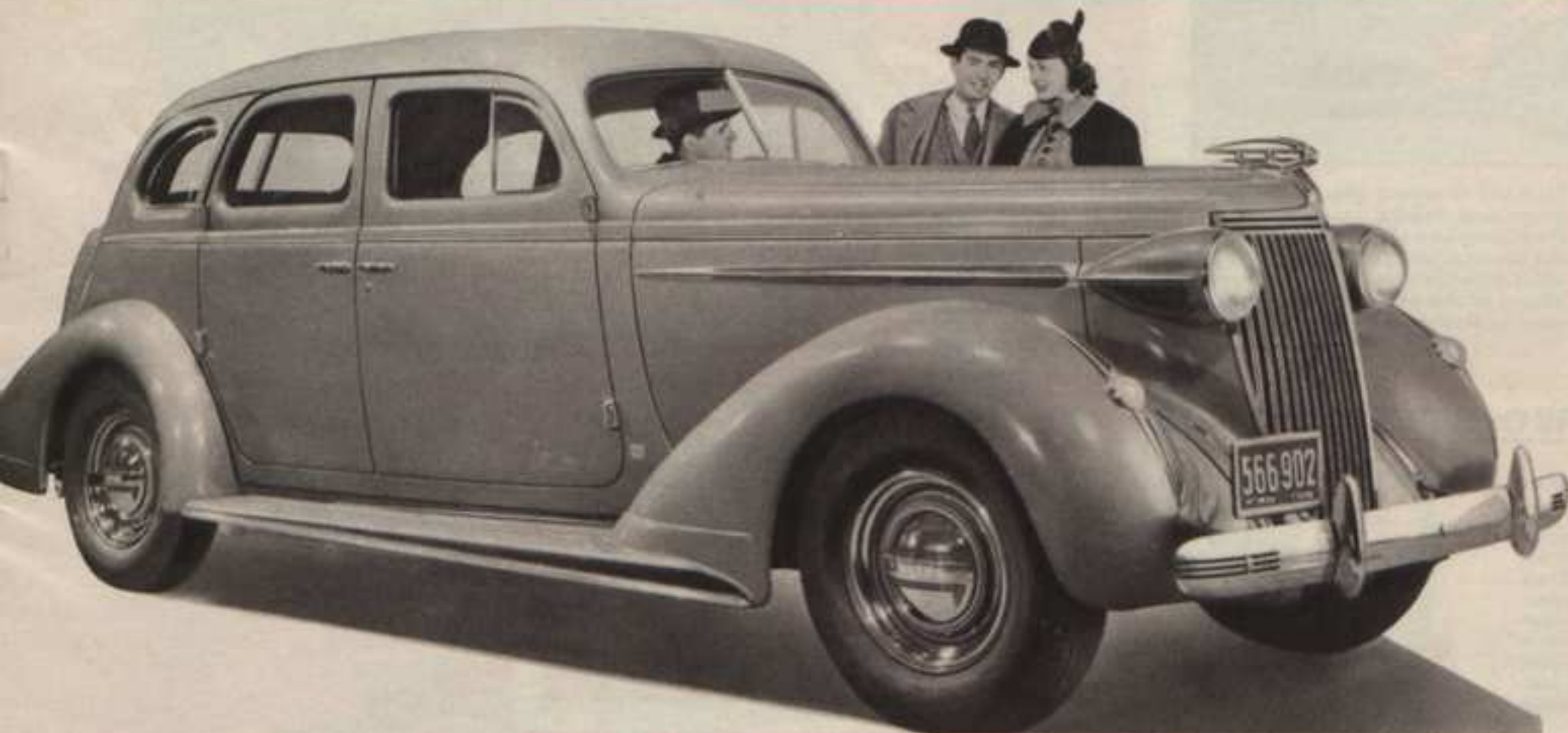


Before we start to X-Ray today's cars  
let's look at the 1937 NASH cars for

*Beauty... Style...  
Smartness...*

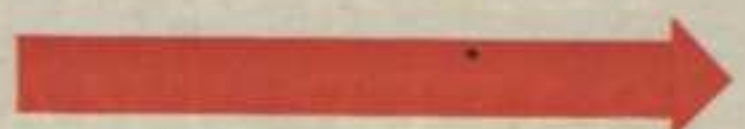


IN the circle is the Nash LaFayette-"400" Convertible Cabriolet. 117-inch wheelbase; 90 horsepower Monitor-Sealed motor.

IN the center is the big 121-inch wheelbase Nash Ambassador Six with the famous Nash Twin-Ignition valve-in-head 95 horsepower motor.

AT the left is the big 125-inch wheelbase Nash Ambassador Eight powered by a Twin-Ignition valve-in-head 105 horsepower motor.

**NOW...** Let's look beneath the surface and  
make comparisons with other cars

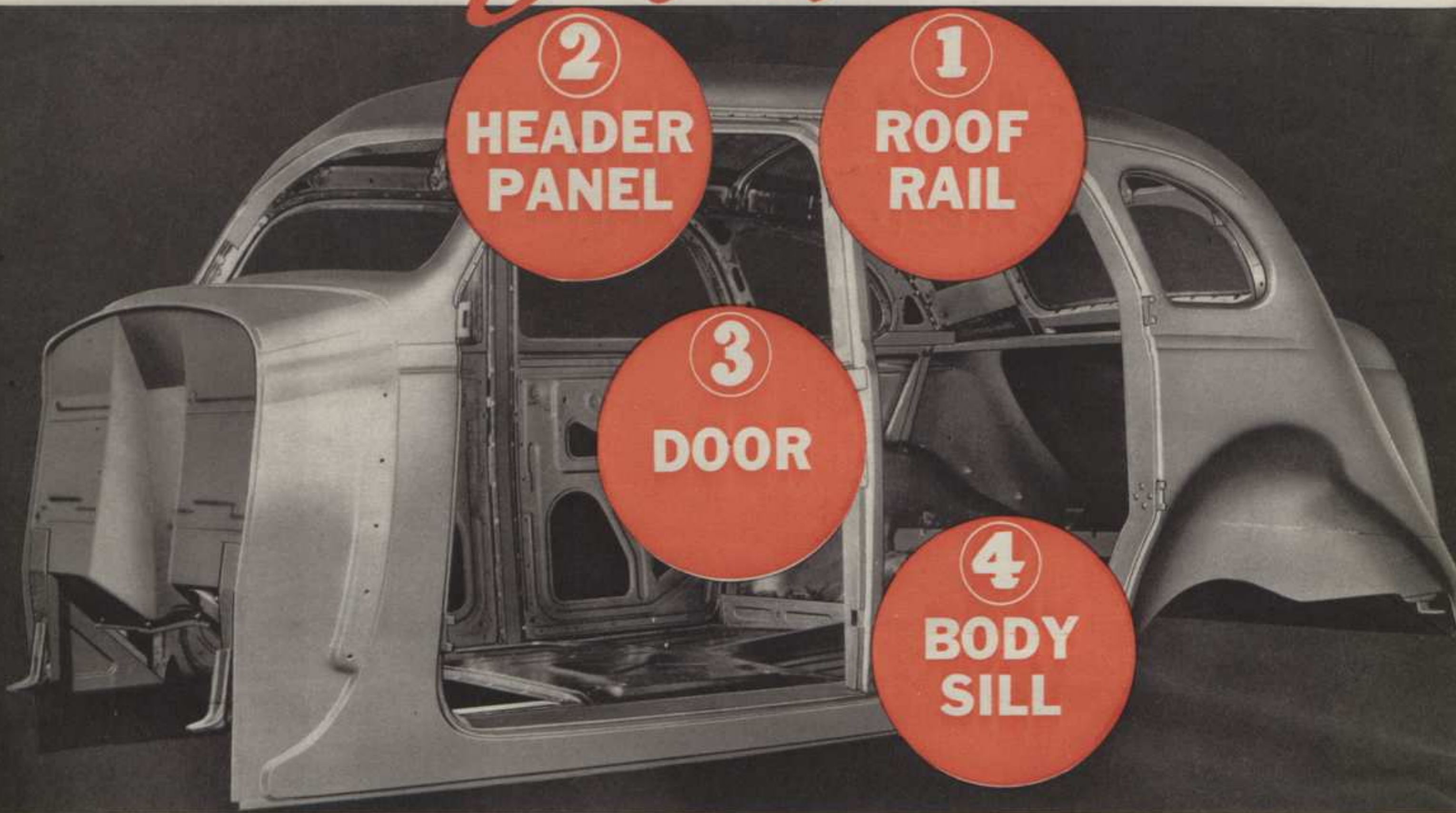




FIRST, THE X-RAY LOOKS AT

# Safety

by X-RAYING steel bodies at these 4 points . . .



**1** WIDE BOX SECTION ROOF RAILS versus NARROW ROOF RAILS  
...Which do you want?

Compare the wide, heavy complete box-section Nash roof rail construction shown at the left with the narrow flange type construction at the right. Nash gives strength where strength is needed—to resist twisting strains and to provide greater safety and protection.

<b>Have This Feature</b>	<ul style="list-style-type: none"> <li>Nash LaFayette "40"</li> <li>Nash Ambassador Six</li> <li>Nash Ambassador Eight</li> <li>Brubaker</li> </ul>	<ul style="list-style-type: none"> <li>Pontiac</li> <li>Chrysler</li> <li>Dodge</li> <li>DeSoto</li> <li>Plymouth</li> <li>Ford</li> <li>Wardner</li> <li>Lincoln</li> <li>Packard</li> </ul>
<b>Don't Have This Feature</b>	<ul style="list-style-type: none"> <li>Buick</li> <li>Oldsmobile</li> <li>Pontiac</li> <li>Chrysler</li> <li>DeSoto</li> <li>Plymouth</li> <li>Ford</li> <li>Wardner</li> <li>Lincoln</li> <li>Packard</li> </ul>	

**4** LOOK AT THE BODY SILLS THROUGH THE X-RAY

Nash uses the strongest body sill construction in the industry. The X-Ray photo at the left shows Nash using the complete box-type construction; the photo at the right shows the U-channel used by most other manufacturers.

<b>Have This Feature</b>	<ul style="list-style-type: none"> <li>Nash LaFayette "40"</li> <li>Nash Ambassador Six</li> <li>Nash Ambassador Eight</li> </ul>
<b>Don't Have This Feature</b>	<ul style="list-style-type: none"> <li>Buick</li> <li>Oldsmobile</li> <li>Pontiac</li> <li>Chrysler</li> <li>DeSoto</li> <li>Dodge</li> <li>Plymouth</li> <li>Brubaker</li> <li>Wardner</li> <li>Terreplane</li> <li>Packard</li> </ul>

**2** WHICH HEADER PANEL WOULD YOU PREFER?

Nash uses the strongest double steel arch header panel ever built into an automobile body. Note the width and visible strength of the Nash header panel pictured above. Compare it with the narrower header panel used in many competitive cars.

<b>Have This Feature</b>	<ul style="list-style-type: none"> <li>Nash LaFayette "40"</li> <li>Nash Ambassador Six</li> <li>Nash Ambassador Eight</li> </ul>	<ul style="list-style-type: none"> <li>Packard</li> <li>Brubaker</li> </ul>
<b>Don't Have This Feature</b>	<ul style="list-style-type: none"> <li>Buick</li> <li>Oldsmobile</li> <li>Pontiac</li> <li>Chrysler</li> <li>DeSoto</li> <li>Dodge</li> <li>Plymouth</li> <li>Brubaker</li> <li>Wardner</li> <li>Terreplane</li> </ul>	

In cases of severe impact the front crown and header panel is one of the places on a steel body subject to the greatest stress. Would you feel safer with the narrow header panel shown above or with the wide one used by Nash as pictured at the left?

**3** THE X-RAY OPENS UP TWO STEEL DOORS

...Which do you prefer?

All doors of steel may look alike but there's a difference when you see them through the X-Ray. Nash doors, for example, at the left, feature dual steel construction. There are really two separate heavy gauge stampings—an inner and an outer panel welded together with the door frames to form a box-type construction. Compare this door with the one at right which uses only steel bracing—not a separate heavy gauge stamping for its inner construction.

Now let's look at Brakes through the X-Ray System

THE X-RAY proves THAT SOME STEEL BODIES ARE SAFER THAN OTHERS because they're built better!



The X-Ray answers

the question—

Just how big

are

"BIG" BRAKES?



HOW "BIG" YOUR BRAKES ARE HERE

Depends on HOW QUICK you STOP here



X-RAY REVEALS THE SAFETY SCORE

	BOX-SECTION ROOF RAILS	BOX-SECTION HEADER PANEL	BOX-SECTION BODY SILL	OVERSIZED HYDRAULIC BRAKES	CART-IRON DRUMS WITH COOLING RIBS	SUPER HYDRAULIC BRAKES	FRONT RIDE STABILIZER	TOTAL
NASH LAFAYETTE "400"								7
NASH AMBASSADOR SIX								7
NASH AMBASSADOR EIGHT								7
BUICK 40								4
BUICK 60								4
CHEVROLET								1
CHRYSLER ROYAL SIX								1
CHRYSLER IMPERIAL "8"								1
CHRYSLER AIRFLOW "8"								2
DE SOTO								1
DODGE								2
FORD								1
HUDSON 6								1
HUDSON 8								1
OLDSMOBILE 6								2
OLDSMOBILE 8								2
PLYMOUTH								1
PONTIAC 6								2
PONTIAC 8								2
LINCOLN ZEPHYR								2
LABALLE 6-80								2
PACKARD 6								2
PACKARD 130								2
STUDEBAKER 6								2
STUDEBAKER PRINCE 6								2
TERRAPLANE								1



Nash Super-Hydraulic brakes are noted for their ease of operation and equalized action. Pedal pressure is so soft that little effort is required to instantly command the entire capacity of the braking system. Stops are sure, straightline stops. Nash brakes are the most efficient on any cars.



X-RAY SYSTEM LOOKS AT BRAKE DRUMS



Ribbed cast-iron brake drums are the most efficient and durable type of brake drums obtainable. They dissipate heat from generated heat; they dissipate heat more rapidly than steel drums; are less likely to score; cooling ribs also stiffen the drums so they retain their true shape; they permit use of harder and more durable brake linings for longer life.

X-RAY SHOWS GREATER EFFICIENCY OF NASH SUPER-HYDRAULIC BRAKES



The disc-serve feature of Nash's Super-Hydraulic Brakes utilizes the motion of the revolving brake drum to apply the forward brake shoe. This pressure is transferred to the rear shoe through the flexible member to provide powerful equalized action and longer lining life.



In conventional hydraulic brakes the rotating motion of the drum imparts rotating motion to the front shoe and disengages the rear shoe, forcing it away from the drum. Unequalized pressure results and the lining on the front shoe wears at a faster rate than that on the rear shoe.

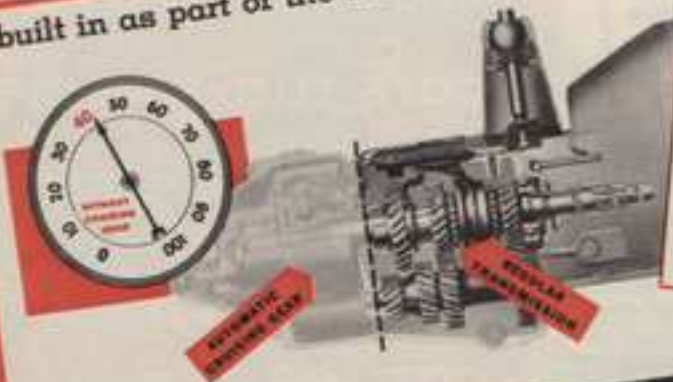
..and as for Economy



# THE X-RAY LOOKS AT *Performance* with *Automatic Cruising Gear!*

GAS-SAVING AUTOMATIC CRUISING GEAR IS AN *Extra High Gear...*

built in as part of the transmission—It thinks for itself



Below 42 miles per hour the car is driven through the regular transmission only

But after the car speed passes 42 M.P.H.



... the Cruising Gear automatically comes into operation at the first release on the accelerator

CRUISING GEAR OVERDRIVE REDUCES ENGINE REVOLUTIONS 30% AT SPEEDS ABOVE 42 M.P.H. SAVES ENGINE WEAR

X-RAY SHOWS HOW NASH-LAFAYETTE CRUISING GEAR *Saves Engine Wear*

while giving FASTER PERFORMANCE

Without CRUISING GEAR OPERATING the engine makes 4.1 revolutions to 1 turn of the wheels

With CRUISING GEAR OPERATING the same engine makes only 2.9 revolutions to 1 turn of the wheels



or to express it less technically

The engine of a car without Automatic Cruising Gear operating is like a short-legged dog that must take 4.1 STEPS TO GO A GIVEN DISTANCE

*White*

the engine of a Nash or LaFayette with Automatic Cruising Gear operating is like a long-legged greyhound that COVERS THE SAME DISTANCE IN LESS THAN 3 EASY STRIDES

NOW LET THE X-RAY SHOW YOU HOW CRUISING GEAR *Saves on Gas... Saves on Oil*

NASH LAFAYETTE CRUISING GEAR *Saves 15% to 25% on Gas*



... not only that but Cruising Gear prolongs engine life by reducing engine revolutions 30%

AUTOMATIC Cruising Gear increases your motoring comfort and pleasure



ABOVE 42 MILES AN HOUR YOU RIDE ALONG UTTERLY UNAWARE OF ENGINE REVOLUTIONS, SPEED OR EFFORT

If you drive only 12,000 miles a year Cruising Gear will pay for itself on what you save on gas and oil...

**X-RAY REVEALS THE SCORE!**

CAR	NASH 2-DR. 2-DR.	NASH 4-DR. 4-DR.	NASH LAF. 4-DR.	BUICK	CHRY.	CHRY. 2-DR.	CHRY. 4-DR.	DODGE	FORD	HONDA 2-DR.	OLDS 2-DR.	PLYM.	PONT. 2-DR.	REAR 2-DR.	WALSH 2-DR.	WALSH 4-DR.	WALSH 4-DR.	WALSH 4-DR.
AUTOMATIC CRUISING GEAR OPTIONAL																		

*Cooling is important too... THE X-RAY GIVES THE FACTS*

**LAKEWOOD NASH-LAFAYETTE CO.**

1309 WEST 117th STREET ACADEMY 4040



# X-RAY SHOWS HOW *Inefficient Cooling* CAN ROB AN ENGINE OF *Long Life* AND DESTROY ITS OPERATING QUIETNESS

LET'S X-RAY  
THE NASH

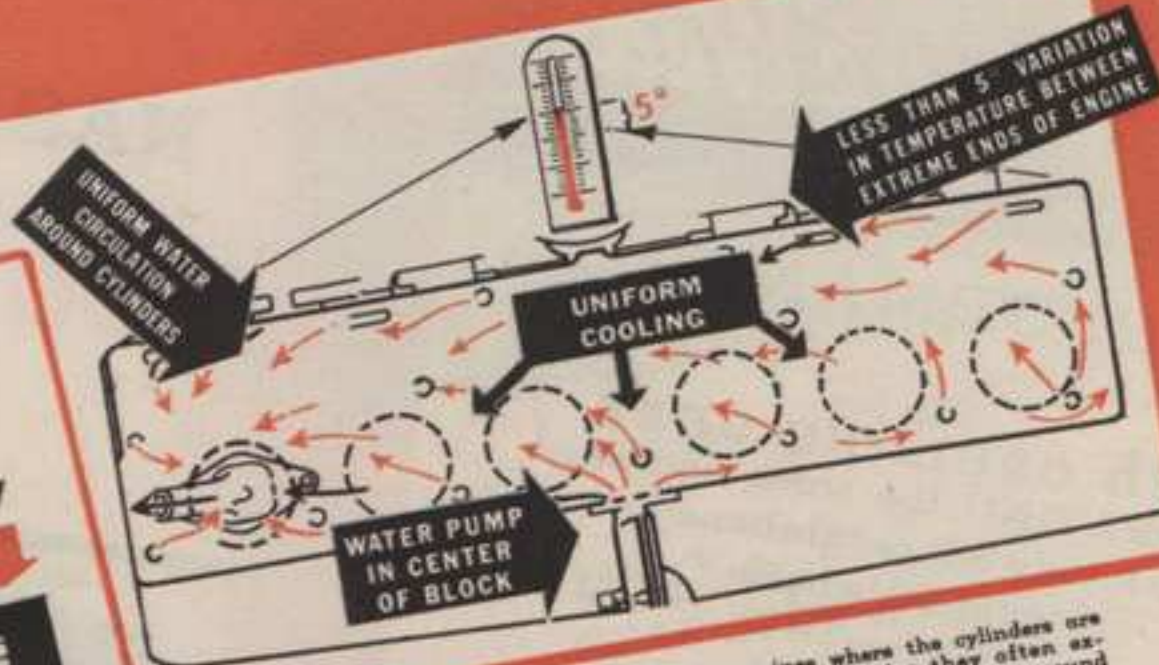
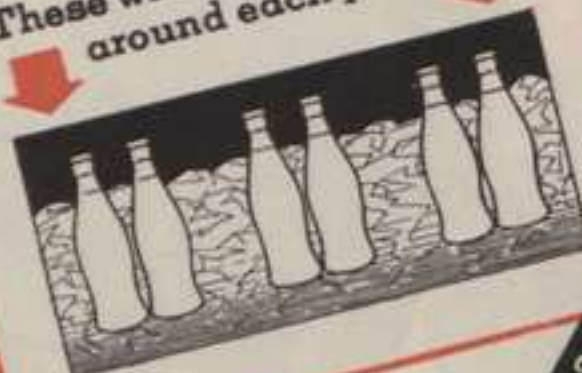
## Cooling System

FROM THE TOP

WHICH BOTTLES WILL COOL QUICKEST?  
These with ice packed around each, individually



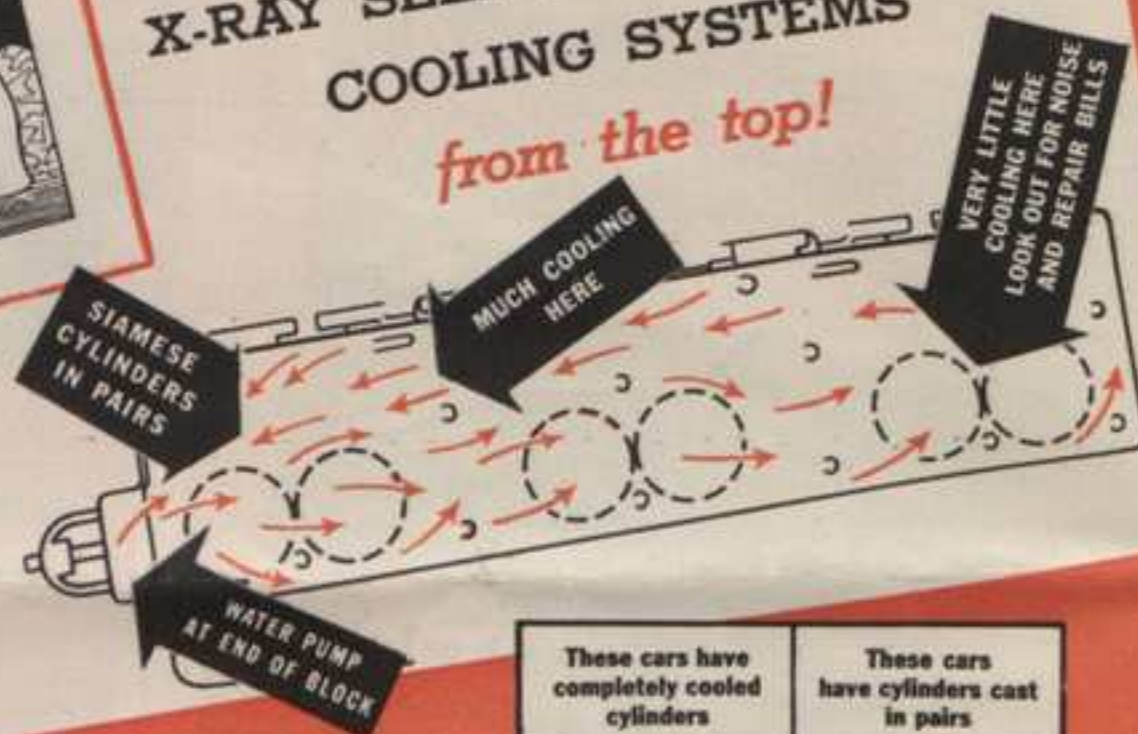
or  
These with ice packed only around each pair



The cylinders in all Nash engines are completely surrounded by water so they maintain their perfectly round shape under all operating conditions. As a result compression or power loss is less and oil economy and engine life are greatly improved.

In engines where the cylinders are arranged in pairs they often expand unevenly and lose their round shape. Naturally compression "blow-by" results in power loss, excessive oil consumption and faster engine wear.

—AND HERE'S WHAT THE X-RAY SEES IN MANY OTHER COOLING SYSTEMS



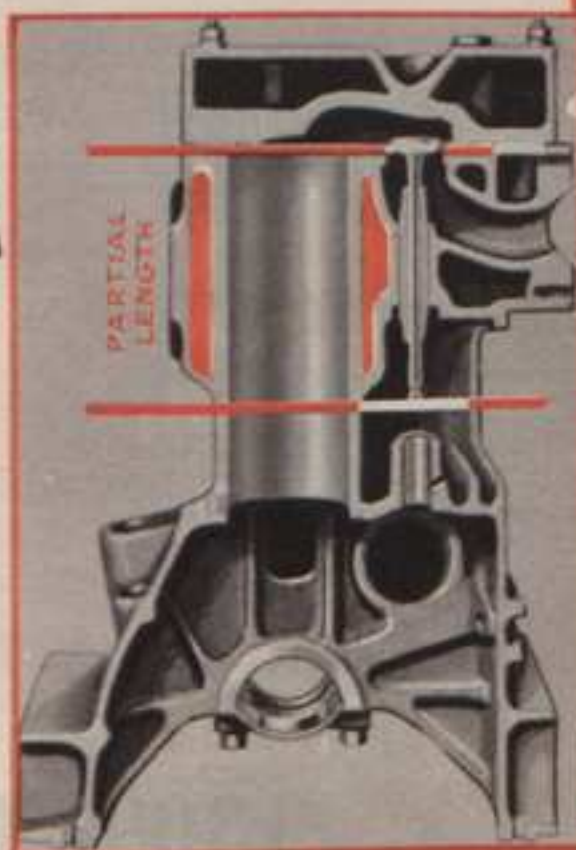
NOW—LET'S X-RAY NASH FROM THE SIDE AND LOOK AT *Full Length Water Jacketing*

Naturally, Full Length Water Jacketing costs more, but this expensive car feature assures **QUIETER** engine performance. It also materially lowers oil temperature and improves lubrication and thus gives **LONGER** engine life. Nash Motors uses it in every NASH CAR.

These cars have completely cooled cylinders	These cars have cylinders cast in pairs
Nash Ambassador Eight	Chrysler—all models
Nash Ambassador Six	De Soto
Nash LaFayette—"400"	Dodge
Buick 40-60-80-90	Hudson 6 and 8
Cadillac V-8-12-16	Plymouth
Chevrolet	Studebaker
Duesenberg	Terraplane
Ford	
LaSalle 8-30	
Lincoln Zephyr	
Oldsmobile 6 and 8	
Pontiac 6 and 8	

THESE CARS HAVE PARTIAL LENGTH WATER-JACKETING

- Packard 6
- Packard 120
- Hudson 6 and 8
- Buick 40-60-80-90
- Terraplane



THE X-RAY LOOKS AT A Partially "Water-Jacketed" CYLINDER IN ANOTHER CAR

Engines using partial length Water Jackets are not as efficiently cooled and the oil "runs hotter" than in engines whose cylinders are "Water Jacketed" their entire length.

So much for the "mechanics" of the cars.. what about Riding Comfort?



THE X-RAY  
REVEALS NASH

# Riding Comfort Features

CORRECT POSTURE SEAT CUSHIONS AND SEAT BACKS



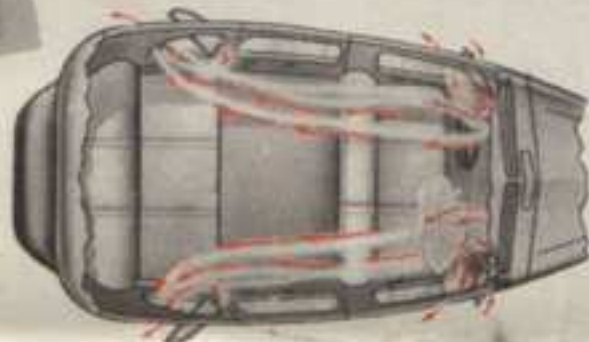
*plus*

LUXURY TYPE SEAT CUSHION SPRINGS



NO DRAFT VENTILATION

The No Draft ventilation system used in all Nash cars is the finest on the market. It eliminates drafts; prevents clouding of windows and windshields; circulates air within the car; removes tobacco smoke; improves passenger comfort in hot weather and can be individually controlled by both front and rear seat passengers.

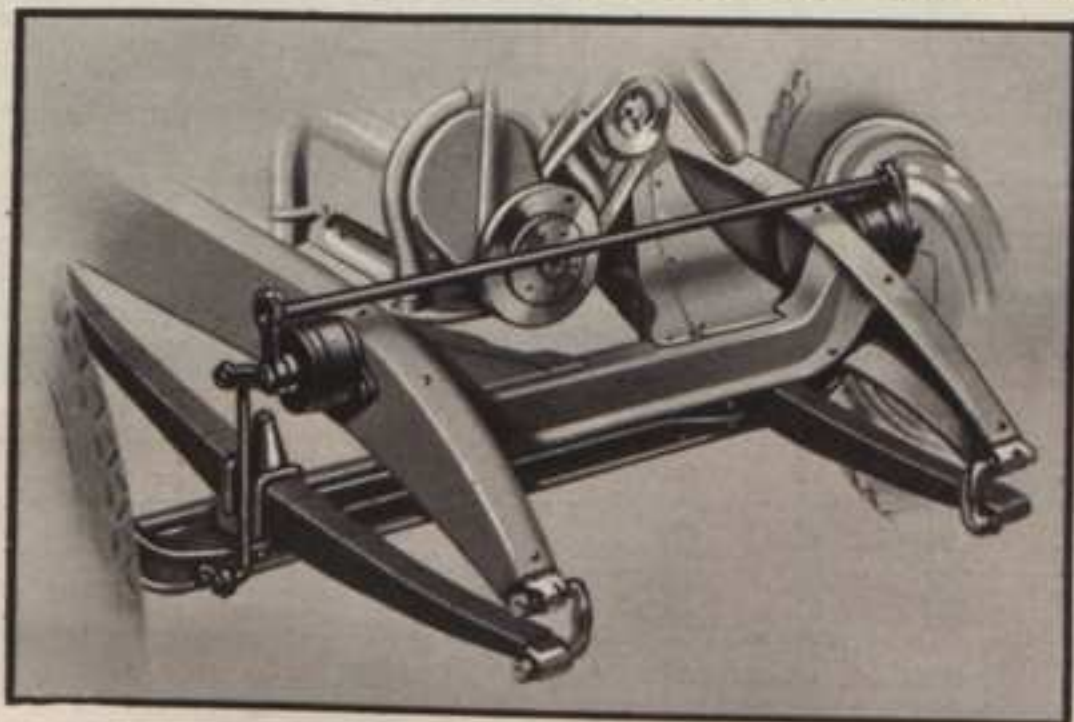


*Wider Rear Door Openings for Greater Comfort*



On Nash 4-door sedans the rear doors are not cut off so much across the rear lower corner as in most cars. As the illustration clearly shows, the greater width of the Nash door, at the left, permits passengers to enter or leave the rear compartment with greater ease.

*plus* **Thermostatically controlled SHOCK ABSORBERS plus RIDE STABILIZER**



PERFECT OPERATION IN WINTER



PERFECT OPERATION IN SUMMER

**A UNIFORM RIDE . . .** both winter and summer is secured with the big double-action hydraulic shock absorbers used on all Nash cars. They have thermostatic ride control to compensate for temperature changes . . . a quality feature usually found on only the highest priced cars.

*plus*

PLENTY OF SEAT ROOM

ELBOW ROOM

SHOULDER ROOM . . .

ROOM . . .

HEAD ROOM

LEG ROOM



*plus*

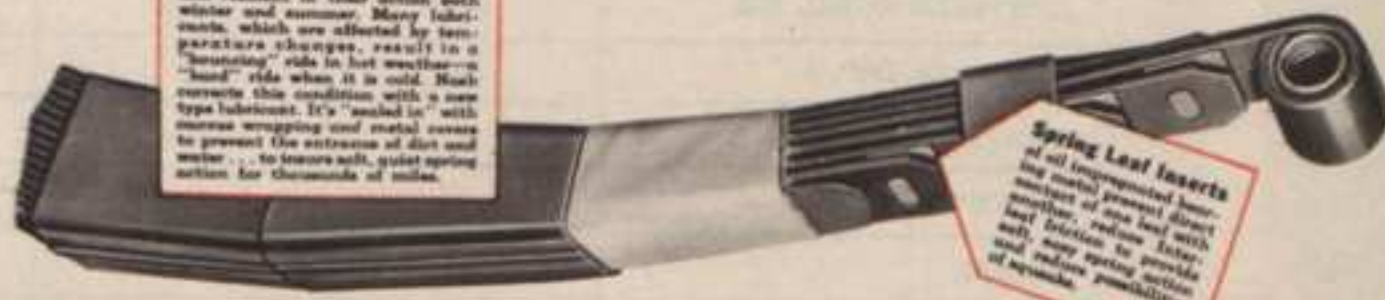
**1. BALANCED WEIGHT DISTRIBUTION**

**2. MID-SECTION SEATING**

**3. SPRINGS OF EQUAL FLEXIBILITY—FRONT AND REAR**

**4. SYNCHRONIZED PRE-LUBRICATED SPRINGS**

**Special Spring Leaf Lubricant** Makes Nash springs uniformly soft, and resilient in their action both winter and summer. Many lubricants, which are affected by temperature changes, result in a "bouncing" ride in hot weather—a "hard" ride when it is cold. Nash corrects this condition with a new type lubricant. It's "sealed in" with grease wrapping and metal cones to prevent the entrance of dirt and water . . . to insure soft, quiet spring action for thousands of miles.



**Spring Leaf Inserts** of oil impregnated bearing metal prevent direct contact of one leaf with another, reduce friction, and reduce spring action of springs.

## X-RAY REVEALS THE SCORE

NAME OF CAR	BALANCED WEIGHT DISTRIBUTION	MID-SECTION SEATING	EQUAL RATE SPRINGS	SYNCHRONIZED PRE-LUBRICATED SPRINGS	THERMOSTATIC CONTROLLED SHOCK ABSORBERS	NO DRAFT VENTILATION	REAR DOOR WIDTH (Bottom)	TOTAL SCORE
NASH LAFAYETTE "400"							21 1/2"	7
NASH AMBASSADOR SIX							21 1/2"	7
NASH AMBASSADOR EIGHT							21 1/2"	7
BUICK 40, 60							18"	3
CHEVROLET							18"	3
CHRYSLER ROYAL SIX							18"	3
CHRYSLER IMP. 8							18"	4
CHRYSLER AIRFLOW 8							18"	4
DE SOTO							21 1/2"	4
DODGE							18"	4
FORD V-8, 85							18"	4
HUDSON 6 and 8						Rear Only	19 1/2"	4 1/2
LA SALLE 8-50						Front Only	18 1/2"	3 1/2
LINCOLN ZEPHYR							18"	3
OLDSMOBILE 6 and 8						Rear Only	20"	3 1/2
PACKARD 6 and 120							18"	3
PLYMOUTH							18"	3
PONTIAC 6 and 8							18 1/2"	4
STUDEBAKER 6 and 8							18"	3
TERRAPLANE						Front Only	18 1/2"	3 1/2

*...and as for roominess here's the truth about the "BIG" interiors of all cars*





**X-RAY REVEALS THE  
HIDDEN DIFFERENCES  
IN TODAY'S CARS!**

Just as the X-Ray has uncovered hitherto unknown facts about the human body—so does the X-Ray System let the car-buyer see the "inside" of automobiles—reveals the hidden differences in cars of the same price—lets you see with your own eyes exactly how cars are made.

1937