

1937

# Beauty





# NASH presents for 1937

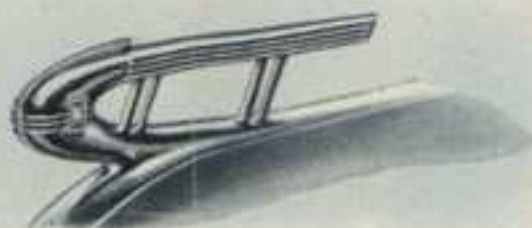
## AMBASSADOR EIGHT



● Built for the nation's most discriminating car owners, the 125-inch wheelbase NASH Ambassador Eight for 1937 establishes a standard of value never before approached in the fine-car field. In the flawless beauty of its long, flowing lines; in the graceful sweep of its fenders; in its imposing size; in its striking radiator design; you will instantly recognize an aristocrat among today's fine cars.

No car at any price can give you an interior more luxuriously beautiful. No car can give you a power plant more capable than the Ambassador Eight's famous 105 Horsepower Twin-Ignition motor!

## AMBASSADOR SIX



● Distinguished from the Ambassador Eight by distinctive variations in front-end design and exterior trim, the 121-inch wheelbase NASH Ambassador Six offers you the same breath-taking beauty; the same exceptional comfort for three passengers both front and rear.

Its big 95 Horsepower, Twin-Ignition engine insures smooth, effortless power and long life. The spaciousness and beauty of its interior design are approached only by the most expensive cars.

Everything about the NASH Ambassador Six immediately marks it as a genuinely fine car . . . a car that will stand apart from all other cars.

## LaFAYETTE - "400"



● With the introduction of the 1937 NASH LaFayette-"400," Nash presents to America a new kind of low-priced car! A car that will enable thousands of former small-car owners to drive a bigger, more beautiful, better-engineered car, yet a car that costs little more than the lowest-priced cars!

This is made possible by building into the LaFayette-"400" the remarkable, 90 Horsepower, Monitor-Sealed Motor that established such sensational economy records in thousands of Nash-built cars now on the road! A motor that actually makes this beautiful big, 117-inch wheelbase car cost less to run than many of the smallest cars!

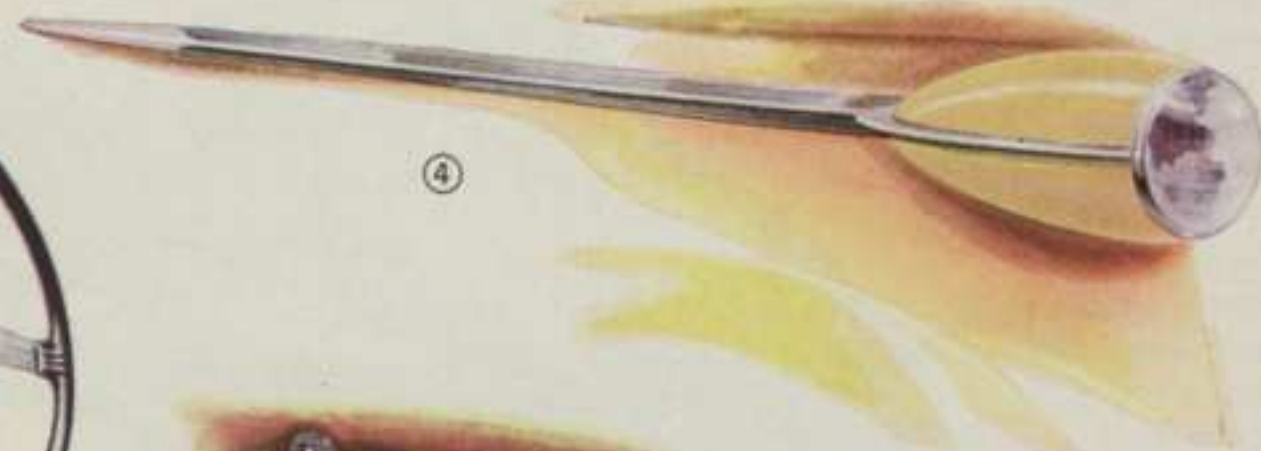
## Beauty Unsurpassed in the Most Expensive Cars!

1. Have you ever seen an instrument panel more strikingly beautiful than the panel on the NASH Ambassador (illustrated below)? Large speedometer dial has figures etched in glass and inlaid in gold. The two panels are of oxidized silver mounted on a background of rich, dark mahogany. There is a signal light on the speedometer which indicates that your long-range headlight beam is on.
2. On all series of Nash cars: Ambassador Eight,

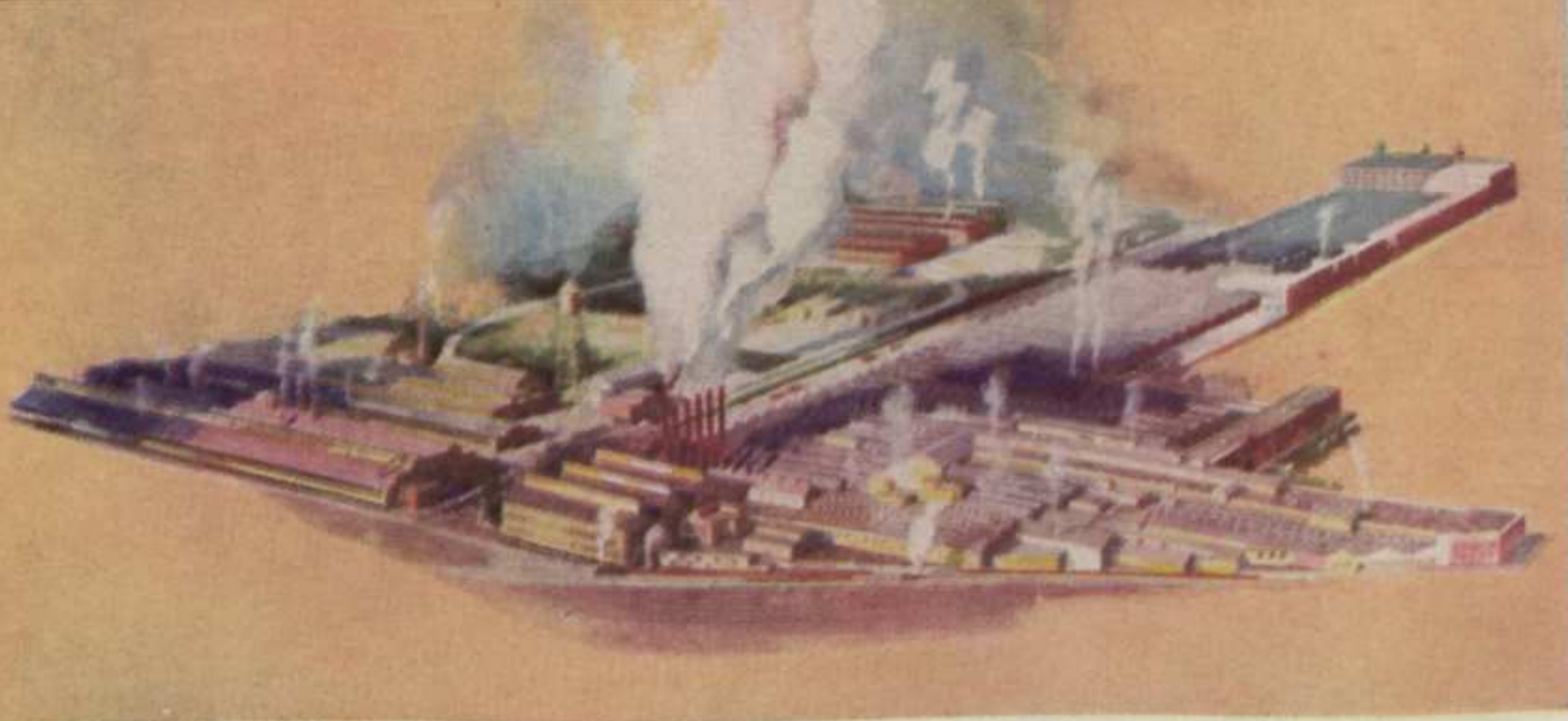
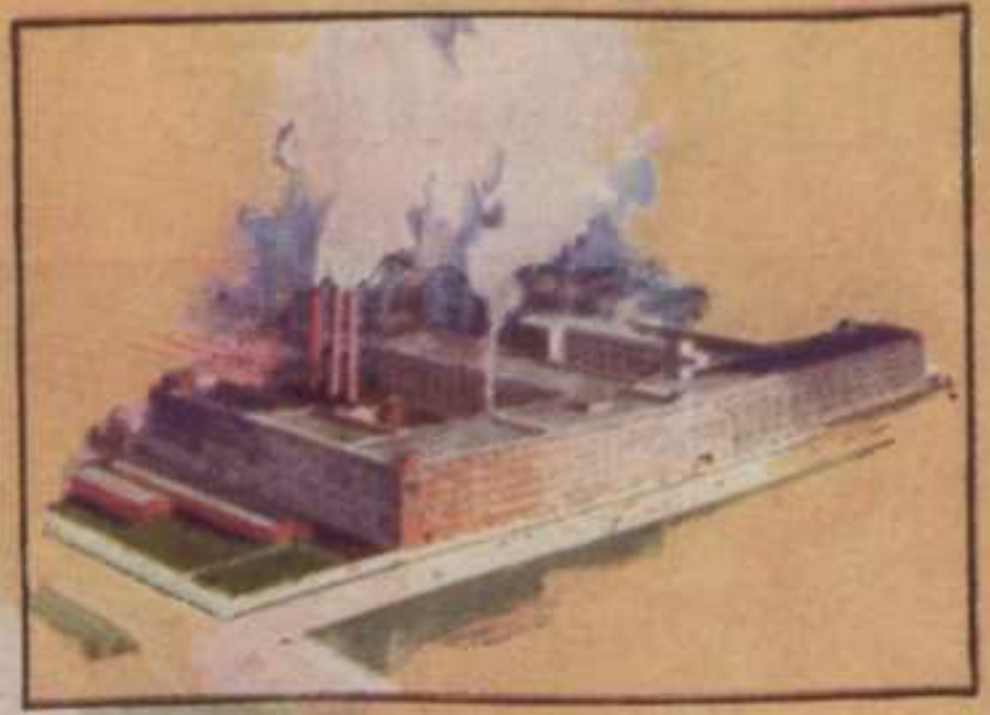
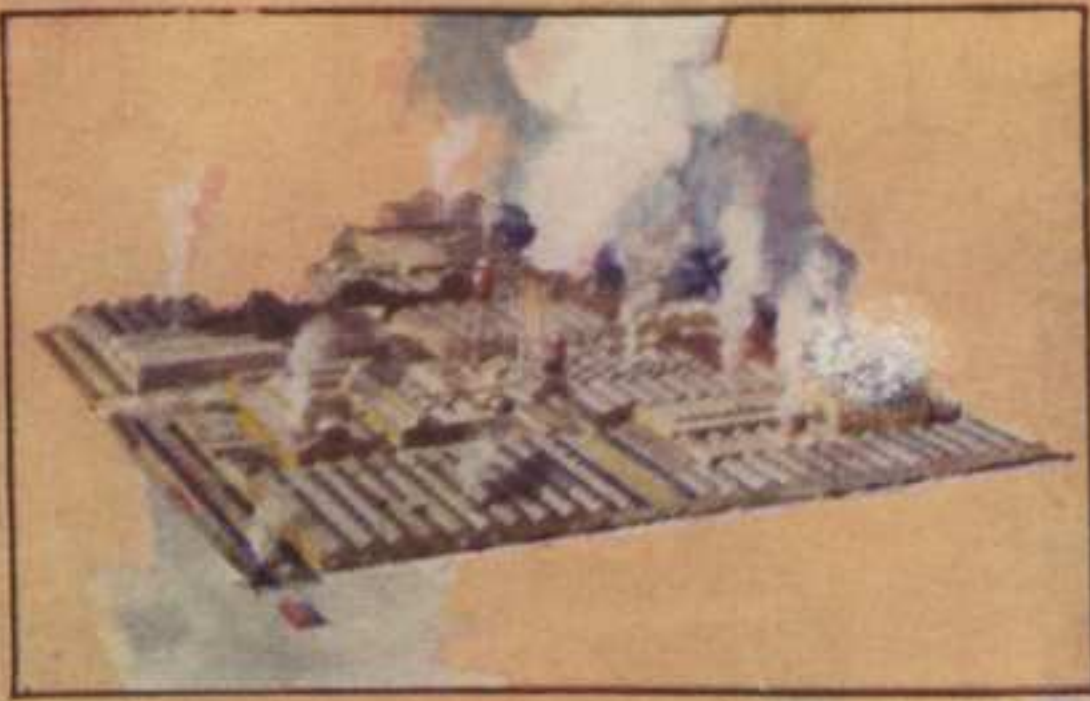
Ambassador Six, and Nash LaFayette-"400," "no-draft" ventilation insures perfect temperature control without drafts in all kinds of weather. This is a highly important comfort feature.

3. This beautiful, de luxe steering wheel is standard on the NASH Ambassador Eight; it is available on all other models at very slight extra cost.

4. The long, "tear-drop" headlamps and the beautiful Ambassador hood louvres of stainless steel are distinctive features of Nash design and conform perfectly to the grace and swiftness of the car itself.
5. You probably have never seen a glove compartment with as much room for parcels, road maps, etc. as the one on the Nash Ambassador (also illustrated below)! It's exceptionally large and extremely useful.







Nash LaFayette-"400" Plant, Racine, Wisconsin

Nash-LaFayette Body Plant, Milwaukee, Wisconsin

Nash Ambassador Plant, Kenosha, Wisconsin

## SPECIFICATIONS

	NASH Ambassador Eight	NASH LaFayette- Six	NASH "400"
<b>GENERAL</b>			
Wheelbase.....	125"	121"	117"
Overall length (with bump- ers).....	204½"	200½"	196½"
Automatic Cruising Gear (optional at slight extra charge).....	Yes	Yes	Yes
Steel Wheels (Artillery or disc optional).....	Yes	Yes	Yes
<b>BRAKES</b>			
Super-hydraulic.....	Yes	Yes	Yes
<b>CONNECTING RODS</b>			
Rifle-bored.....	Yes	Yes	Yes
<b>CRANKSHAFT</b>			
Number of main bearings..	9	7	7
Total bearing surface (sq. in.).....	{83.17 sq.in.	{66.34 sq.in.	{66.34 sq.in.
<b>ENGINE</b>			
Type.....	{Twin-Ignition overhead valve	{L-head Monitor- sealed	
Number of cylinders.....	8	6	6
Bore.....	3¼"	3⅜"	3⅜"
Stroke.....	4¼"	4⅜"	4⅜"
Engine mounting on rubber suspension.....	{4- point	{3- point	{3- point
<b>FRAME</b>			
X-type with box section side rails.....	Yes	Yes	Yes
<b>FUEL SYSTEM</b>			
Filter in pump.....	Yes	Yes	Yes
Carburetor type.....	{Dual down draft	{Down draft	{Down draft
Air cleaner.....	Yes	Yes	Yes
Gas tank capacity in gallons.	20	20	20
<b>LUBRICATION</b>			
Full pressure lubrication to			

	NASH Ambassador Eight	NASH LaFayette- Six	NASH "400"
<b>GENERAL</b>			
all main bearings, connect- ing rod bearings, piston pins, timing chains, cam- shaft bearings and cylinder walls.....	Yes	Yes	Yes
<b>PISTON AND RINGS</b>			
Aluminum alloy with Invar Strut and 4 rings.....	Yes	Yes	Yes
<b>SPRINGS</b>			
Synchronized springing....	Yes	Yes	Yes
Spring leaves pre-lubricated with impregnated bronze..	Yes	Yes	Yes
<b>RIDE STABILIZER</b>			
Type—spring steel bar....	Yes	Yes	Yes
<b>STARTER</b>			
Clutch pedal starter.....	Yes	Yes	Yes
<b>STEERING</b>			
Worm and roller type.....	Yes	Yes	Yes
<b>TRANSMISSION</b>			
Synchro-shift type.....	Yes	Yes	Yes
<b>STANDARD EQUIPMENT</b>			
Cloth upholstery or mohair optional. Leather trim- ming (except in Cabriolets) at slight extra cost. Front door arm rests. Assist straps in 4-door sedans. Roller shade on rear window. Rear com- partment ash tray. Instrument panel ash tray. Sun visor. Rear view mirror. Windshield wiper. Parcel compartment in instrument panel. Two tail lights—also license-plate light. Two parking lights.			
<b>REGULAR FACTORY EQUIPMENT</b>			
Bumpers and bumper guards (front and rear). Spare tire and wheel, spring covers. At slight extra charge.			
<b>OPTIONAL FACTORY EQUIPMENT</b>			
Rear wheel shields; radios; hot water heaters with windshield defrosters; electric clocks; cigar lighters; chromium wheel mouldings; twin horns; and other accessories engineered especially for Nash-built cars available at slight extra charge.			

The Nash Motors Company reserves the right to make any changes in specifications or prices without incurring any obligation to have same apply on cars previously sold.



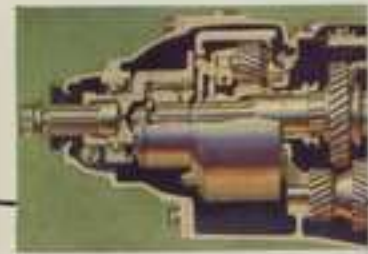
# LONG LIFE ENGINEERING—A NASH TRADITION



1. *Ride Stabilizer* eliminates swaying and stabilizes steering. In addition, Nash-built cars set lower . . . and wider between the rear wheels . . . more difficult to tip over, to slide or skid!
2. On all Nash-built cars you get big, double-acting hydraulic brakes. Extra wide linings assure longer life, reduce expense of adjustment and relining.
3. Sectional view shows how Nash Full-Length Water Jacket cool the full length of the cylinders, materially lowering the temperature of the crankcase oil and prolonging its life.
4. *T-Dual frame*, a vital safety factor. X-members are double reinforced at points where they become a part of outer frame and extend clear to the front cross-members.
5. *Aluminum alloy pistons* with Irovo Straps for quicker acceleration, greater engine efficiency regardless of temperature. Four piston rings insure perfect compression, save money on oil!
6. *Gift-drilled connecting rods* lubricate each cylinder separately with every stroke of the piston. A vital, long-life feature.
7. *Spring leaves* are pre-lubricated at the factory with a special, newly-discovered lubricant which maintains lubricating qualities unaffected by temperature changes. Sealed metal spring covers retain lubricant and keep out dirt.

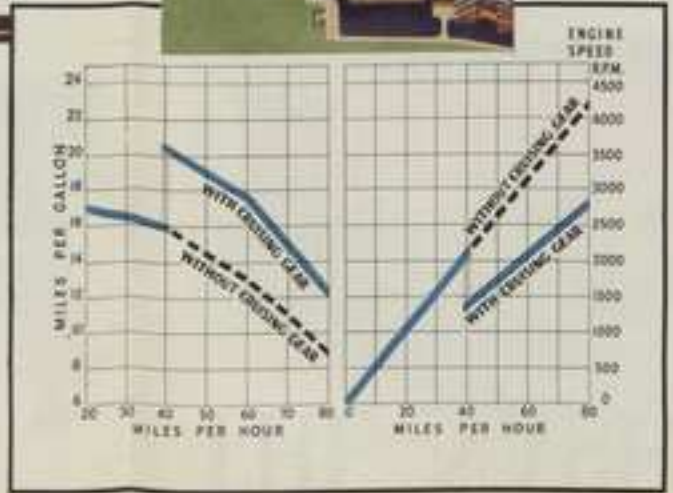


The famous Twin-Ignition valve-in-head engine in the Nash Ambassador is one of the most efficient power plants ever built into any car at any price! Twin-Ignition gives 22% more power, 5 miles more top speed, 2 miles more per gallon of gas than the same motor would deliver with single ignition! Noted for its smooth, effortless performance, the Ambassador motor assures you thousands and thousands of trouble-free miles! Ambassador Eight, 105 Horsepower (shown at the left). Ambassador Six, 95 Horsepower pictured in the center.



Twin Ignition—two sparkplugs firing at the same time—is an exclusive Nash engineering feature. Insures greater efficiency from every drop of gasoline, less waste of fuel, more power for your money!

Nash engines are mounted front and rear on live rubber and suspended at three points on the Nash LaFayette "400" and Ambassador Six for free oscillation. Any vibration is dissipated rather than transmitted to the body of the car.



## The NASH Automatic Cruising Gear\*

If you've never driven a Nash-built car with the Automatic Cruising Gear (illustrated at the left), you've missed the newest thrill in motoring!

Engine revolutions at these cruising speeds are reduced about 30%. In other words, when you're sailing along at "60," your engine is turning only as fast as it would at "42" in a car without the Cruising Gear!

Thus, wear on moving parts is reduced to a minimum. And the savings in gasoline and oil are remarkable.

Even in these inherently economical cars, you save 15% to 25% in gasoline; up to 50% in oil! Drop in the nearest Nash showroom and drive one of these brilliant new cars equipped with the Cruising Gear.

\*Cruising Gear available on all models at slight extra cost.

Revolutionary, Monitor-Sealed, 90 H.P. Motor in the NASH LaFayette "400" (shown above). All manifolds are sealed inside the block!—This sensational motor has proved, in thousands of Nash-built cars now on the road, that it actually uses less gas and oil than many of the smallest cars!



## MORE ROOM than in high-priced cars!

NASH-BUILT cars for 1937 give you wider seats, more headroom and legroom, than in high-priced cars! In front or back seat, three big people ride in luxurious comfort without the slightest suggestion of crowding. All of this extra room has been built in without the necessity of a large, unsightly bump in the rear seat floor.

Comfortable arm-rests are provided in front and back seats. In the rear seat, the passenger's arm fits into a recessed arm rest allowing more room and comfort.

## ENOUGH ROOM FOR A FULL-SIZE DOUBLE BED in the back compartment of any Nash Sedan!

Here's a feature introduced by Nash (as shown at left) that has taken the country by storm!

In less than 10 minutes, you can arrange a full-size bed big enough to sleep two six-footers right in the back compartment of any Nash-built sedan!

It is the perfect solution to the problem of sleeping out of doors—without the necessity of transporting tents, cots, etc.

Anyone can arrange this bed without bother. It takes only a few minutes. Only a minimum of extra equipment needed. Any Nash dealer will give you complete details.



Campers, Tourists, Fishermen, be sure to see this distinctive Nash bed-arrangement before taking your next trip. Available on any Nash-built sedan.



# THE NASH AMBASSADOR EIGHT



## Ambassador Six



**NASH AMBASSADOR EIGHT SEDAN**  
125-inch wheelbase  
Valve-in-head Twin-Ignition 105 Horsepower Motor



**NASH AMBASSADOR EIGHT CABRIOLET**  
125-inch wheelbase  
Valve-in-head Twin-Ignition 105 Horsepower Motor



## LaFayette-"400"



**NASH AMBASSADOR SIX SEDAN**  
121-inch wheelbase  
Valve-in-head Twin-Ignition 95 Horsepower Motor



**NASH AMBASSADOR EIGHT COUPE**  
3-passenger and 5-passenger models  
125-inch wheelbase  
Valve-in-head Twin-Ignition 105 Horsepower Motor



**NASH AMBASSADOR EIGHT VICTORIA SEDAN**  
125-inch wheelbase  
Valve-in-head Twin-Ignition 105 Horsepower Motor



**NASH LAFAYETTE-"400" SEDAN**  
117-inch wheelbase  
90 Horsepower Monitor-Sealed Motor



**NASH AMBASSADOR SIX CABRIOLET**  
121-inch wheelbase  
Valve-in-head Twin-Ignition 95 Horsepower Motor

## Some of the Extra-Value Features in the new Nash-built cars for 1937!



**NASH AMBASSADOR SIX VICTORIA SEDAN**  
121-inch wheelbase  
Valve-in-head Twin-Ignition 95 Horsepower Motor



(above) An exceptionally large, easy-to-load trunk or a roomy, built-in luggage compartment is provided in all Nash models. Interior illuminated.



Beautiful Nash LaFayette-"400" instrument panel. A background of rich, dark mahogany embellished with chromium strips. Speedometer has large figures on a brushed silver dial. 1937 Nash-built cars also have outlets from heater for defrosting windshield.



On all Nash sedan models the trunk unloads perfectly to the sweeping, streamline design of the car itself.



(above) Nash-built cars give you the protection of the world's first completely unarmored, one-piece all-steel body with steel sides, steel top, steel floor and galvanized frame!



When you sink down in the deep-cushioned seat of any NASH-built sedan, you will instantly recognize the extraordinary value that Nash has built into these beautiful cars. In the four-door NASH Ambassador sedan (shown above) the richness of the broad-belt fabric; the paneling and taping; the twisting and edging of the custom-embossed seats; the fittings; the placing of the ash receivers; the armrest in the rear seat recessed into the body are typical of the luxurious beauty of all Nash-built models. There is plenty of extra legroom in front and back. In the front compartment the emergency brake is placed at the left side under cover, completely out of the way.



This beautiful Nash LaFayette-"400" coupe interior illustrates space for spare tire behind the seat which swings forward.



(above) This picture of a Nash LaFayette-"400" illustrates the exceptionally generous space provided in the rear deck of all Nash-built 3-Passenger coupe models.



This view of the Ambassador Six Five Passenger Coupe (with rumble seat closed) shows you why we call it "The most beautiful coupe on the road!"



**NASH LAFAYETTE-"400" COUPE**  
3-passenger and 5-passenger models  
117-inch wheelbase  
90 Horsepower Monitor-Sealed Motor



**NASH LAFAYETTE-"400" CABRIOLET**  
117-inch wheelbase  
90 Horsepower Monitor-Sealed Motor



**NASH AMBASSADOR SIX COUPE**  
3-passenger and 5-passenger models  
121-inch wheelbase  
Valve-in-head Twin-Ignition 95 Horsepower Motor



**NASH LAFAYETTE-"400" VICTORIA SEDAN**  
117-inch wheelbase  
90 Horsepower Monitor-Sealed Motor