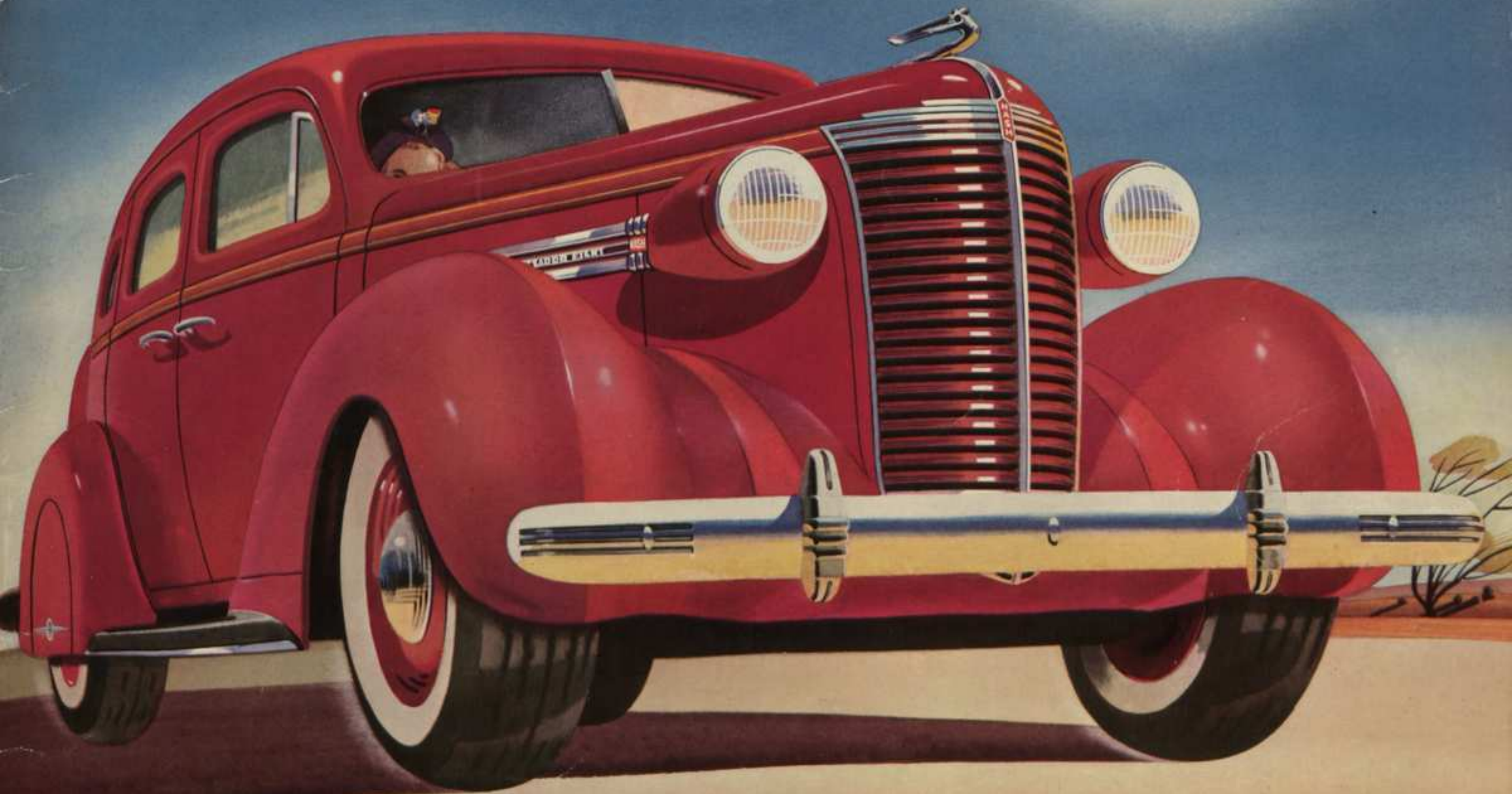


KELLER MOTORS  
128 So. Pacific Ave. Phone 1092  
SAN PEDRO, CALIF.



*For  
1938*

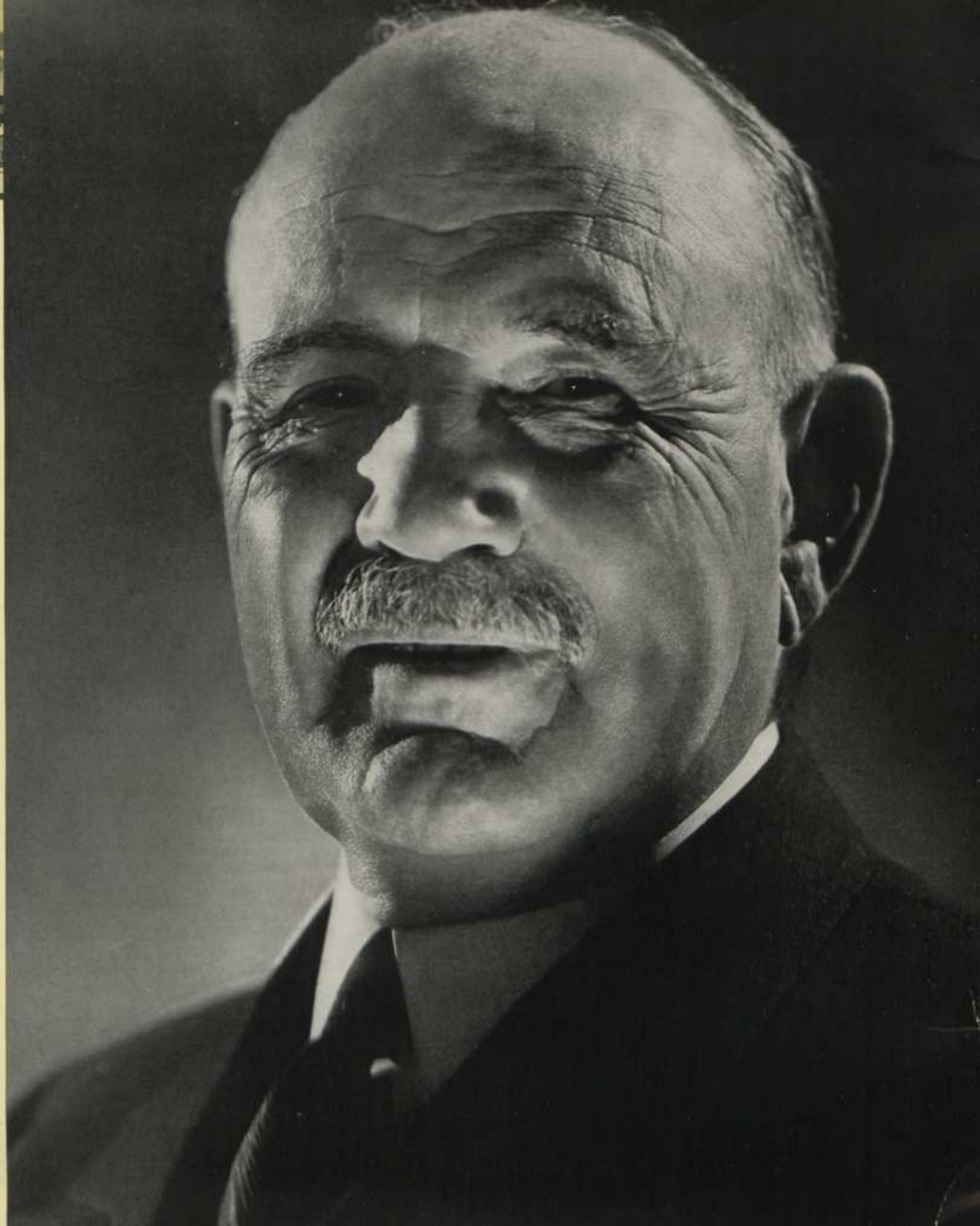
**GREAT NEWS FROM NASH**



## Here's the News from Nash

MANY new and important improvements have been incorporated in the three series of Nash cars for 1938. While many of them are pictured and described in this book, the best way to prove their real significance to you as a motorist is to visit your Nash dealer and ride and drive these sensational new cars.

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We Invite You to Share

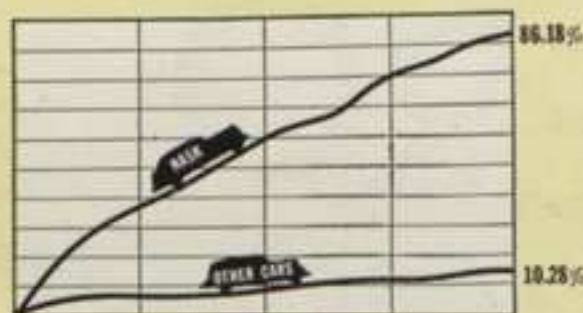
# A NEW EXPERIENCE IN MOTORING

"I'd like to make a brief statement about the new Nash cars of 1938. I believe they are without reservation the finest cars we have built during the past twenty-one years we have been in business.

"Into this new car has gone the experience of building something like 1,200,000 Nashes. As you doubtless know, these cars have always held a rather unique reputation throughout the world for fine engineering, reliability, and ruggedness.

"We are proud of this record; proud that Nash owners are said to be among the most loyal owners in the industry.

"I believe the reason for that is a very rigid Nash policy of quality.



IN 1937, Nash scored over 8 times the sales gain of the industry; at large . . . one of the fastest growing automobile companies in America.

Never, to my knowledge, have we deliberately built a car to meet a price. Along with other manufacturers, we have been able, in recent years, to build better cars for less money. But I want you to know that in our lowest priced Nash LaFayette, you will find the same fine engineering that is incorporated in our Nash Ambassador cars.

There are three series of Nash cars, but only *one* standard of quality.

"I believe we have a real surprise for you in the 1938 cars. Our engineers have developed many remarkable new features that will be talked about this year.

"Visit your Nash Dealer. You'll enjoy seeing and driving a new Nash. I'm sure you'll agree with me that with all the new Nash improvements, it amounts to a 'New Experience in Motoring'."

## THREE GREAT NEW LINES OF NASH CARS

### 83 Important New Improvements

**NASH AMBASSADOR EIGHT.** One hundred and twenty-five inch wheelbase. One hundred and fifteen horsepower from a Nash Twin-Ignition, Valve-in-Head engine of the new Super-Thrift Design.

**NASH AMBASSADOR SIX.** One hundred and twenty-one inch

wheelbase. One hundred and five horsepower from a Nash Twin-Ignition, Valve-in-Head engine of the new Super-Thrift Design.

**NASH LAFAYETTE.** One hundred and seventeen inch wheelbase. Ninety-five horsepower engine with Super-Thrift Design.



**NO MORE** FROZEN RIDES... OPEN WINDOWS  
FOR WINTER VENTILATION...  
CHILLING DRAFTS... FOGGED WINDOWS... DUSTY, GRIMY  
TRIPS... INSECTS... SMOKY AIR... OR STUFFY CARS  
... the World's First Car with a "Conditioned-Air System" for  
winter driving is here! Always 70° comfort in zero weather. A revo-  
lutionary feature—exclusive with Nash!

**WAY  
BELOW  
ZERO**

*And No Wrap!*

Now You Ride in Conditioned-Filtered Air in the

# WORLD'S FIRST CAR WITH CONDITIONED-AIR SYSTEM

(Optional Extra)

## FOR WINTER DRIVING

**Y**OU can drive through a zero blizzard . . . in your *shirt-sleeves*, and be comfortable. You can plow through a dust storm in a fresh linen suit . . . and come out spotless!

You can drive in a hot summer rain storm . . . enjoy clean, fresh air, and not get wet!

Six passengers can smoke inside . . . with all windows closed . . . yet the air remains clean and fresh due to constant circulation!

This is no "glimpse into the future" . . . but an **ACTUAL, PRACTICAL REALITY**. "Conditioned-Air" is here . . . available today in the New Nash cars as an optional extra!



This modern miracle of comfort is a joint Nash-Kelvinator discovery. It makes use of a new application of air pressure. It gives you

filtered, conditioned air at all times . . . from 100 up to 600 cubic feet per minute!

Yet it is simplicity itself. Air is forced in through the cowl ventilator . . . warmed in winter . . . filtered . . . then delivered *under pressure* to all parts of the car. The pressure inside forces old, stale air out.

No more discomfort for front or rear seat passengers. Truly . . . here is traveling now with all the comfort of your living room at home!

This is **NEWS**. You will want to see it . . . hear more about it . . . try it out yourself. Go see your Nash dealer today.



**WHEN** you're stopped in traffic jams the auxiliary fan draws 100 cubic feet of fresh filtered air per minute into the car.



**NO MORE** window clouding in cold weather. Constant circulation of heated, conditioned air prevents this even though windows are closed.



Small arrows show where conditioned-air system draws in fresh air through cowl, forces out used air

**IN THE** New Nash air pressure inside the body is greater than it is outside. Conditioned air forces used air out . . . preventing drafts.



Small arrows indicate where drafts, dirt, soot, enter conventional cars

**IN THE** conventional car air pressure is greater outside . . . forces its way in around doors . . . causes chilling drafts . . . discomfort in winter.

THE MOST REVOLUTIONARY ENGINE IN YEARS



# THE NEW NASH SUPER-THRIFT ENGINE

IT'S like comparing today's swift, streamlined Diesel-powered trains with the old-time awkward steam locomotive . . .

It's like comparing today's air-conditioned modern house with the old-fashioned, "gingerbread" house of 1890 . . .

Here is the first MAJOR improvement in automobile engine design and efficiency since the turn of the century!

Just lift the hood of any new Nash and look inside. You can see the difference! Here is an engine . . . sealed in one beautiful, streamlined form . . . with INTAKE AND EXHAUST MANIFOLDS *inside* the engine!

For the first time—so-called "uncontrollable" which affect performance are eliminated from an automobile engine. Weather capers are ruled out . . . there's better heat control . . . higher torque (turning power) and *more*



## A BUSHEL OF PARTS ELIMINATED

. . . fewer parts to get out of order. Better design . . . greater efficiency. No engine ever designed to be so free from maintenance expense!



## 10% MORE POWER ON SAME GAS

Due to better temperature of the fuel mixture to each cylinder . . . results in faster firing—greater efficiency.



## NO MORE BALKY ENGINE DAYS

Weather can no longer cut capers with engine performance. Whatever the temperature . . . you always get *flashaway* performance and record economy from a Nash Super-Thrift engine.



## 12% MORE MILES ON SAME GASOLINE

Not only more power, but greater mileage! Probably no car in America today—not even the small cars—can give you better mileage than a Nash.



## SPLIT-SECOND STARTS IN ZERO WEATHER

With manifolds inside, the mixture is heated quickly . . . and power is delivered evenly from all cylinders.



## LIVELIER PERFORMANCE

Higher compression ratios and new efficiency increase wheel-turning power . . . for thrilling "Flashaway" performance . . . for greater "lugging" ability on hills.

*power is extracted out of every drop of gasoline!*

The result is . . . phenomenal new performance with record new economy!

And these statements are proven by satisfied

owners through a half-a-billion driving miles!

When you take the wheel of a new Nash, you'll get a real thrill out of its performance and satisfaction in its economy.

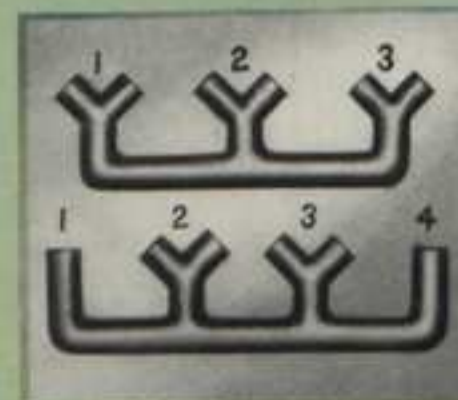
## STREAMLINED FOR ACTION

When you compare the Super-Thrift engine with the engines used in other cars it's like comparing a streamlined Diesel locomotive with the old-fashioned steam engine. Nash engines are years ahead in design and famous for power, economy and long life.



## TWIN IGNITION IN "SUPER-THRIFT" ENGINE!

The New Ambassador Six and Eight offer you this new Super-Thrift Design *plus* Twin Ignition, two spark plugs per cylinder . . . in a Valve-in-Head Engine . . . the type that holds all world speed records on land, on sea and in the air!



## NO STARVED CYLINDERS

Most six-cylinder engines have three port inlet manifolds and the end cylinders starve for fuel. Nash Sixes have 4-port manifolds for more even flow of fuel mixture to give finer performance and greater economy. The Ambassador Eight has dual-carburetion.



# RECORD

*New  
Economy*

• Proven through millions of driving miles over all kinds of roads in America, by thousands of owners—the most enthusiastic you will find anywhere. Survey Shows Average Motor Maintenance Expense Only—

**\$242**  
A YEAR!

**LOOK AT THE DIFFERENCE . . .** The Nash Super-Thrift engine on the left is different from any engine you've ever seen. Intake and exhaust manifolds are cast inside to give it a smooth, clean design for greater power and operating efficiency.

**NOW LOOK** at the old style conventional type of engine on the right. It looks awkward, gadgety, primitive, and from the standpoint of performance and economy it can't compare with the Nash Super-Thrift engines.

# Life Begins AT 40 (M.P.H.)

## NASH'S AUTOMATIC CRUISING GEAR PUTS WINGS ON YOUR CAR!

*Optional Extra*

**Y**OU'RE sailing along at about 40—and suddenly it happens! There's a faint click . . . the hum of your engine drops to a soft purr . . . and the car seems to leap to life! Smoothly, effortlessly, you *float* by cars laboring to keep up. It's the biggest thrill in motoring!

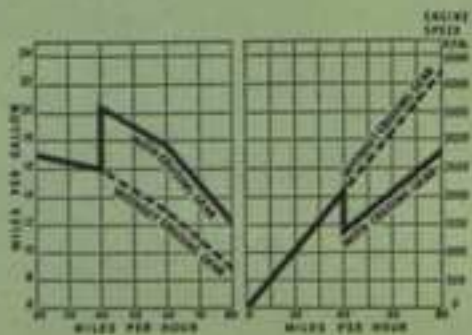
It's Nash's *automatic* Cruising Gear cutting in . . . letting your engine "lazy along" . . . giving you big savings in gas and oil.

It's a real experience. Something to talk about. Something worth calling up your Nash dealer about . . . for a demonstration.

SAVES UP TO  
25% ON GASOLINE  
DOUBLES ENGINE  
LIFE!

### WHY YOU SAVE!

. . . this chart explains it. The instant the overdrive goes in, your engine revolutions are cut down 30% . . . with 15% to 25% savings in gasoline; up to 50% on oil! This Gas-saving Fourth Speed improves quietness and quickly pays for its slight extra cost.

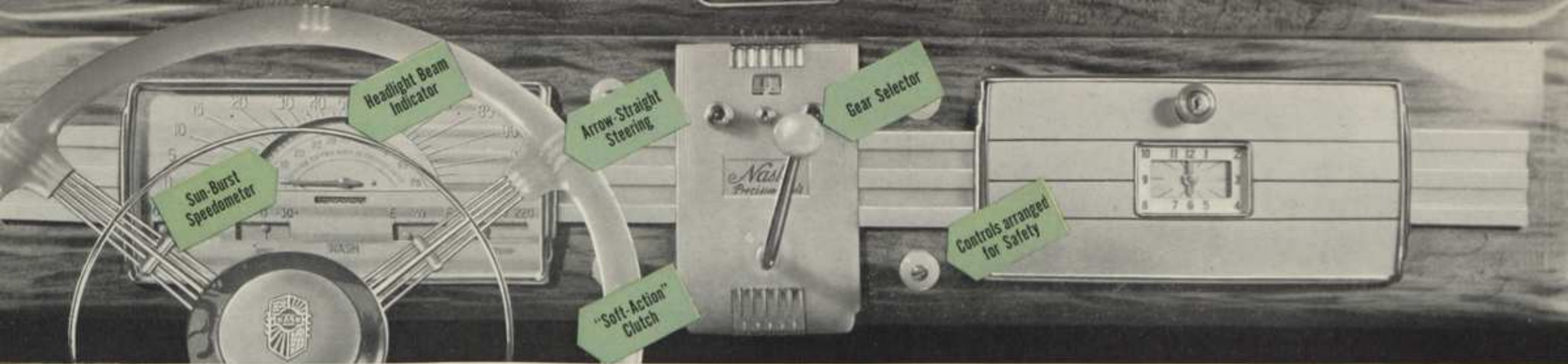


### THIS EXPLAINS IT!

The engine of a car without Cruising Gear is like a short-legged pony which must take 4 steps to travel a given distance, while the engine of a Nash with Automatic Cruising Gear is like a long-legged riding horse which covers the same distance in 3 easy strides.







# ALL CONTROLS DESIGNED FOR A WOMAN'S TOUCH

**I**F your wife has her choice about the new family car, it's going to be a 1938 Nash! For here is a car that's literally made-to-order for easy, "flick-of-the-wrist" driving... for effortless, tireless cross-country travel.

To begin with—you are more comfortable. The driver's seat can not only be moved forward and back, but also changes the seat angle to give you a perfect sitting posture and comfortable driving position.

No fumbling around for the starter... you just depress the clutch pedal... leaving the



right foot free to operate the brake pedal.

The gear shift lever? That's old-fashioned. On the Nash you have an Automatic Gear Shift (optional extra). A flick of your wrist... and you go into gear with lightning speed!

Steering? That's improved too. You can

whip in and out of traffic... hold your course true and steady without wheel fight on the roughest road.

The brakes... being over-sized hydraulics... take far less pressure. The Ventilated Clutch has soft pedal action.

Add to all this... the terrific "get-up-and-go" of the new Super-Thrift Engine... which obeys the softest command.

Drive a new Nash just five miles... test its driving ease, performance and comfort... you'll never want to give it up!

## AUTOMATIC GEAR SHIFT

Here is *perfected* Automatic Gear-Shifting... The Shift Lever is located on the instrument panel, only four inches away from the wheel. Pick your gear... it does the rest. Shifts in split-second time... quietly... leaves the front floor entirely clear.



## NO WHEEL TUG OR FIGHT

Even in a cross-gale, you can hold a Nash on the road with your finger-tips. There's no tugging, no wheel fight... thanks to a steering shock eliminator, located on the left front spring. With little effort the car goes arrow-straight, where you set it.



## QUICK, FAST HYDRAULIC BRAKES

The safest type your money can buy. Nash super-hydraulic brakes are oversize, double-acting... operating with the lightest pedal action to always provide smooth, sure, straight-line stops.



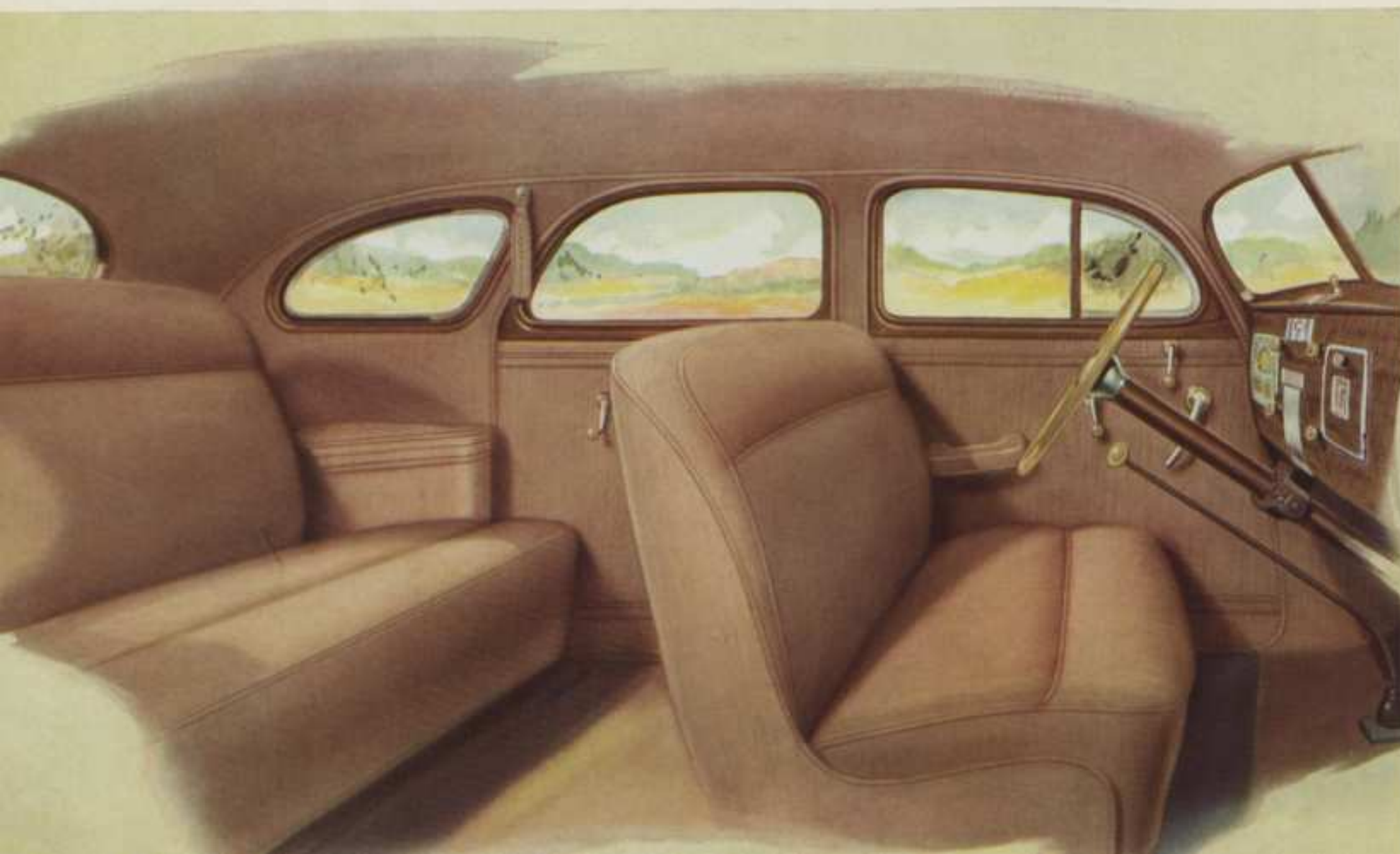


# IMAGINE

*This bigger, smarter, finer Nash LaFayette, competing in price with the "ALL THREE" Class*

**S**OMETHING has happened in the lowest-priced field! The new 1938 Nash smashes down old price barriers . . . offers *size and value* never obtainable before for the money!

Before you buy any car, see what the new Nash LaFayette offers you for your money. See how much bigger, finer and more luxurious it is. Drive it and note the amazing difference in engine power . . . and safety . . . and comfort. Note that it offers *all* of the marvelous new features just described. Remember, too, that it is Nash precision-built and engineered in every detail with all of the "long-life" features which have won for Nash the enviable reputation as . . . *the most rugged car in America.*



# COMPARE

THESE SPECIFICATIONS WITH  
ANY CAR IN ITS PRICE CLASS

# *It's America's Biggest Value—this Nash La Fayette Sedan*



**ENGINE**—Super-Thrift L-Head Monitor Sealed type with inlet, exhaust and oil manifolds cast in block. Developed horsepower 95 at 3400 R.P.M. Cushioned and balanced in three point rubber mountings. Iso-Thermal fuel system; down-draft carburetion; Invar Strut Aluminum pistons for closer fit, quieter operation; four piston rings for greater power and economy; full length cylinder water jacketing; seven main bearing crankshaft with 66.34 square inches of bearing area; vibration damper; full pressure engine lubrication; rifle bored connecting rods for positive lubrication of piston pins and cylinders.

**CHASSIS**—117-inch wheelbase with four synchronized pre-lubricated springs fitted with metal covers (on deluxe models only). Solid front axle for greater stability and safety. Rigid girder X-type frame

with box section side rails of double thickness. Oversize Hydraulic brakes with 168 sq. in. of lining area and cast-iron drums. Ride stabilizer (on deluxe models only) to stabilize steering and prevent sway on turns. Sky-liner type shock absorbers with sea leg mounting for greater stability; arrow straight steering with shock eliminator; all silent Synchro-Shift transmission with automatic gear shift and cruising gear optional extra. Big 16 x 6.00 low pressure tires with silent ribbed tread.

**BODY**—All-steel heavily braced and welded into rigid one-piece unit. Completely insulated and sound-proofed. New sand impregnated insulating material applied to steel floor makes most silent running car on road. Weather-sealed around doors to prevent entrance of annoying drafts—dust. No draft ventilation system. Exclusive

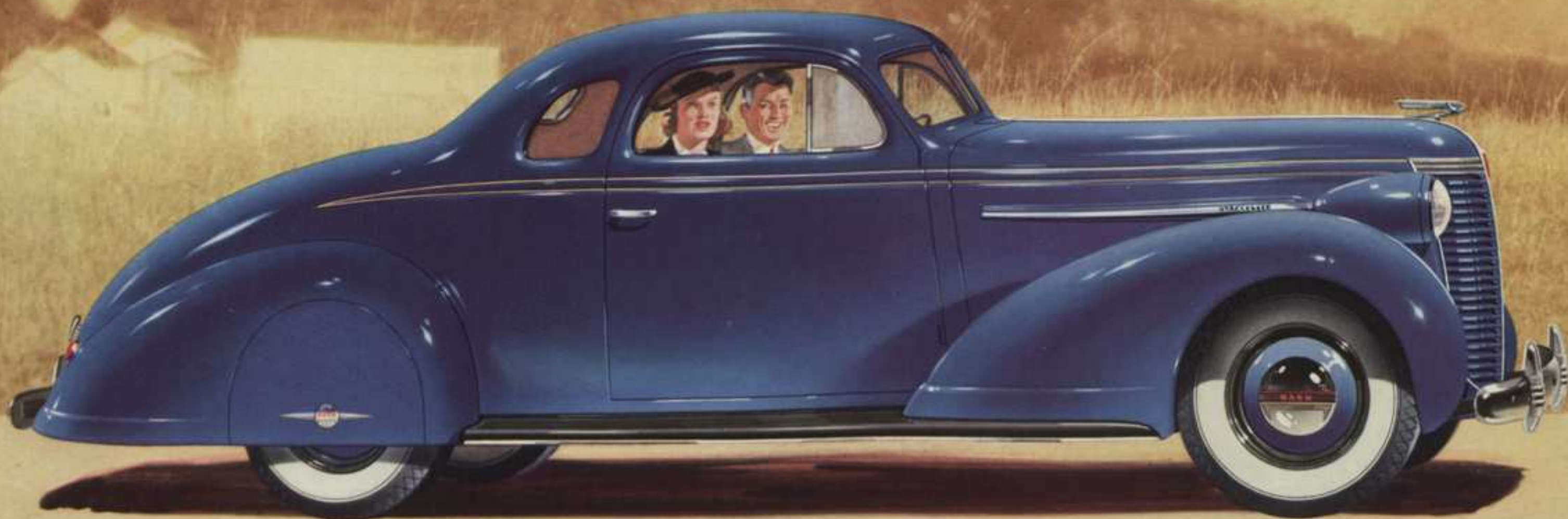
Nash Conditioned-Air System for winter driving optional—extra.

**DELUXE MODELS**—Equipped with rear compartment ash tray, assist cords, ventilating rear quarter windows on four door sedans, rear window curtain, robe cord, right hand windshield wiper and sun visor, front door arm rests, twin tail lamps, metal spring covers, vertical bumper bars, ride stabilizer and dual horns.

**MASTER MODELS**—without deluxe appointments, available in Business Coupe, Victoria and 4-Door Sedan models at lower cost.

*Nash Motors reserves the right to make changes in specifications, colors and prices without incurring any obligation to adjust price or to make changes on cars previously sold.*

*Ideal for business and pleasure this Nash La Fayette Coupe*



## NEW DOUBLE-AUTOMATIC SPARK CONTROL GIVES YOU FINER PERFORMANCE

**H**ERE'S another thing you will like about the new Nash Ambassadors . . . the new double automatic Spark Control. The conventional spark control is here, of course. In addition, Nash engineers have cleverly utilized the torque reaction of the engine to give you more accurate spark control for finer, surer performance.

With Nash's rubber engine mountings, the "thrust" of

the engine (slight movement of engine in its mountings) makes it possible to employ a more advanced spark, providing greater power, acceleration and economy . . . without "ping" on hills.

For ordinary driving conditions spark is further advanced but on fast acceleration and when climbing hills the spark is automatically retarded just enough to prevent "pinging."



The Double Automatic Spark Control provides the right degree of spark advance for every driving condition. Surer, more accurate spark control is provided than with other types of spark controls.

*A real family car this Nash La Fayette Victoria Sedan*



## GONE! THE LAST TRACE OF VIBRATION—WITH BALANCED 3 PT. ENGINE SUSPENSION

**H**ERE is the final word in engine mounting! Nash's Balanced 3-Point Engine Mountings in the Nash La Fayette and Ambassador Six result in a new conception in smooth performance. The Nash Ambassador Eight which is inherently smoother has new four-point mountings that provide comparable results. Every bit of vibration is left on the engine side of the cowl; nothing

comes through to spoil your riding pleasure and comfort.

In most cars, the vibration comes through . . . penetrates frame and body . . . vitally affecting your riding comfort. Much of the tiring effort of long drives is due to "unharnessed" engine vibration.

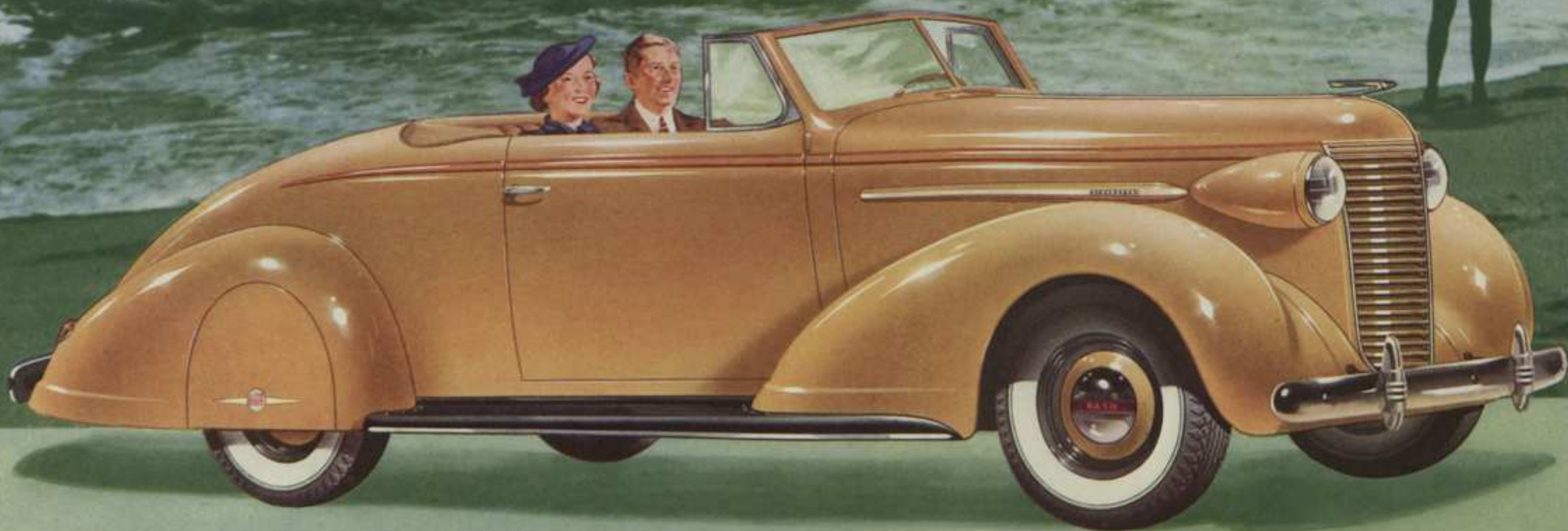
Do not confuse these rubber engine cushions with the ordinary or conventional. The weight of a Nash six-cylin-

der engine is held on a diagonal line . . . with freedom to move and dissipate its own vibration, before it can penetrate the car interior.

You can experience the advantages of these new engine cushions on a short drive.



*Picture yourself driving this dashing Nash La Fayette Cabriolet*



## NASH IS ONE OF THE FEW CARS TO FEATURE FULL PRESSURE LUBRICATION

**H**AVE you ever wondered *why* it was that high-priced cars still had sweet-running engines after five to ten years of service? The answer is deep inside the engine . . . a feature you can't see, but one you should insist on knowing is in the next car you buy. It is Full Pressure Lubrication to all bearings and piston pins.

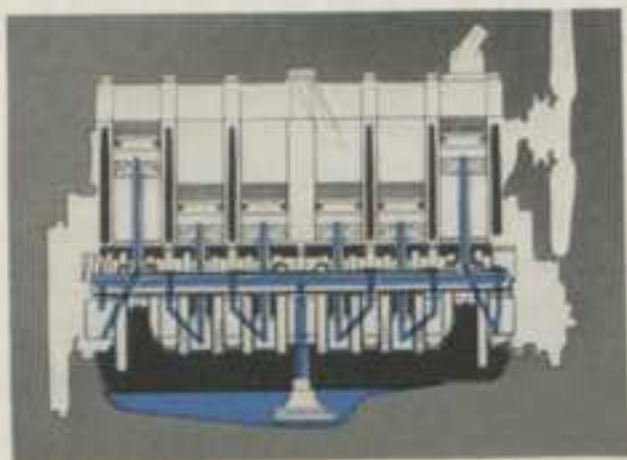
*All* the highest-priced cars in the world have it . . . *so does Nash.*

In most low-priced cars, the so-called Full Pressure lubrication never extends above the crankcase. When piston pins and cylinder

walls are haphazardly lubricated, friction increases and causes engines to age prematurely and perform sluggishly, and repair bills come fast.

Nash uses expensive rifle-bored connecting rods . . . so that each piston pin, including cylinder walls and rings, is lubricated completely with every stroke of the piston. After 25,000 to 35,000 miles, you have an engine that's still running sweeter than ever!

It's another reason for Nash ruggedness and dependability . . . why Nash owners are among the most loyal owners in the world.





## *Famous Artists Nominate Nash!*

A LEADING artist says: "Here is convincing proof that individuality in automobile styling can be achieved without resort to freakish design. Here is streamlining without an ugly or awkward detail. Here is air curved symmetry that is refreshing yet patterned in good taste that endures. Like a perfect piece of sculpture, the new Nash is beautiful from every angle . . . from the sweep of its radiator to the fine modeling of the trunk."

# For the Royalty of Motoring!

## THE NASH AMBASSADOR EIGHT



FINE car enthusiasts will gain a new conception of motoring luxury from the 1938 Nash Ambassador Eight. One of America's few fine cars, it costs considerably less than any of the others. Powered by the famous Nash Twin-Ignition, Valve-in-Head engine (now 115 horsepower!), it provides the finest performance ever produced by a Nash-built car.

You get a hint of something extraordinary, the instant you step inside. The jewel-like beauty of the instrument panel . . . the luxury of upholstered cushions . . . the exquisite handling of every tiny detail.



## MONEY CAN BUY NO FINER CAR

*Compare These Nash Specifications With Any Car at Any Price!*

**ENGINE**—Valve-in-head, 115 horsepower Super-Thrift Engine of Monocoque design; bore 3 1/4", stroke 4 1/2", displacement 266.0 cu. in.; variable horsepower 31.25, with full pressure lubrication; ribbed lower connecting rods; Invar Street Aluminum pistons fitted with four piston rings; full length water jacketing; dual exhaust system; Twin Ignition Points with two spark plugs per cylinder; Double Automatic Spark Control; valve timing crankshaft with 33.17 sq. in. of bearing area and mounted in 4-point rubber engine mountings.

**CHASSIS**—125-inch wheelbase with rigid girder X-type frame having low section side rails of double thick steel and three cross-members; Overhead Super-Hydraulic Brakes with 216 sq. in. of lining area; Synchronized Pre-Lubricated Springs fitted with bearing metal inserts for soft, uniform action, packed in special lubricant and enclosed in metal covers; solid front axle for greater stability and safety; Wide Stabilizer mounted in rubber to stabilize steering and prevent over

on turns. Sky-liner type hydraulic shock absorbers with one leg mounting for greater comfort and stability; arrow straight steering with shock eliminators; all-steel Synchro-Shift Transmission with Automatic Gear Shifts and Locking Gear optional extra and big service 36 x 7.00 low pressure tires with silent non-skid tread.

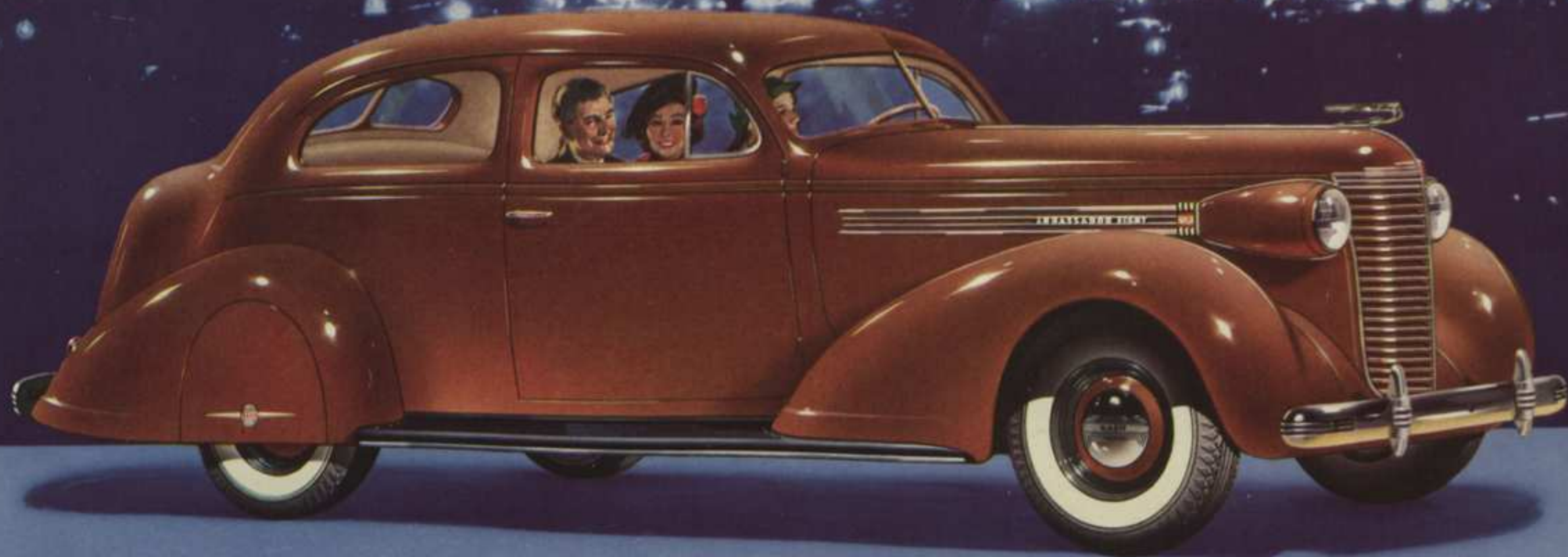
**BODY**—All-Steel, heavily beamed and welded into rigid one-piece unit. Completely insulated and sound proofed throughout. New sound impregnated insulating material applied to steel floor makes most silent running car on road. Weather sealed throughout to prevent entrance of annoying drafts. No draft ventilating system. Exclusive Nash Conditioned-Air System for winter driving, optional extra.

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# For town and country—Nash Ambassador Eight Victoria Sedan

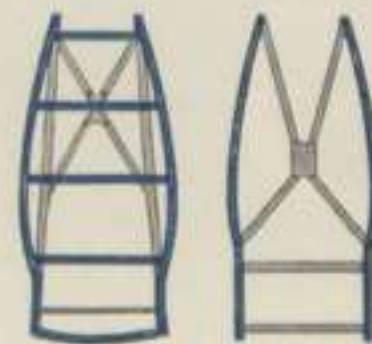


## A DOUBLE FRAME GIVES NASH STRONGEST CONSTRUCTION IN INDUSTRY

**T**HERE is a crucial point of weakness in many cars although they truthfully claim an all-steel body. That weakness occurs in the mounting of an all-steel body on its chassis frame. The diagrams at the right tell why: the all-steel body (curved, by necessity) is mounted directly on a frame with CURVED members. Naturally, curved members lack the structural strength characteristic of straight frame side rails.

Although more costly to make, there is a *double* frame under the Nash all-steel body. Cross girders of steel reinforce the bottom of the body itself; the frame is built like a box. The two are securely fastened together.

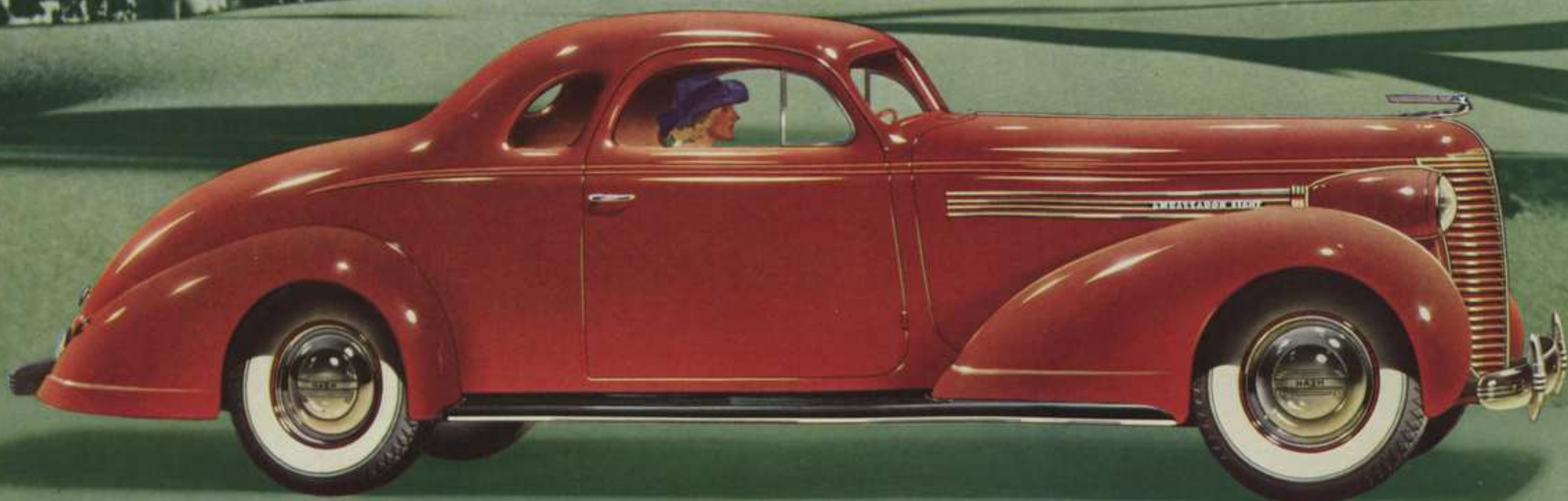
The box-type cross-members reinforce the frame and the frame reinforces the body to produce a twist-proof *unit* structure which gives Nash cars that "solid" feeling—or what is usually termed "Roadability."



THE STRAIGHT sides of the Nash frame and the many box-type cross-members of the steel floor provide a strong foundation for the body.

MANY CARS attach the body sills directly to the CURVED sides of the frame without the extra support of floor cross-members as used in Nash-built bodies.

# Amazing extra room in this Nash Ambassador Eight Coupe



## “SEA LEG” SHOCK ABSORBERS GIVE YOU NEW SAFETY ON CURVES

WHEN you take a curve in a new Nash, you will notice something new in motoring.

There's no lurch—no sidesway—no dip. The new Nash seems literally *locked* to the road.

Many new facts account for Nash's stability. A ride stabilizer located on the front holds the car on an even keel. Four new shock absorbers, like those used on giant sky liners, absorb the strain so that you don't feel it.

But Nash mounts these double acting shock absorbers in a new and better way. The front pair is set diagonally, so that the car is given horizontal as well as vertical stability.

Here's an easy way to explain it—

You've noticed on ship board a peculiar rolling gait that sailors use to keep their balance. Their knees held apart, they remain upright during rolls of the ship which send a landlubber spinning. In the same way the new Nash is



*braced* against sidesway. It has "Sea Legs."

This new stability is highly important when you realize that over 60% of highway accidents occur on curves. You'll feel safer . . . and *be* safer . . . in a new 1938 Nash!



# *Ideal for all weather this Nash Ambassador Eight Cabriolet*



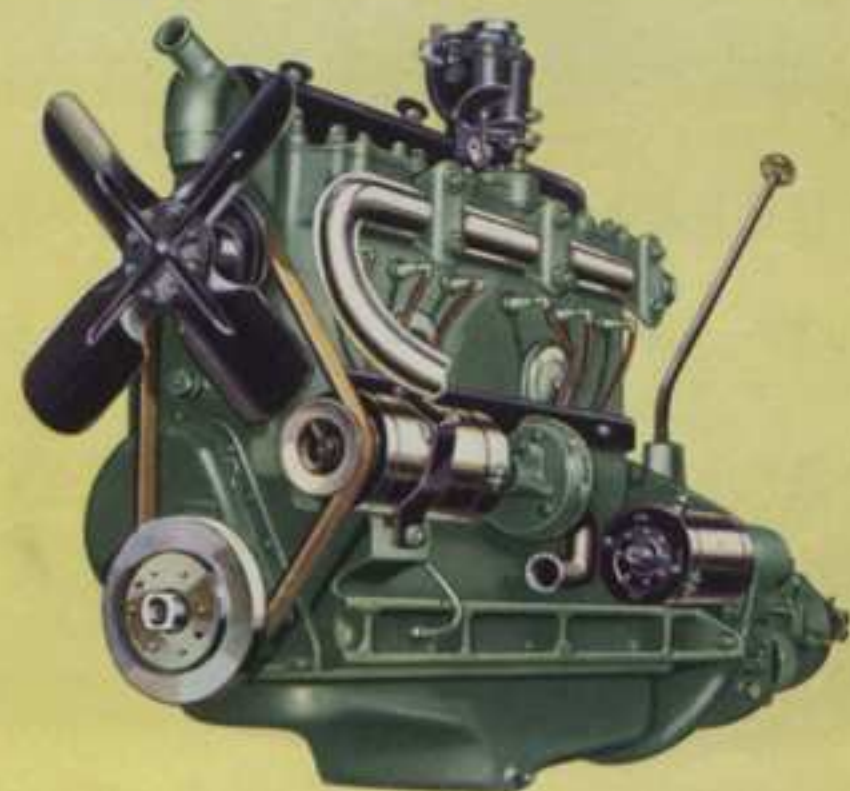
**A**T THE RIGHT is pictured the Nash Ambassador Six Valve-in-Head Engine which develops 105 horsepower . . . the same type that holds world speed records on land, sea and in the air.

Besides including many engineering features usually only found in more expensive cars it offers you two other features exclusive with Nash.

**SUPER-THRIFT DESIGN** . . . with intake and ex-

haust manifolds cast inside for more efficient operation . . . uniform performance regardless of weather conditions and remarkable economy.

**TWIN IGNITION POWER**...with two spark plugs for each cylinder instead of one . . . insures faster and more complete combustion and greater power from every drop of fuel. It's the same kind of ignition principle demanded on transport planes by the U. S. Government.





# THE SAFEST CAR YOUR MONEY CAN BUY

No Other Car Begins to Offer All of Nash's Safety Features

AS many as a dozen times a day you entrust the well-being of your loved ones . . . to the car you drive.

How important it is, then, that you really *look* into the safety features of the next car you buy.

Nash invites the most careful examination. For it's always been "Safety-First" with Nash. Nash was first with a truly all-steel body with a seamless steel top.

Pioneers in this field, Nash offers today the only steel bodies with double-header panels, box-type body sills, double-paneled steel doors. Steel tops . . . steel floors . . . steel all around.

"What about brakes?" Super hydraulic—over-sized braking surfaces. Largest hydraulic

brakes for car size and weight in the industry.

"Ride Stabilizer?"—yes, located at the front not only to prevent "roll" and "sway" on curves but also to stabilize steering.

"Tread width?" Sixty inches between the rear wheels . . . for maximum stability and



safety. A lower center of gravity makes Nash cars harder to tip over, to side-slip or skid!

"Frame?" A Box Section of double thickness—of extra-heavy, rolled steel, reinforced with three sturdy cross-members . . . the strongest backbone in any car today!

"Balanced Weight Distribution?" With equal weight over front and rear axles, every Nash model rides in perfect balance . . . no swaying at high speed, no "whip-saw" motion in stopping.

There are several other safety features . . . many of them exclusive with Nash . . . too numerous to mention here. And ALL of them are offered in the low priced LaFayette series as well as in the Ambassador series.

## LITERALLY LOCKED TO THE ROAD

You immediately get the "solid" feeling of a Nash car. Especially on curves, a Nash seems to hug the road like a locomotive. Part of it is due to better springs, to better weight distribution; much of it is due to Nash's new "Sea Leg" Shock Absorbers (See page 18).



Drive a Nash around a curve at fairly high speed. Note its stability. Nash anchored leaf-springs keep wheels straight under car at all times.



Around the same curve in a car with coil springs the front wheels tend to lean outward . . . creating a "pull" on the wheel . . . upsetting handling ease.

## BIGGEST BRAKES IN THE INDUSTRY

In keeping with Nash safety policy, all Nash cars are equipped with "over-size" Super-Hydraulic brakes. Their greater braking area not only gives you quicker stops, but permits lower pressure of lining against drum—so that linings last far longer.



Diagram above shows average size of hydraulic brakes used on three series of Nash cars.



Diagram above shows average size of brakes on all other cars costing up to \$2000.



# THE MOST RESTFUL RIDE OF ALL

TO get the real truth about easy riding, insist on a demonstration on a rough country road. Any car rides well on a city boulevard. But you'll find that the car that can take ruts, bumps, and street car tracks, will give you a more restful ride on good roads . . . be less fatiguing to drive.

Imagine . . . a ride so smooth that you can cross over street car tracks, blindfolded, and without slowing down, yet scarcely notice it!

Imagine . . . a ride so easy and restful that a whole day in the car over all kinds of roads leaves you fresh and relaxed!

Imagine . . . a ride so silent and effortless that you can take a nap on a rough country road!

"Back Seat Bounce" . . . "Front End Flutter" . . . "Vibration" . . . "Traffic Noise" . . . All of these body-tiring disturbances have found an answer in these new Nash engineered cars.

The remarkable story behind this engineering achievement is too long and technical to describe in a few words. The diagram at the right shows you the 20 important features (many of them exclusive with Nash) which give you the



# WORN OUT—WHY?

Have you ever noticed how tired and listless you feel after a long drive even on paved roads?

There's more to car fatigue than just the matter of "bumps" you feel. Science has proved that vi-



bration and noise play equal parts in sapping vitality. Vibration acts like millions of little hammers. Noise shatters nerves . . . keeps you keyed up to a tiring pitch.

Read how Nash engineers have attacked this problem from all three angles . . . to give you the world's first fatigue-proof car.

# 20 "STOPPERS" SAVE YOU FROM SHOCK



- ↑ Complete sound-proofing
- ↑ Doors and windows rubber sealed
- ↑ Conditioned-air system permits ventilation with windows closed
- ↑ Insulated spring mountings
- ↑ Silent ribbed tires—quieter



- ↑ Rubber engine mountings
- ↑ Multiple bearing crankshafts
- ↑ Vibration damper



- Super-Flex seat springs
- Extra room for greater comfort
- Threaded spring shackles
- "Sea-Leg" shock absorbers
- Mid-section seating
- Synchronized prelubricated springs
- ← Form-fitting cushions
- ← Adjusto front seat for driver
- ← Larger wheelbases
- ← Ride stabilizer
- ← Shock insulated steering
- ← Balanced weight distribution

joyful experience of a ride in the new Nash cars.

Nothing has been sacrificed to give you this superlative ride in comfort. The safety of *solid* springing and arrow straight steering are still yours.



Just for the thrill of it, take a ride in the new Nash. Try both back seat and front on the worst possible stretch of road near by. Nash's new easy ride will, in truth, be a revelation in comfort!

*You'll be proud of this Nash Ambassador Six Sedan*



THE **NASH**  
AMBASSADOR SIX

**M**ORE than ever this year, the Nash Ambassador Six represents a new value in the medium priced field.

With a 121-inch wheelbase, it gives you more room . . . more luxury . . . more comfort. Performance has again been stepped up. With the new Super-Thrift Engine, this Nash Ambassador

delivers 105 horsepower . . . thrilling Twin Ignition, Valve-In-Head power, speed and economy.

Look at the extra value built into this fine car. Compare these specifications with any car at or near its price. Any kind of check-up proves Nash's superiority in this price class, too!

**SPECIFICATIONS  
PROVE IT—**

*The Biggest, Finest  
Car in its Class!*

# It's smart to drive this Nash Ambassador Six Cabriolet



**ENGINE**—Valve-in-head, 105 horsepower Super-Thrift engine. Bore  $3\frac{3}{4}$ ; stroke  $4\frac{3}{4}$ ; displacement 234 cu. in. Taxable horsepower 27.34 with full pressure lubrication; rifle bored connecting rods; four ring invar strut pistons; full length water jacketing; Twin Ignition power; double automatic spark control and balanced 3-point engine mountings.

**CHASSIS**—121-inch wheelbase with rigid X-type frame with box section side rails; oversize super-

hydraulic brakes—176 sq. in. of lining area; synchronized pre-lubricated springs fitted with bearing metal inserts for soft, uniform action, and metal covers; ride stabilizer; sky-liner shock absorbers—sea leg mounting; arrow straight steering; automatic gear shift and cruising gear optional extra.

**BODY**—All-steel, heavily braced and welded into rigid one-piece unit. Completely insulated and soundproofed. Sand impregnated material applied

to steel floor makes Nash quietest car on road. Weather-sealed throughout to prevent entrance of annoying drafts and dust. Exclusive Nash conditioned-air system for winter driving optional extra.

*Nash Motors reserves the right to make changes in specifications, colors and prices without incurring any obligation to adjust price or make changes on cars previously sold.*



## AUTOMATIC NOROL

Prevents rolling backward on hills although your foot is off the brake pedal. Leaves right foot free to operate accelerator. Automatic . . . increases safety and driving ease! (optional—extra).



*Prestige for the Man who owns this Nash Ambassador Six Coupe*



## WHAT ABOUT TODAY'S CAR VALUES? NASH GIVES YOU AN X-RAY VIEW

**W**HEN you pay your hard earned money you have the right to know exactly what value you receive for it. Nash dealers like to have people come in with a questioning attitude, because that gives them the opportunity to tell Nash's extra value story. The "X-ray System" is part of our policy of giving the public *all* the facts about our cars. It is available for you to view at every Nash dealer.

Just as the X-ray has uncovered hitherto unknown facts

about the human body, so does Nash X-ray system let the car buyers see the "inside" of automobiles—reveal the hidden differences in cars of the same price—lets you see with your own eyes exactly how all cars are made.

You will be startled by the amazing differences in value among today's cars. It will be a revelation . . . worthwhile experience . . . to see this interesting display.

By all means, see it before you buy any car at any price.



The X-ray system is the first and only publication of its type to give you complete facts about the construction of 1938 cars. It is assembled from engineering data made available by all manufacturers.

The direct comparisons will probably startle you, as you see how much more—in features and *value*—Nash builds into cars!

*Smart and thrifty, too! this Nash Ambassador Six Victoria Sedan*



## ONLY NASH GIVES YOU SYNCHRONIZED, PRE-LUBRICATED SPRINGS

**T**HE present Nash springs represent a new and far-reaching development for better springing methods. During the past twenty years Nash engineers have experimented with—and discarded—many of the springing principles since adopted by other manufacturers.

Important as riding comfort is, *safety* comes first with Nash engineers. By ingenious new engineering all of the advantages of the *coil* type spring have been incor-

porated into the safe *leaf* spring. It is soft and flexible for soft, easy action—yet it makes possible the *safest kind* of springing and steering.

Each spring is sealed in a special lubricant impervious to temperature. It is wrapped in canvas . . . with no chance for dirt to get in. Over that a metal spring cover fits. A uniform ride is the result . . . there's no bouncing ride in hot weather, no "hard ride" when it is cold.

Spring leaf inserts of oil-impregnated bearing metal prevent direct contact of one leaf with another, reduce inter-leaf friction to provide soft, easy spring action with little possibility of squeaks.





**HEAR A WHISPER**

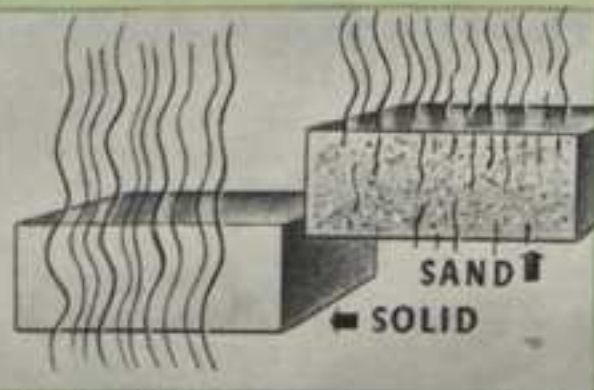
*at 60 miles an hour!*

*It's Uncanny... Road Noise, Vibration, all Ruled Out by New Nash-Kelvinator Discovery*

**N**O MORE shouting from back-seat to front! You can converse with the easy freedom of your living room at home. It makes little difference where you are or how fast you are going. You drive in restful silence, greater comfort. All the new cars have some sound-proofing

but we believe you will be amazed at the remarkable difference in the new Nash. In addition to the usual insulating materials... Nash engineers, in collaboration with Kelvinator, have developed a new principle of sound proofing which is described below.

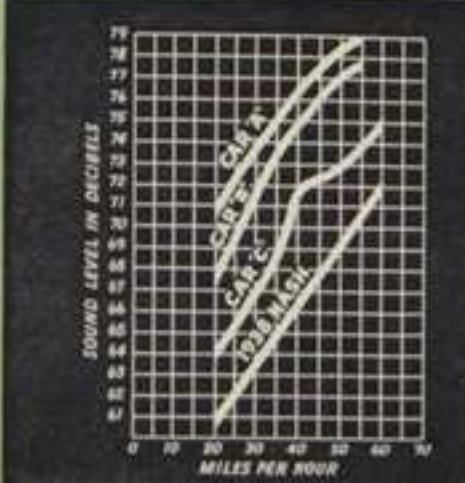
**SECRET OF QUIETEST CAR ON THE ROAD!**



SOUND WAVES easily penetrate solid substances, but are foiled by loose sand which dissipate them and weaken their force.



A SPECIAL sand composition is sprayed securely on the floor of each car. This forms a thick "cushion" against noise.



THE DECIBELS tell the story. The chart above shows how much more quiet Nash cars are.

# BIGGEST CARS OF 1937

*Now Made Roomier!*

*Tape-measure Test Shows Nash Gives You More Seat Room... Leg Room... Head Room... Than Others!*

**Y**OU can't fool a tape-measure! Last year, it showed that Nash cars were the roomiest of all . . . with many inches advantage in important dimensions. This year Nash interiors are even larger. This extra room means that six passengers now enjoy more room than five passengers had in the old-time car. Doors are wide. Floors are practically level. There is no "climbing in" necessary.

The built-in trunks have ample space for many pieces of luggage, golf clubs, as well as the spare tire.



## FROM SEDAN TO SLEEPER

*"Exclusive"  
Nash Feature*



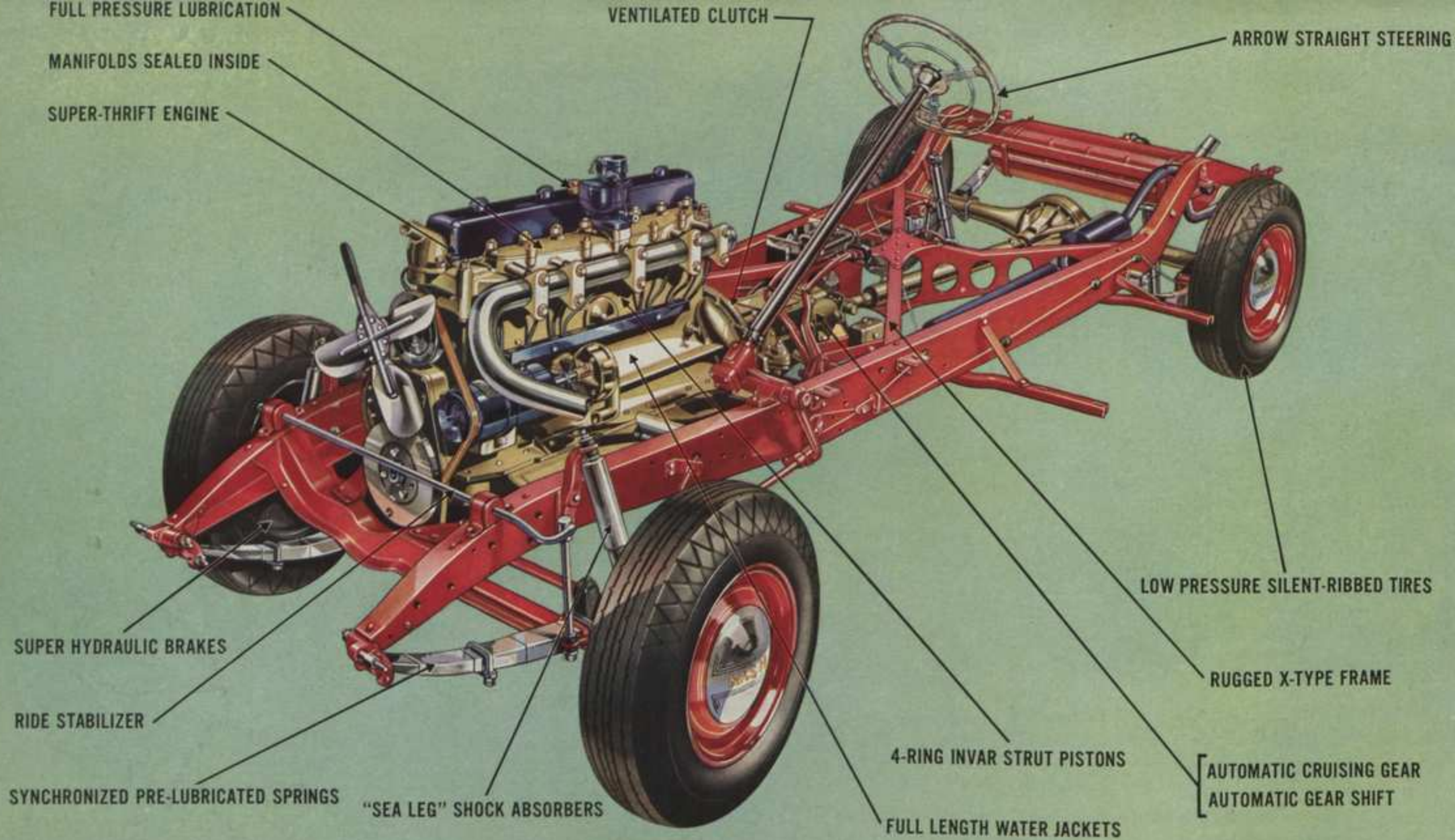
"HO HUM." Feeling tired? No need to hunt up a hotel. You have a double bed in your Nash sedan . . . room for two six-footers.



FIVE MINUTES . . . is all it takes to make your bed and you are ready for a good sound night's rest. No need to take along tents, cots, mattresses!



EXCLUSIVE With Nash . . . This feature has won campers, tourists and salesmen. It alone can save you from \$25 to \$100 a year.



## MILLIONS SAVED FOR OWNERS

*by those Famous Nash  
Long Life Features*

**W**E ARE purposely saving the best story for the last . . . Nash's finer engineering. The way Nash cars "can take it" has been the talk of motorists for 20 years. Even now, many of those first cars are doing daily duty after 18 to 20 years driving; their owners write, "We can't wear 'em out!"

When you buy a Nash, you put your money in a lasting investment. At 25,000 miles . . . when lesser cars usually begin to wear out . . . your Nash is still young. The finer precision workmanship

. . . the extra "heft" built into engine, frame and body . . . these save you dollars, day in and day out, and give you a higher re-sale value on your car.



Pictured above is an old model Nash car typical in design and construction of thousands which are still giving good service.

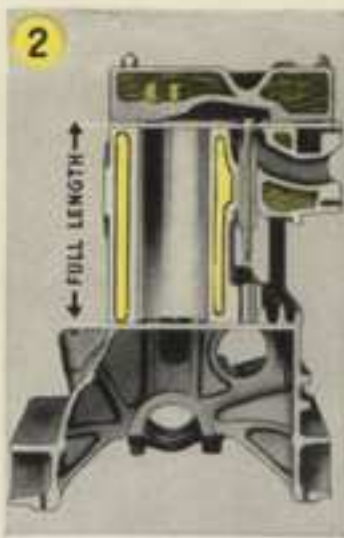
Rifle-bored connecting rods, 7 and 9 bearing crankshafts, full pressure lubrication, Invar Strut aluminum alloy pistons . . . Nash shares these features with only the highest priced cars. Yet you can get them in a Nash Lafayette!

Study the features above . . . every one is there to *save you money*.

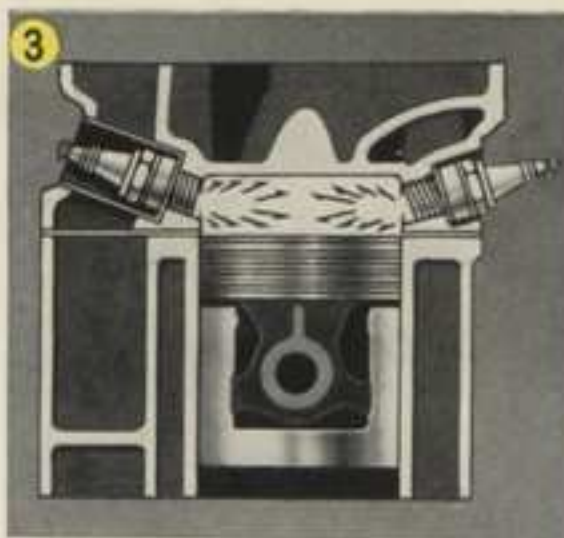
After hundreds of thousands of miles, numerous Nash owners report their cars continue to deliver satisfactory performance with exceptional economy . . . all without the expense of major overhauls.



1. **INVAR STRUT Pistons** for closer fit, lasting quietness and longer life. Four piston rings instead of the usual three for greater oil economy.



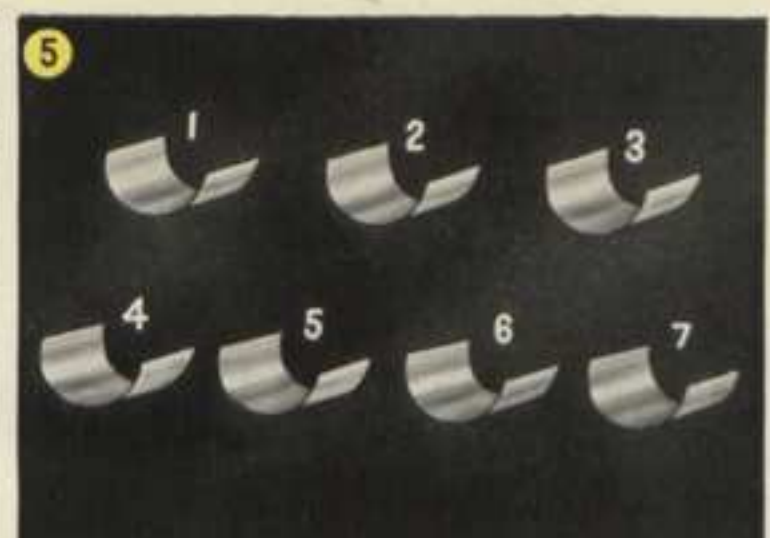
2. **FULL LENGTH Water Jackets** prolong engine life, keep oil cooler, improving lubrication . . . operating quietness . . . reducing engine wear.



3. **TWIN-IGNITION** for complete combustion on Ambassador Series. Two spark plugs per cylinder produce greater power and economy.



4. **RIFLE-BORED Connecting Rods** for complete lubrication. Piston pins and cylinder walls are lubricated at every stroke . . . prolong engine life.



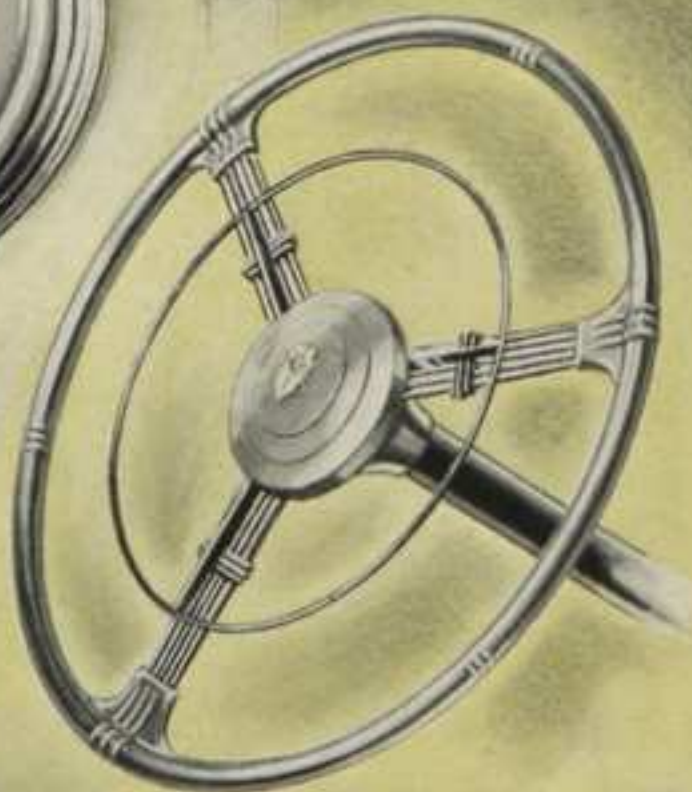
5. **MULTIPLE BEARING Crankshafts** for long life. Extra bearings mean less vibration and less bearing wear . . . a fine car feature.

## NASH ACCESSORIES

(Factory Approved)



Wheel Trim Rings and Chrome Discs



Flexible Spoke Wheel and Horn Ring



Electric Panel Clock



Center Bumper Guard



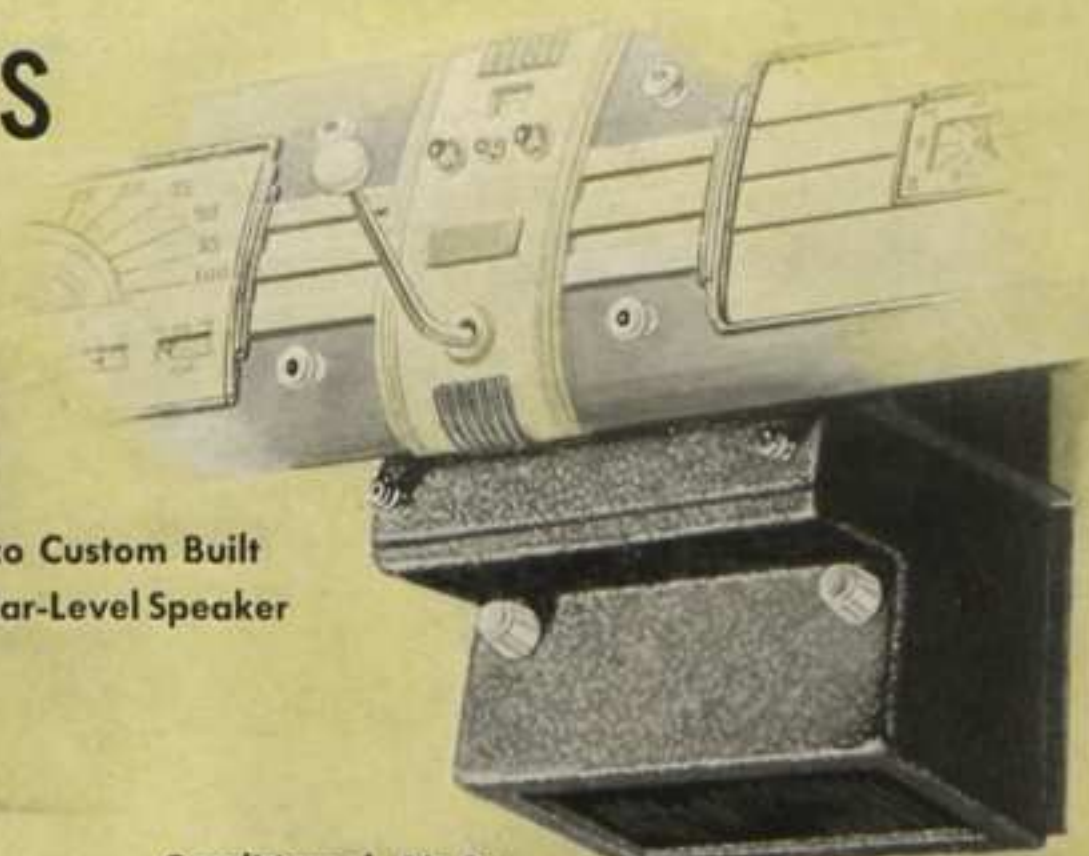
Safety Fog Light



Nash-Philco Custom Built Radio with Ear-Level Speaker



Conditioned-Air System for Winter Driving



Dual Trumpet Horns



Automatic "Click" Lighter



# NASH MOTORS

DIVISION OF NASH-KELVINATOR CORPORATION