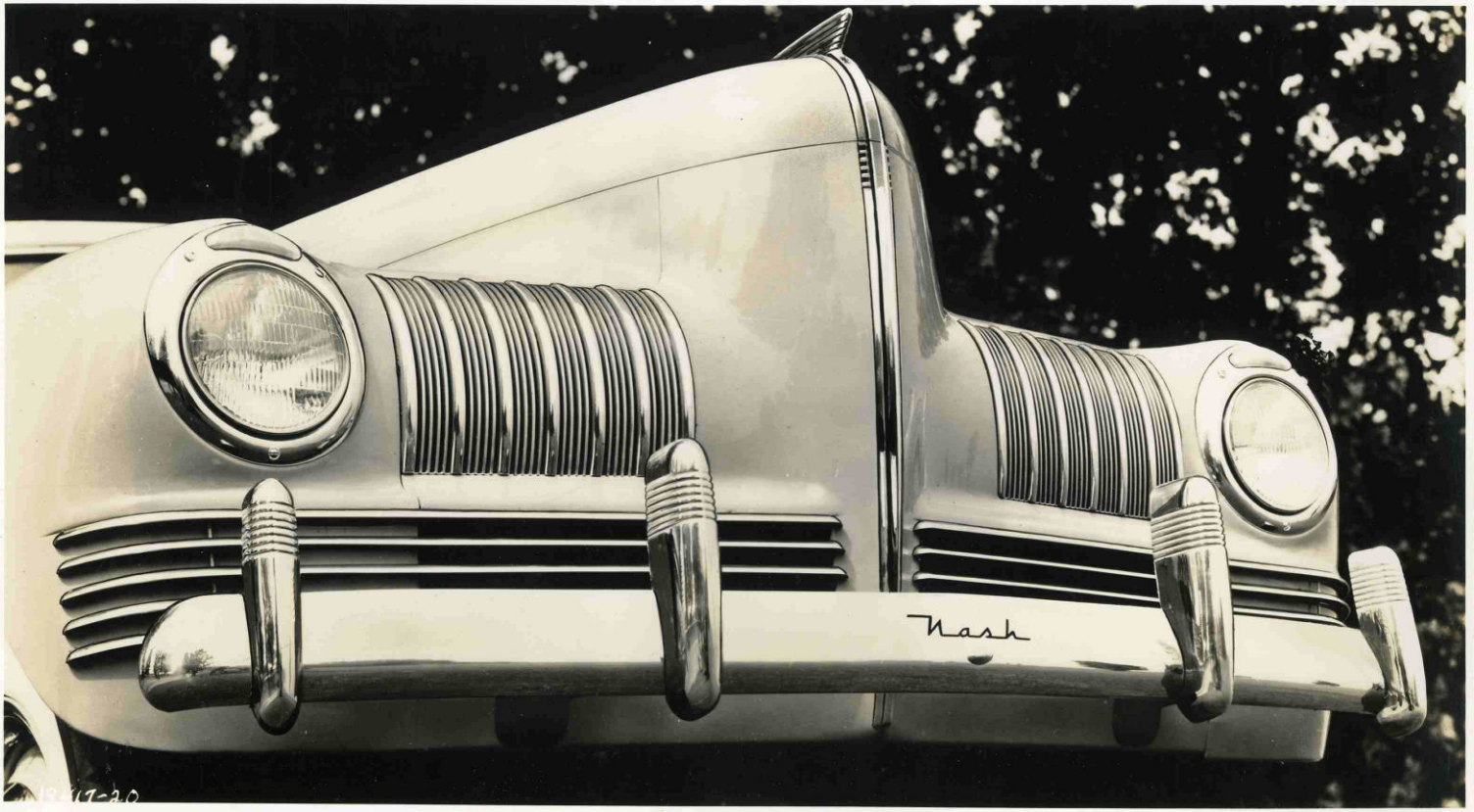


Here is an angle from which all of the new Nash Ambassadors -- the new low-priced "600", the Ambassador Sixes and the Eights -- look exactly alike. Nash introduced the principle of identical appearance throughout all its lines several years ago, and it has proved a popular innovation. The car here is an Ambassador Eight fast back sedan, differing from other models in the absence of the chromium belt moulding. This is eliminated in slipstreamed back models to add to the distinctiveness of their clean, trim overall lines.

KIN TO AIRLINERS is this new 1941 automobile -- the Aeropowered Nash Ambassador Six, which was announced this weekend by Nash dealers country-wide. It is powered by a twin-ignition, valve-in-head, six-cylinder, in-line engine of 108 horsepower. Most of the world's big airliners and war planes boast the twin-ignition principle. This new Nash is a big car more than 200 inches long, and will sell in the medium price field.


Nash

This worm's-eye view of Nash's 1941 face gives an impression of functional beauty at its best. New cooling methods gave designers the opportunity to treat front ends in a manner heretofore impossible because of functional requirements.


Nash
Nash
9447-21

Both Streamlined and Deck
Backs on New Nash Sedans

Two types of back design -- the popular deck back, and sloping streamlined, or "fast" back -- are available on the 1941 Nash 4-Door Sedans. Here's how they compare.

With the American motorist's preference apparently equally divided between the trunk back models and the slipstreamed type, Nash will offer both in all series. Both types follow the popular torpedo trend. Shown here are a 1941 trunk back Nash Ambassador Six and a slipstreamed Ambassador Eight.


Nash

Nash Sleeping Car Bed
Makes Up In 3 Minutes

The Nash sleeper sedan, which has made a hit with sportsmen, salesmen and tourists who like to sleep out, appears in improved form this year. The new bed can be made up in three minutes. The rear seat glides out on a folding track, which is hidden beneath the seat. The rear seat back is lifted to the top of the car and fastened, and a hinged shelf is dropped down from behind the rear seat. A shelf over the spare tire folds forward, and all is fitted with a mattress. Sheets and blankets are then put in place, and the bed is ready. Complete security is offered as the car can be locked from the inside.


Nash
19417-29

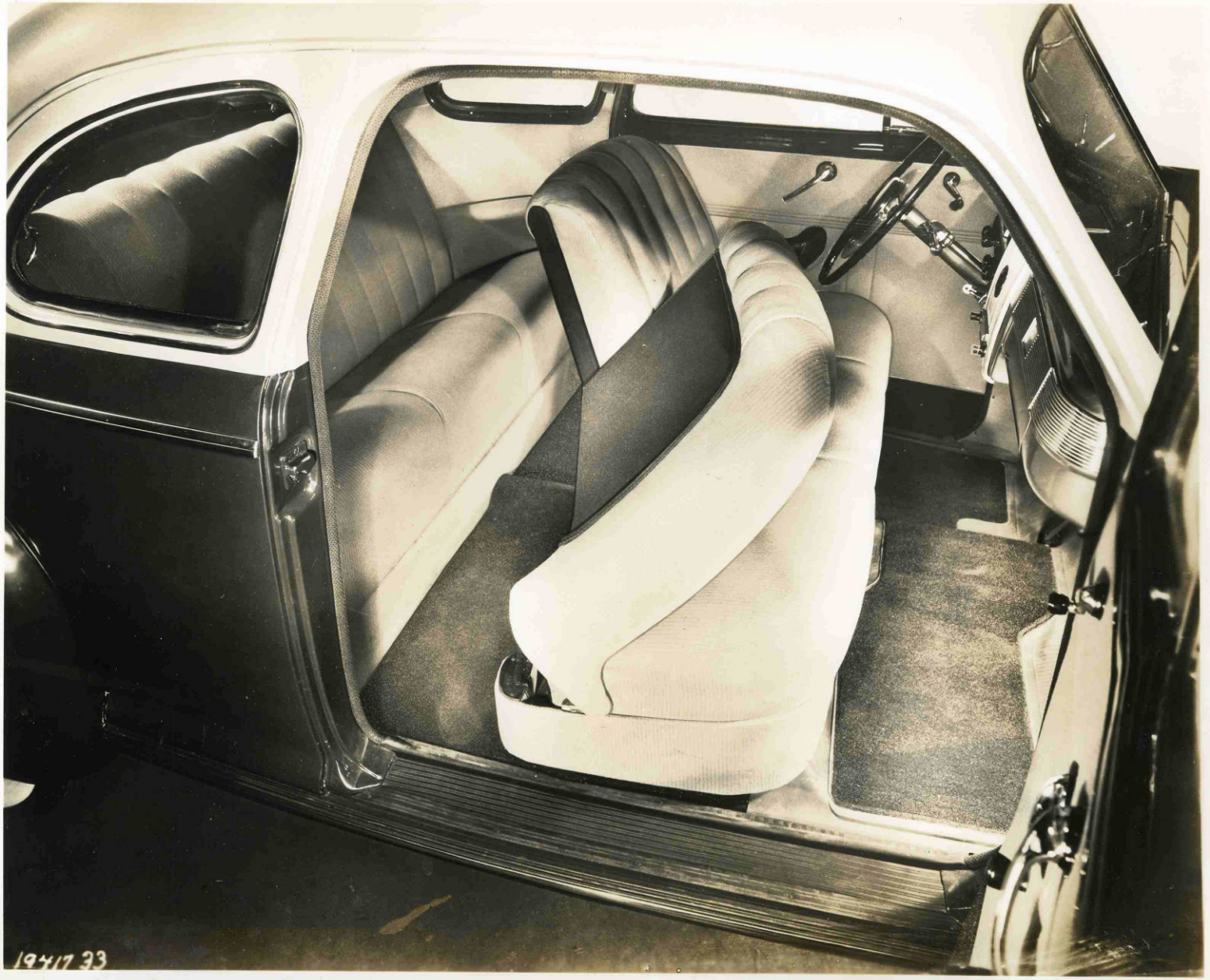
Graceful, flowing lines are an outstanding characteristic of the new torpedo-type styling featured in the 1941 Nash cars. The long, trimly tapered hood of this low-priced Nash Ambassador "600" raises up in alligator fashion. It can be unlocked only by means of a control on the instrument panel.


Nash
1941

Beauty -- Four Deep

The front design of the 1941 Nash cars follows lines which are characteristically Nash lines, yet are as new and fresh as a spring morning. Cooling grilles are carried entirely across the front of the car to the ends of the fenders for beauty's sake. They are broken in the middle by the clean, chrome-tipped nose of the car. The front-end design accentuates the lowness and wideness of the new Nash cars.

Nash's three distinctively styled new cars for 1941 -- the Nash low-priced Ambassador "600"; the medium-priced Ambassador Six and the Ambassador Eight -- all have the same clean-cut front end appearance as this new Ambassador Six. Over 200 inches long, this new Ambassador boasts a new Aeropower motor, America's only twin-ignition, valve-in-head six-cylinder engine.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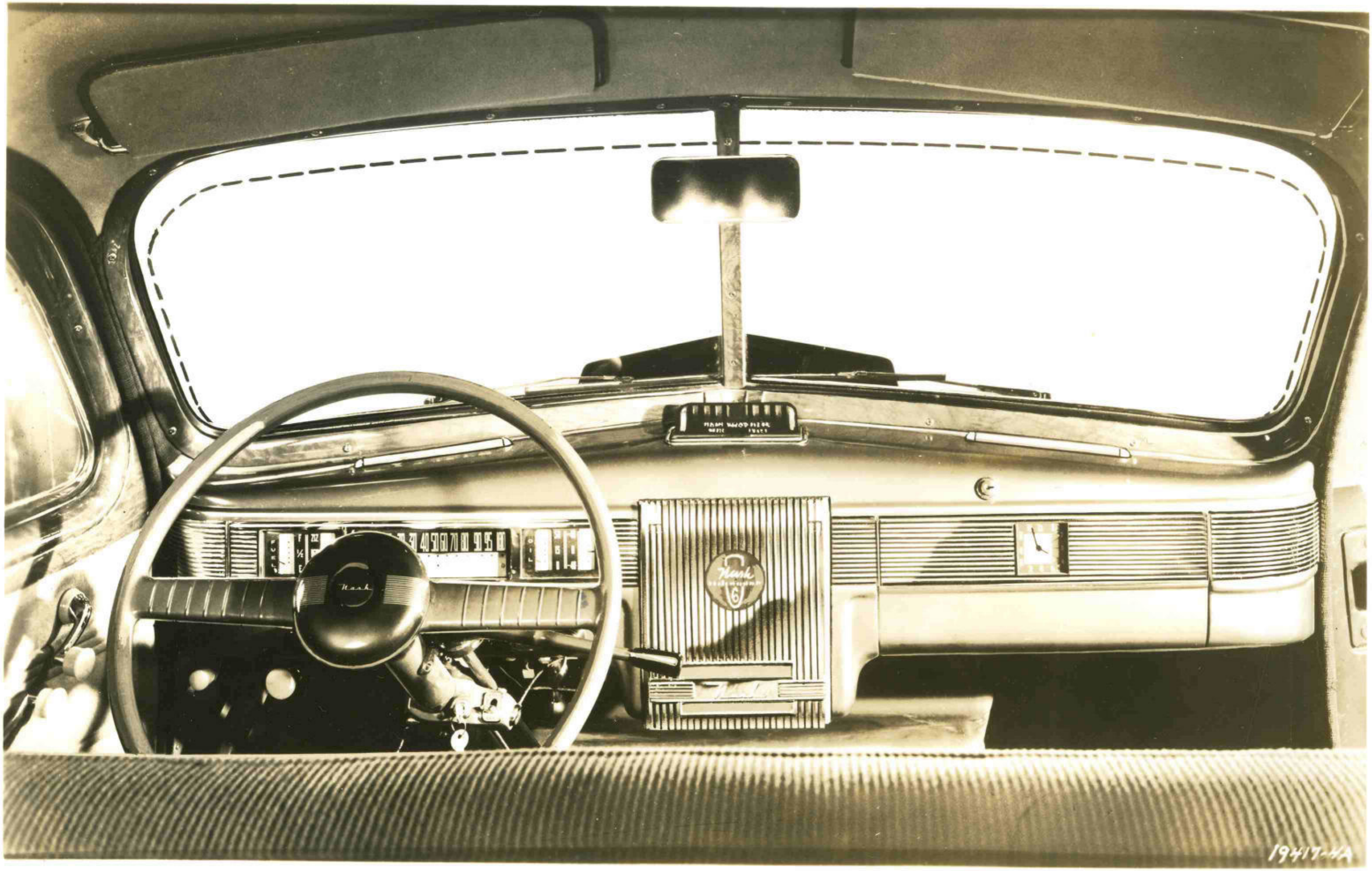
Coupe Brougham is New Nash Model

This new model is known as a Coupe Brougham. It is a compact car with sufficient room for six people. A two-tone interior, which is a Nash 1941 feature, is shown here. The seats are upholstered in beige Bedford cord, and the back of the front seat, the carpeting, the assist cords and the door windlacing are in plum red. Instrument and hardware knobs are in a plum red translucent plastic. The Coupe Brougham is available in all three Nash series for 1941.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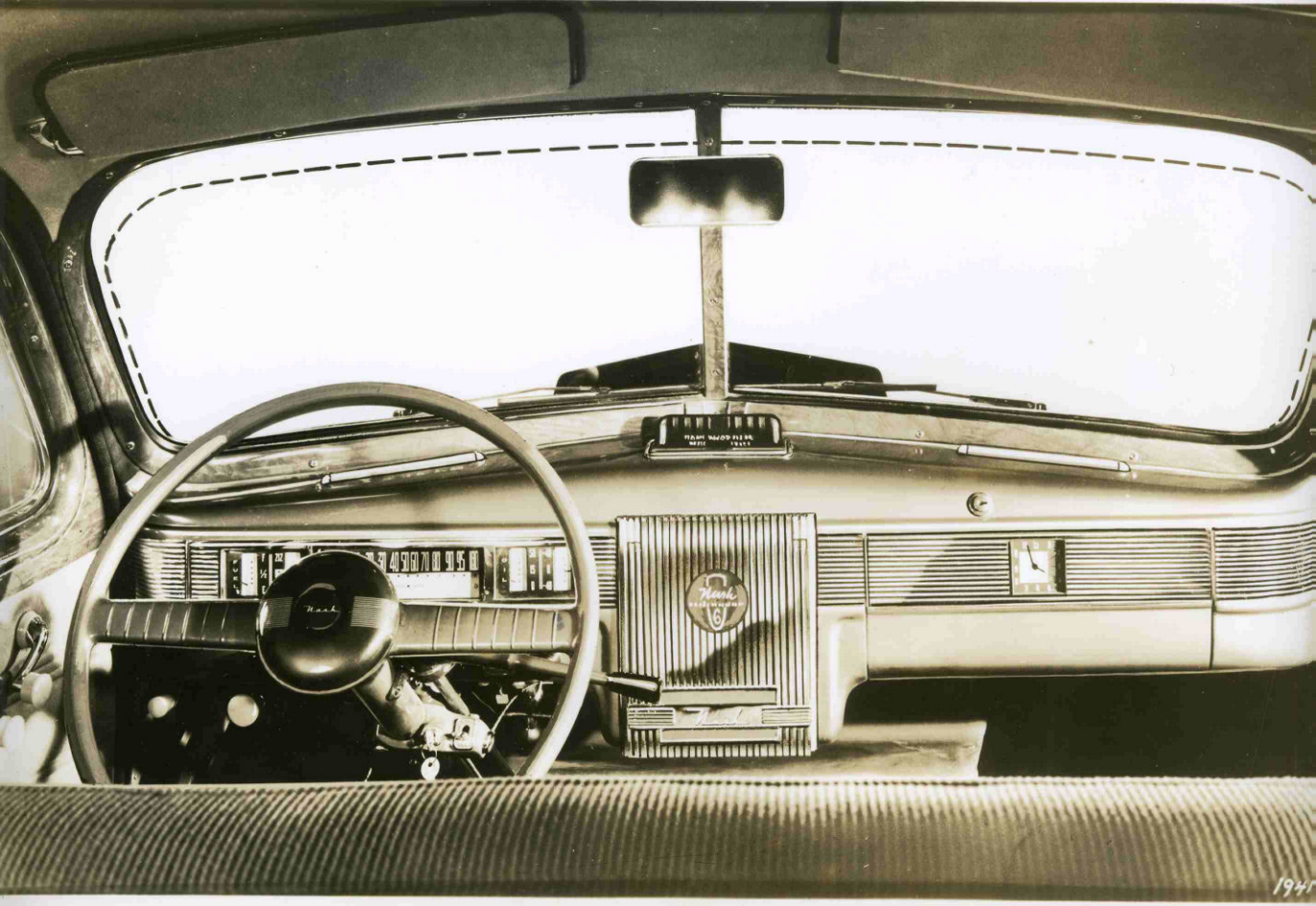
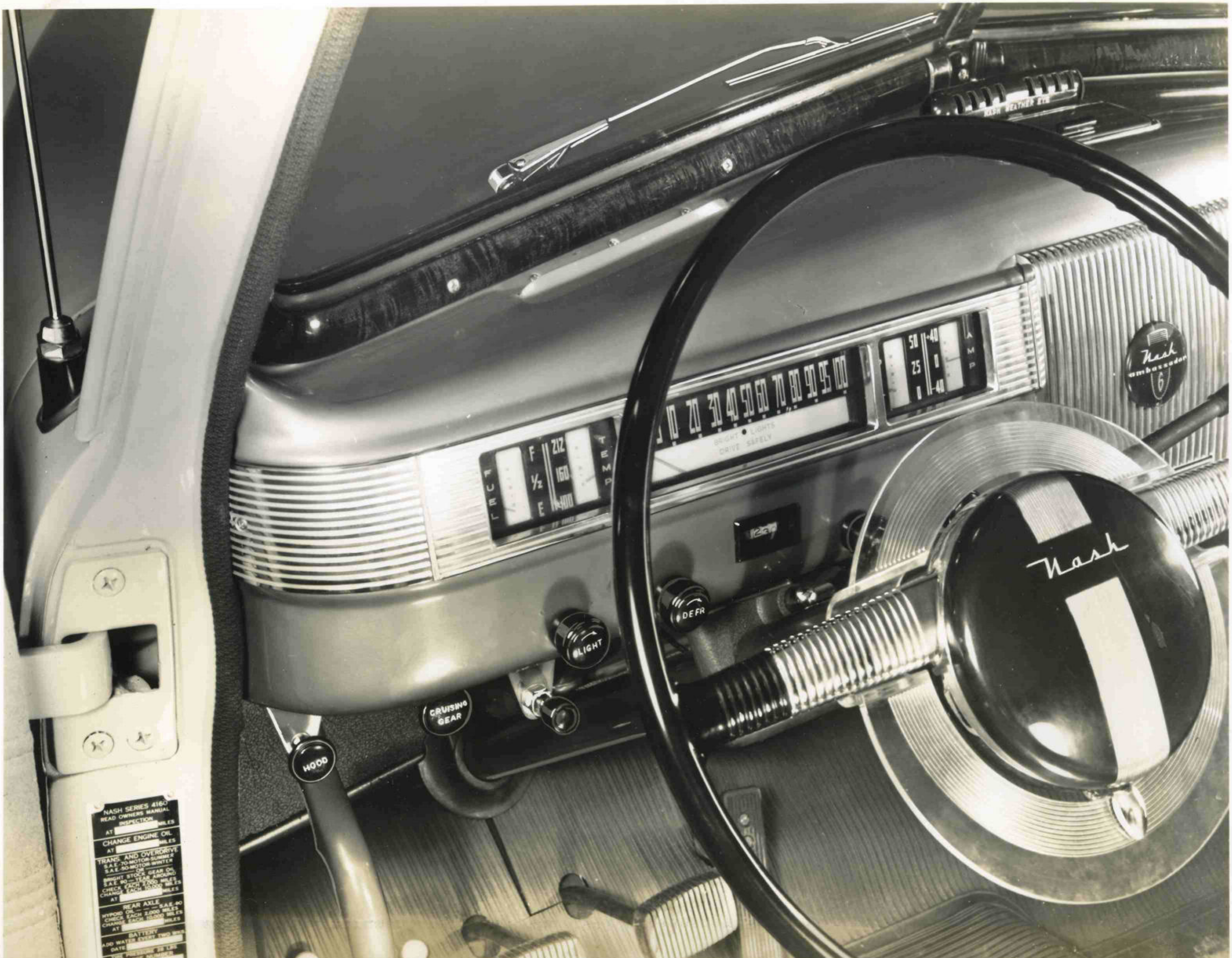


See More From New Nash

The new "unitized" welded steel body construction used by Nash this year makes windshield and window space much larger, provide greater visibility for both driver and passengers. The dotted line shows the gain in windshield visibility. There is 88 square inches more glass area than used on Nash cars heretofore. The new chrome-trimmed instrument panel, with instruments containing big, easy-to-see numerals is the one to be seen on the 1941 Aeropowered Nash Ambassador Sixes.


19417-6

A roominess and comfort story made possible by employment of the new "Unitized" frame and body construction developed by Nash engineers is effectively told here by this picture of four seated comfortably in the front seat of a new Nash Ambassador "600". Front seats are nearly five feet wide in all '41 Nash series. Companion of unusual roominess is an additional important safety feature -- a windshield glass area, increased by 88 square inches on '41 Nashes.



NASH WEATHER EYE
Nash ambassador 6
FUEL
F
½
E
212
160
100
TEMP
10 20 30 40 50 60 70 80 90 95 100
BRIGHT LIGHTS
DRIVE SAFELY
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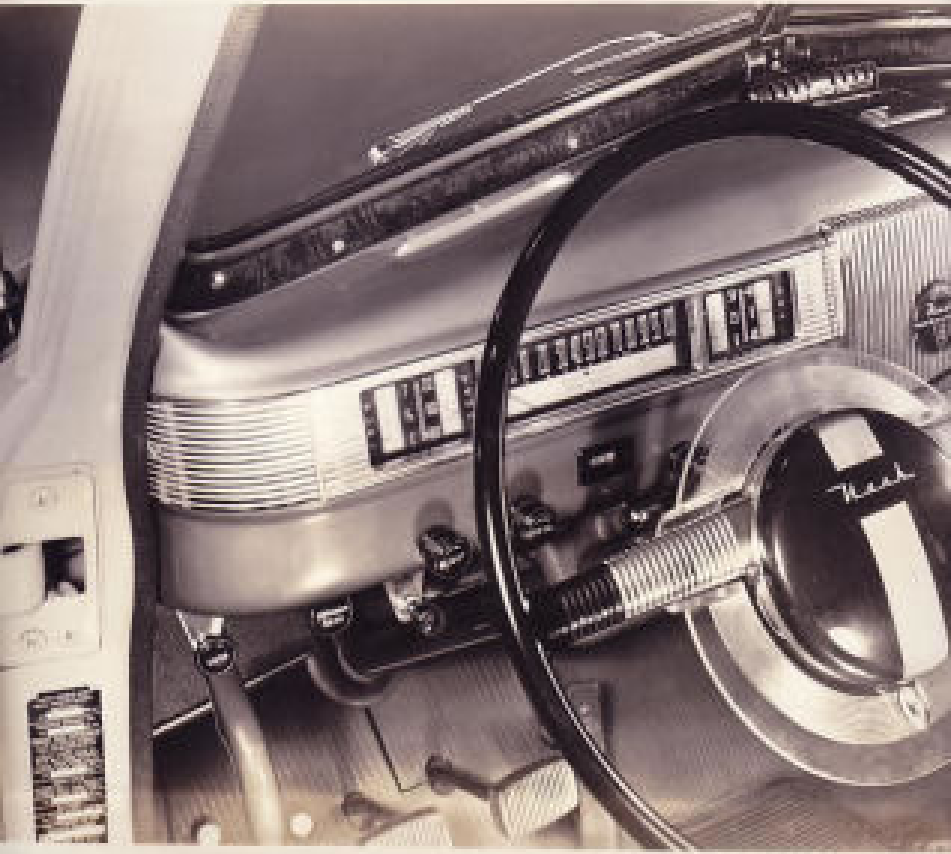
AMP
Nash
DEFR
LIGHT
CRUISING GEAR
HOOD
NASH SERIES 4160
READ OWNERS MANUAL
INSPECTION
AT MILES
CHANGE ENGINE OIL
AT MILES
TRANS. AND OVERDRIVE
S.A.E.-70-MOTOR-SUMMER
S.A.E.-50-MOTOR-WINTER
OR
BRIGHT STOCK GEAR OIL
S.A.E. 90 — YEAR AROUND
CHECK EACH 2,000 MILES
CHANGE EACH 10,000 MILES
AT MILES
REAR AXLE
HYPOID OIL — — — S.A.E.-90
CHECK EACH 2,000 MILES
CHANGE EACH 10,000 MILES
AT MILES
BATTERY
ADD WATER EVERY TWO WKS.
DATE

19417-7



A harmony of polychromatic beige, chromium and plum-red tonite, the steering wheel and instrument panel of the 1961 Ambassador Six are characterized by rich functional beauty. Wheel, wheel centerpiece and control knobs are lustrous red tonite. Striking new horn ring is clear plastic. Instruments are grouped closely together for safety and convenience. New body construction and re-designed "Weather Eye" provide much more clear space in the front compartment.

Running Boards?

Running boards or no running boards? The public was divided, so Nash engineers solved the problem by devising a concealed running board. When the door is closed, the running board is hidden, and no protruding board interrupts the smooth, moulded contour of the car. The rubber-ribbed stepping board is there only when the car door is open, and prevents accidents caused by slipping. It's flush with the floor.

Running boards on the new Nash Ambassadors for 1941 are concealed to provide the cars with greater beauty and greater roominess. They retain their function, however, of safety and convenience. Covered by ribbed rubber, they are only a few inches from the ground, and are flush with the floor level of the new, low "Unitized" steel bodies. The broad doors are completely weather sealed.

With the low-slung, torpedo-type bodies which Nash will have in all its 1941 models, interior height also has been achieved. This tot, standing on the seat, gives you an idea about interior height. Seats are just a bit under six feet wide this year, providing ample room for three passengers. This also is true of Nash's 600, the car with which this company will enter the mass automobile market next season in competition with Ford, Chevrolet and Plymouth.

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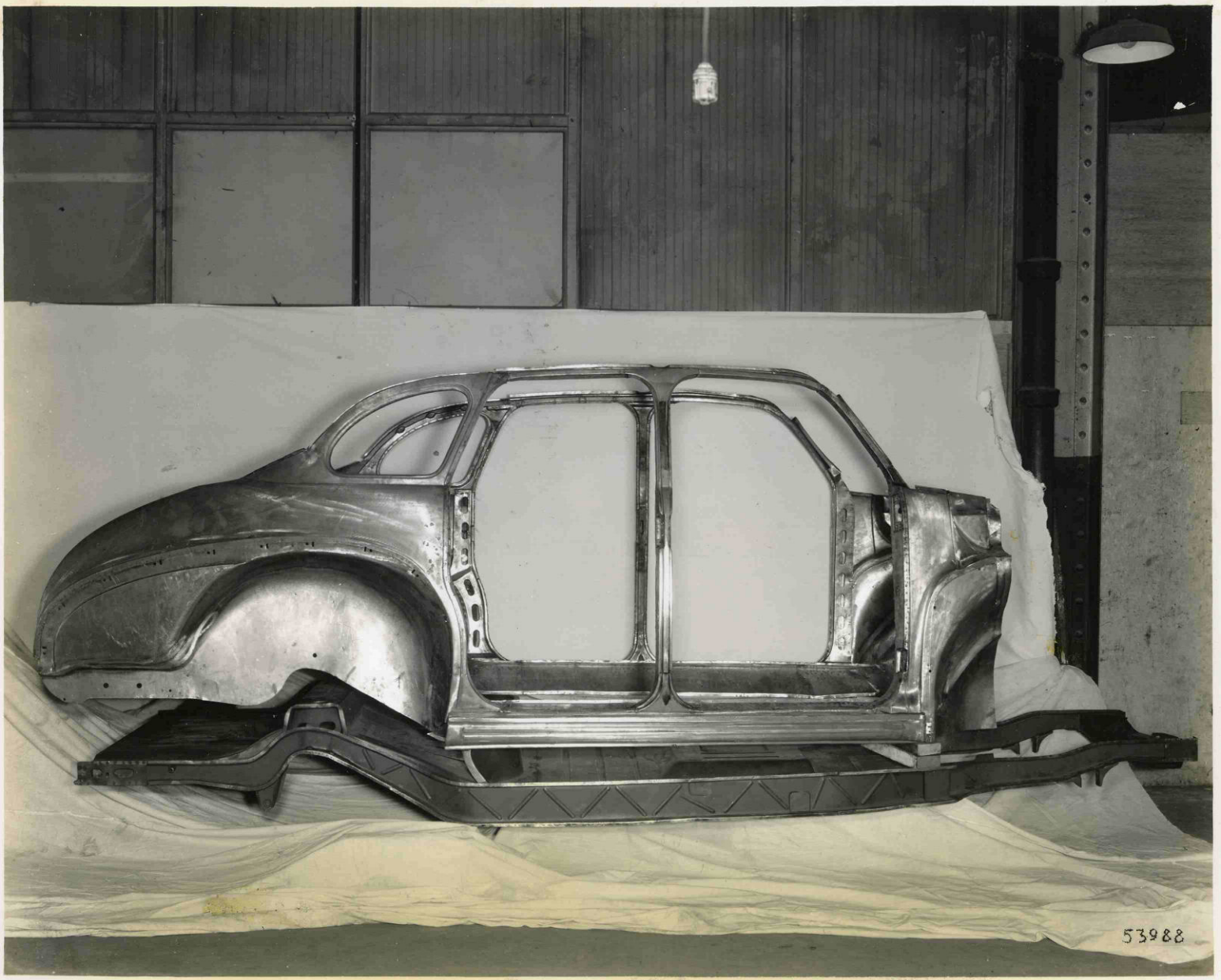
---Nash Motors Press Bureau, Detroit, Michigan - 8/7/40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Unit body construction principles will be employed by Nash for all its 1941 models. This gives you an idea of how they are built. Sides, floor, roof, back and front bulkhead are welded together into a single unit which is stronger, safer and lighter. Boxed, bridge-like girders are used, and the best of light-weight steels are employed. These bodies are built something like the light-weight streamlined trains, it is said. This picture shows the sides and floor before being welded.

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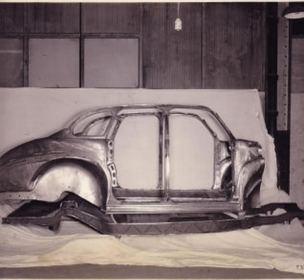
Nash Motors Press Bureau, Detroit, Michigan – 8/7/40



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tank and front bulkhead are welded together into a single unit which is stronger,
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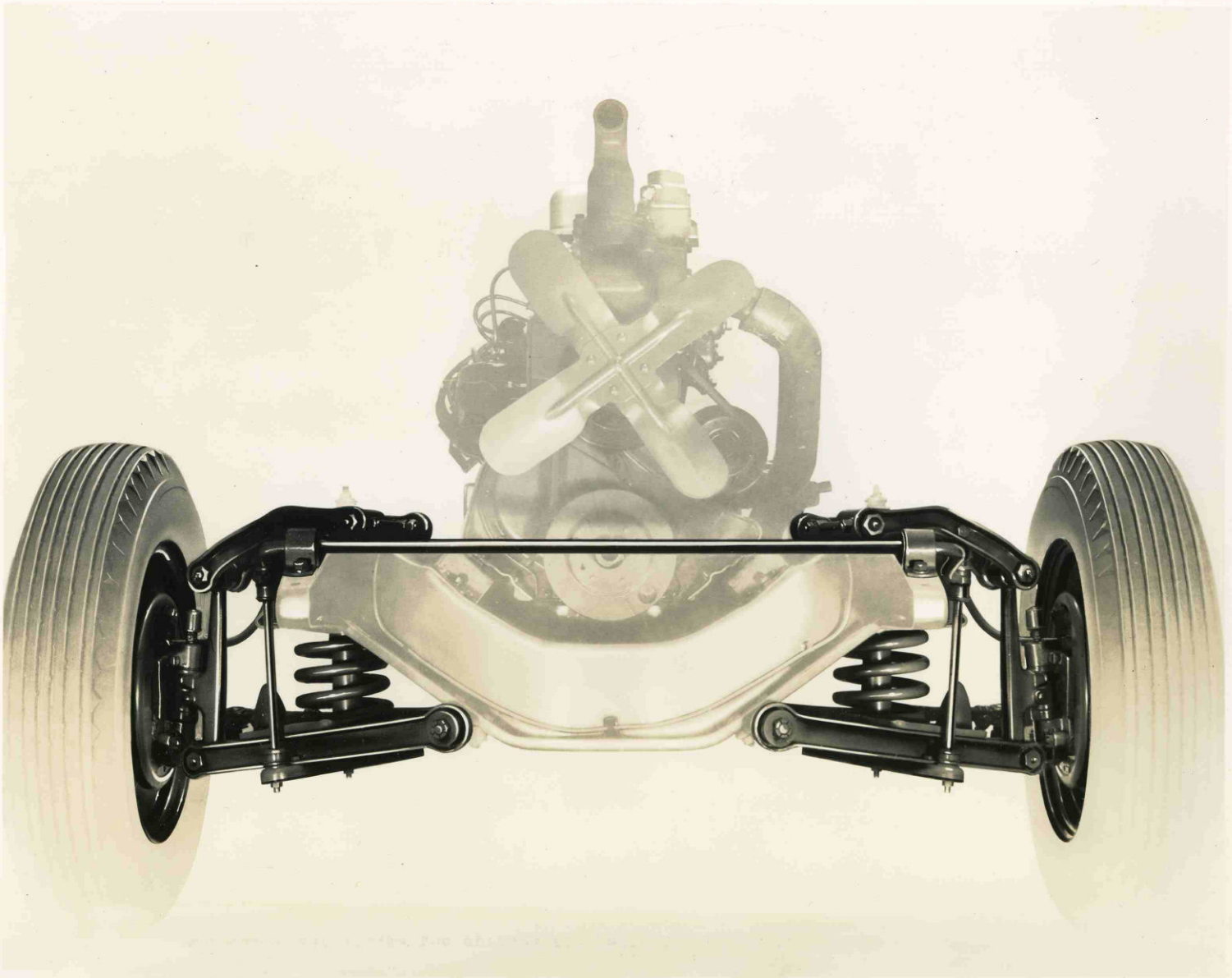
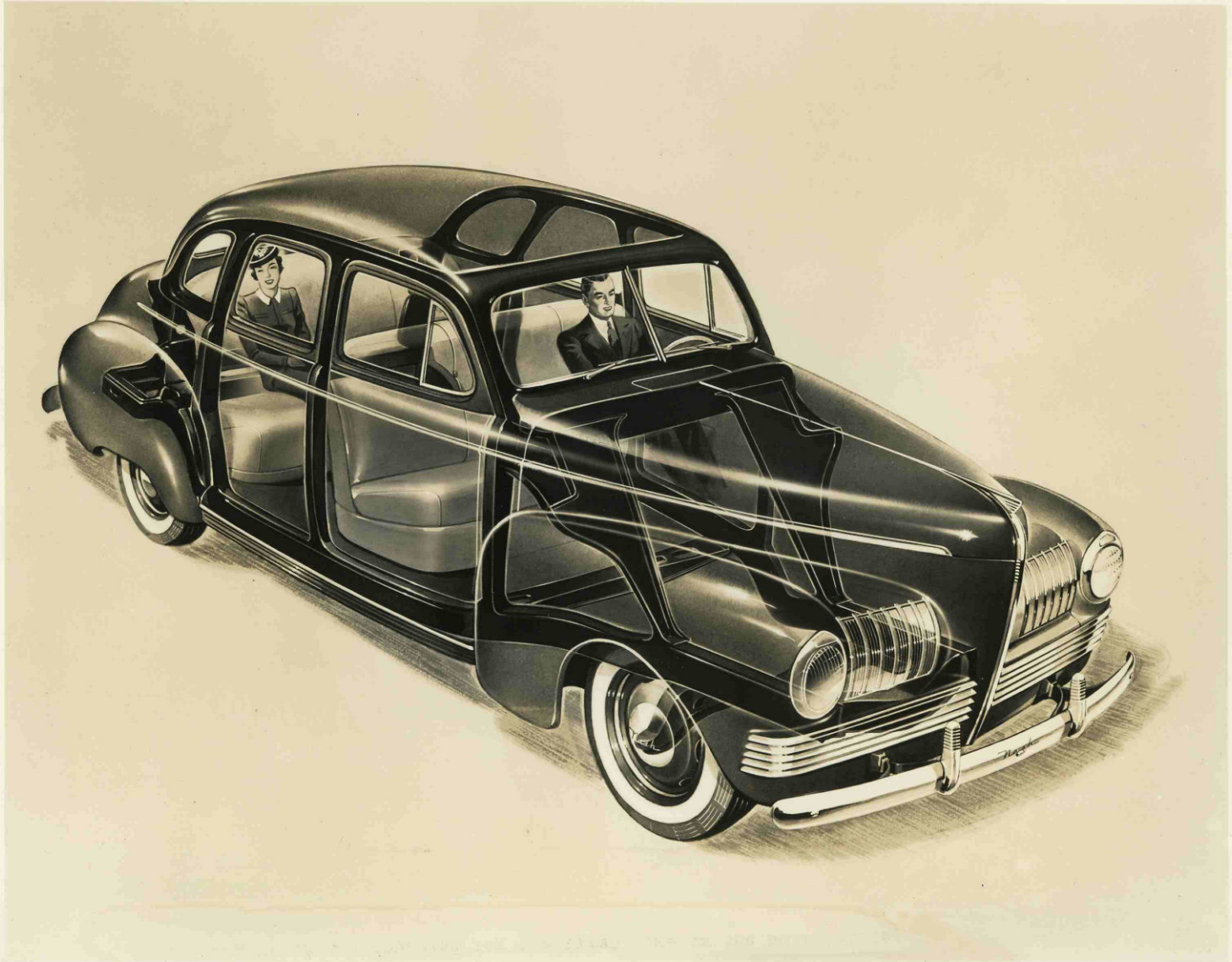
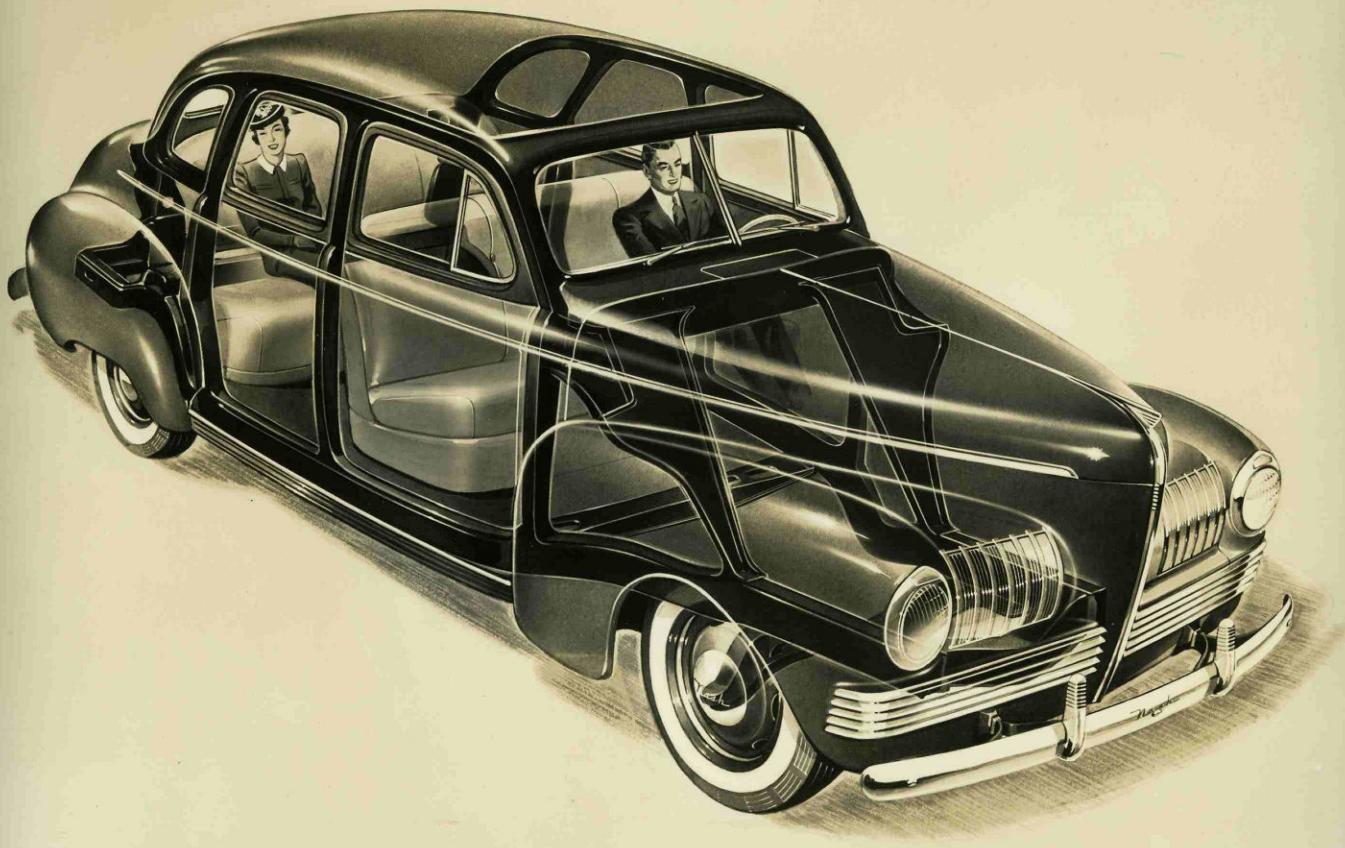
—Nash Motors Press Bureau, Detroit, Michigan - 6/7/40.



Independently sprung in front on big, soft-action coil springs, with shock absorbers set inside the springs for perfectly coordinated action, as shown here, the senior Nash Ambassadors provide a smooth, new ride. Upper control arms of the front suspension system are insulated for silent action. In the rear, big tubular, aeroplane type shocks act synchronously with long leaf springs to provide a cushioned ride. Pre-lubricated, these springs are enclosed in metal covers.

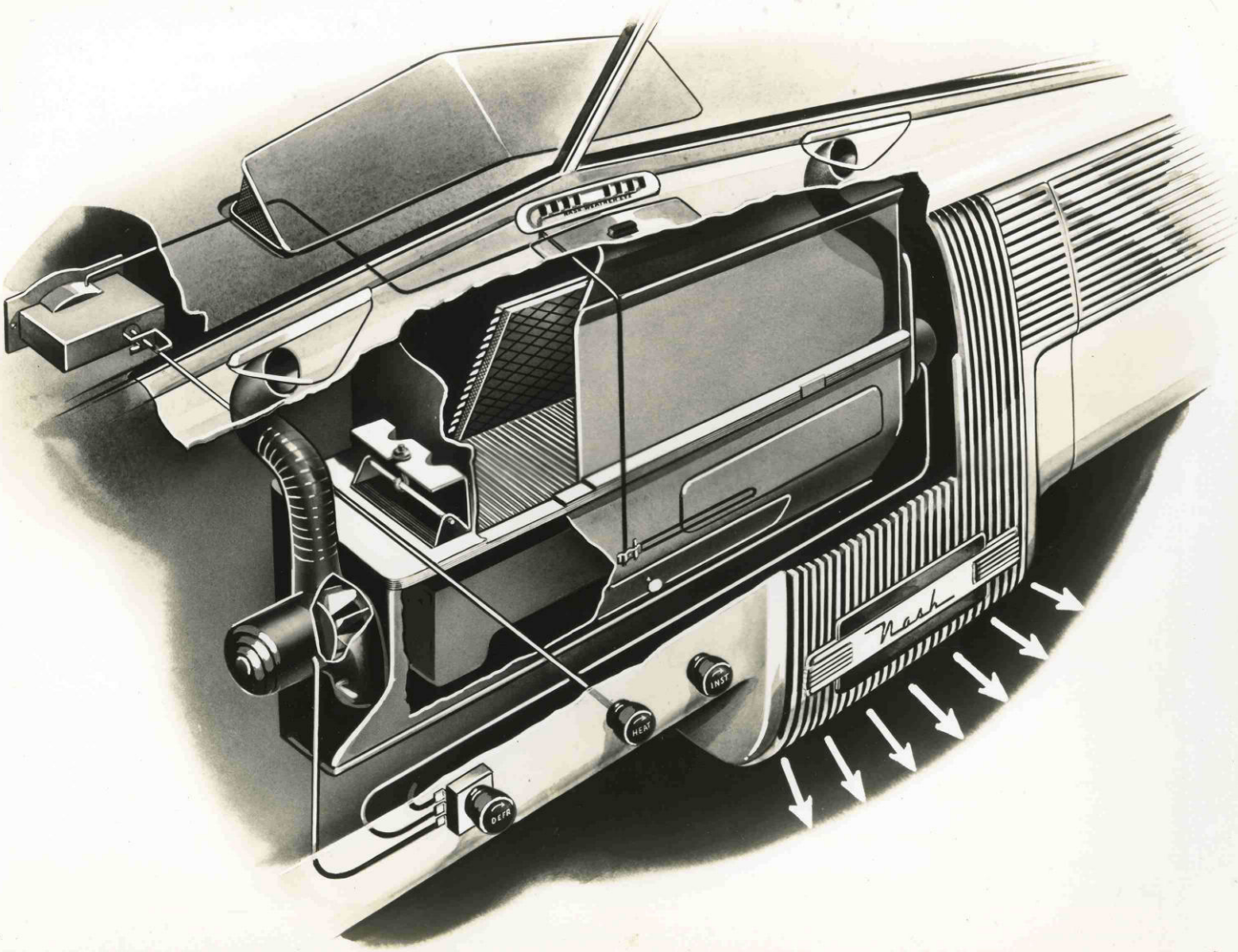




The new "Unitized" type of body construction developed and designed by Nash engineers and employed for the first time on the Nash Ambassador "600" is shown here in skeleton outline.

With an integral chassis frame and internal bridge-truss construction composing an all-welded steel unit, the elimination of between 400 and 500 pounds of useless weight was made possible.

The new body, as well as being an economy factor, provides the motorist with a much greater degree of safety. In the new Ambassador "600", passengers are completely surrounded by a "unitized" structure of steel, welded and protected at every point.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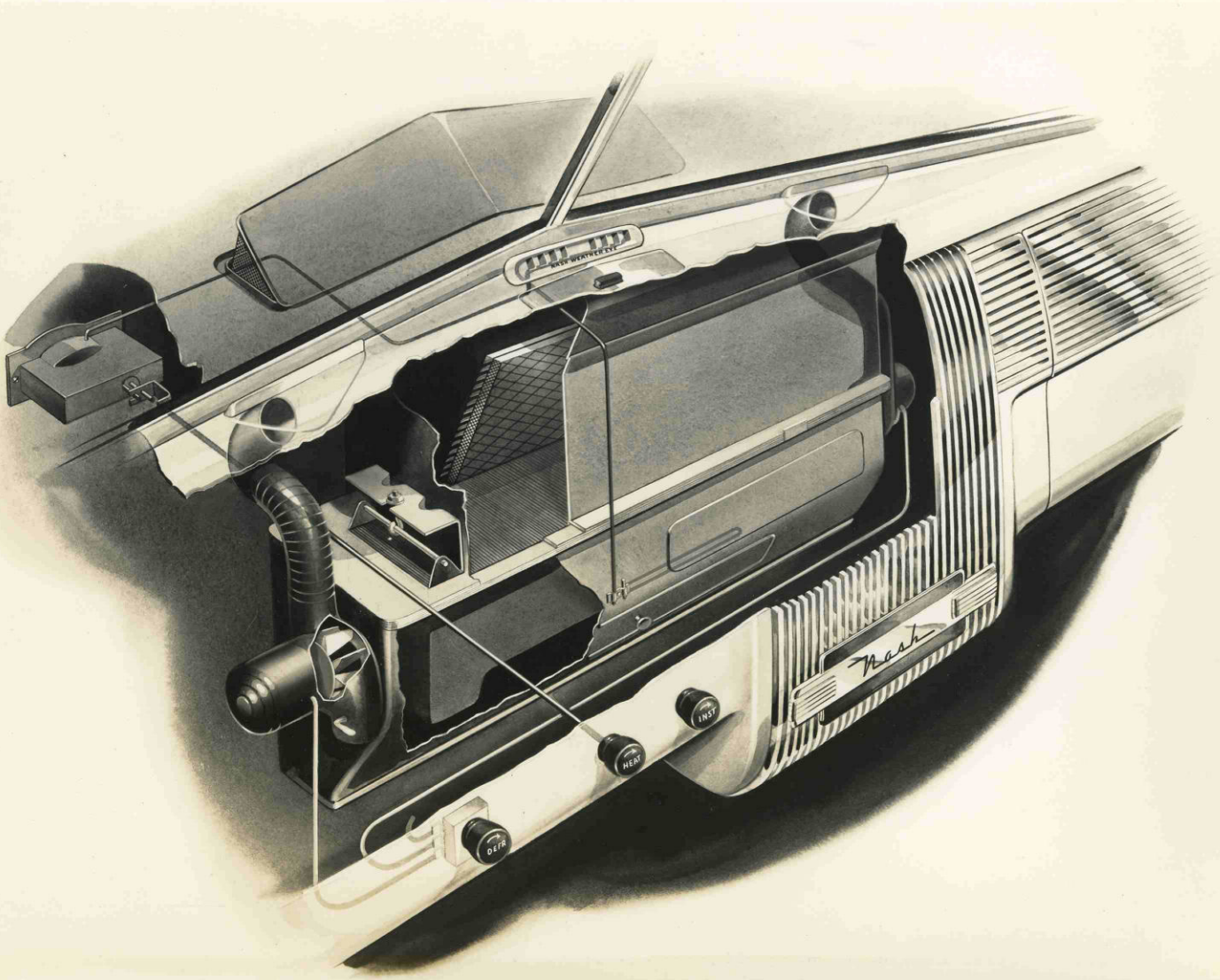
ALL-WEATHER EYE
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1941 NASH CARS HAVE NEW 'WEATHER MAKER'

THIS CAR WEATHER MAKER, a conditioned air device for winter driving, was pioneered by Nash, and this year makes its appearance in a greatly improved form. It is installed behind the instrument panel, and works automatically to maintain June conditions in the new Nash cars even when it's below zero outside.

An automatic "Weather Eye," which is extremely sensitive to outside weather changes, works night and day balancing inside weather against outside changes to maintain the kind of car comfort the driver calls for by setting the "Weather Eye" dial.

A large volume of fresh air is taken in through the cowl ventilator, passes over a rain shedder to extract water, then is routed through a filter, and then through a conditioning core which heats it to the desired degree. The incoming air maintains a slight pressure in the car which instantly spreads the heat to all parts of the car body.

Air within the car constantly is being changed as the slight pressure built up in the interior forces stale air out through the minute apertures in the car body. Tobacco smoke is whisked from the car as if by magic, and windows tend to stay clear and free of condensation.

This exclusive Nash feature is said to be so efficient that drivers and passengers can ride in shirt sleeves when it's zero outside if they so desire.

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Practically out of sight against the vertical toeboard this year, the famous Nash "Weather Eye" system of conditioned air is shown here in cutaway section. Vastly improved, the new 1941 "Weather Eye" has a 70 per cent greater capacity, larger fresh air intake, a bigger outlet and twin fans. Large quantities of fresh air are drawn in through the open cowl ventilator, filtered and heated to the temperature specified by the occupants. Thermostatic control keeps the interior of the car at the desired temperature automatically, regardless of temperature changes outside. In the summer, the system provides dustless and draftless ventilation. Stale and polluted air is constantly being forced out of the car by pressure. With the system in operation, air pressure within the car is always slightly greater than outside pressure, preventing dirt, cold air and carbon monoxide fumes from being sucked in by the forward motion of the car.