

# Thrill

EXCITING NEWSREEL PICTURES  
OF THE NEW NASH!



## BORING THROUGH A DUST STORM!

Read about the world's first car with Conditioned Air System for winter driving. . . See "believe-it-or-not" pictures that show what it does. . . No more cold drafts . . dust . . window clouding . . . stale air. 80 degrees inside car, in way below zero weather!

## ENTOMBED IN ICE



## STRANGE NOISE FACTS



## NEW KIND OF ENGINE



## X-RAYING NEW CARS



**MOST AMAZING ENGINEERING STORY EVER TOLD!**





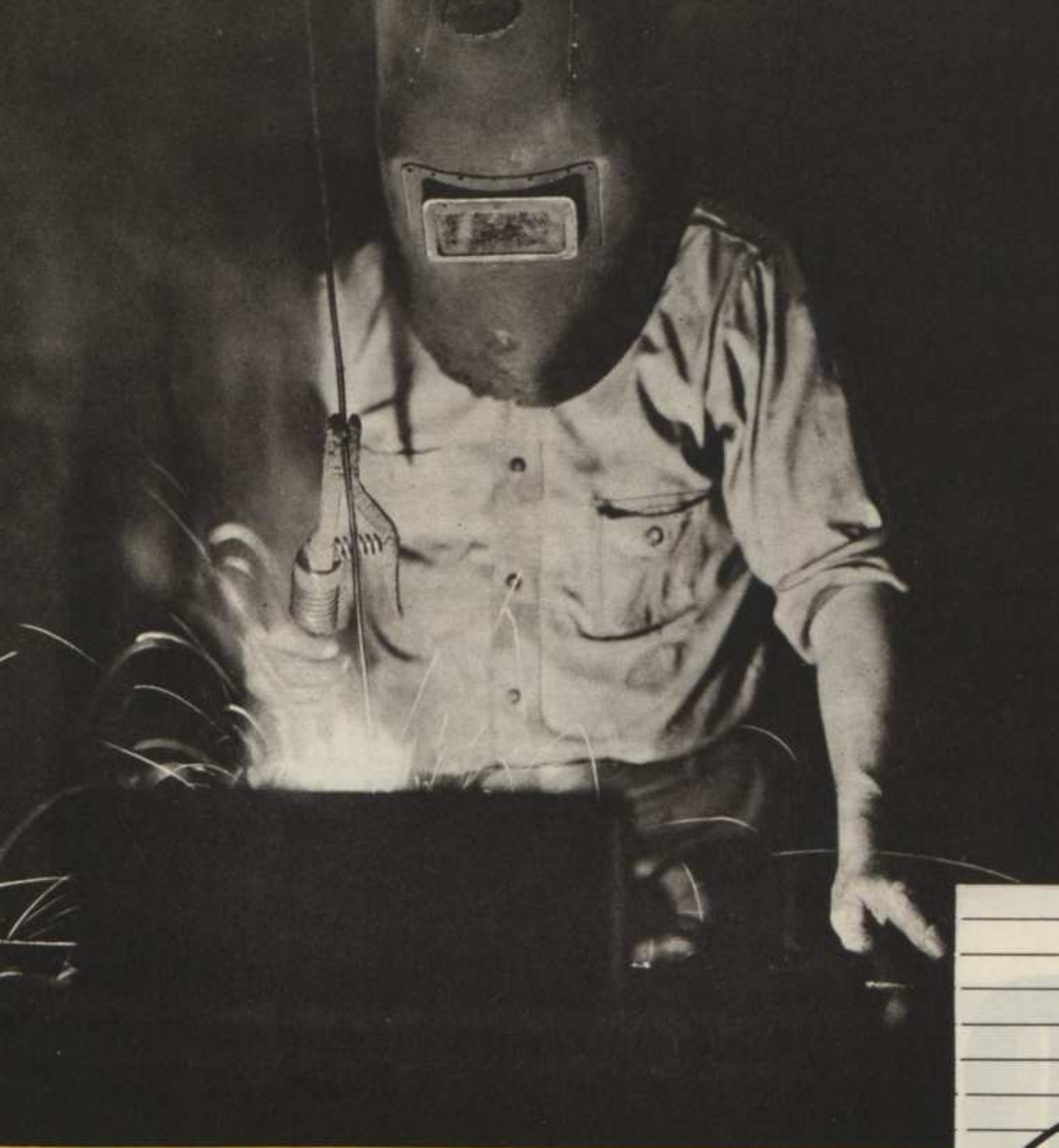
**NASH** THE GREAT **SCOOPS**  
INDEPENDENT

**THE INDUSTRY!**



**AND NASH PRICES NOW MAKE IT EASY**



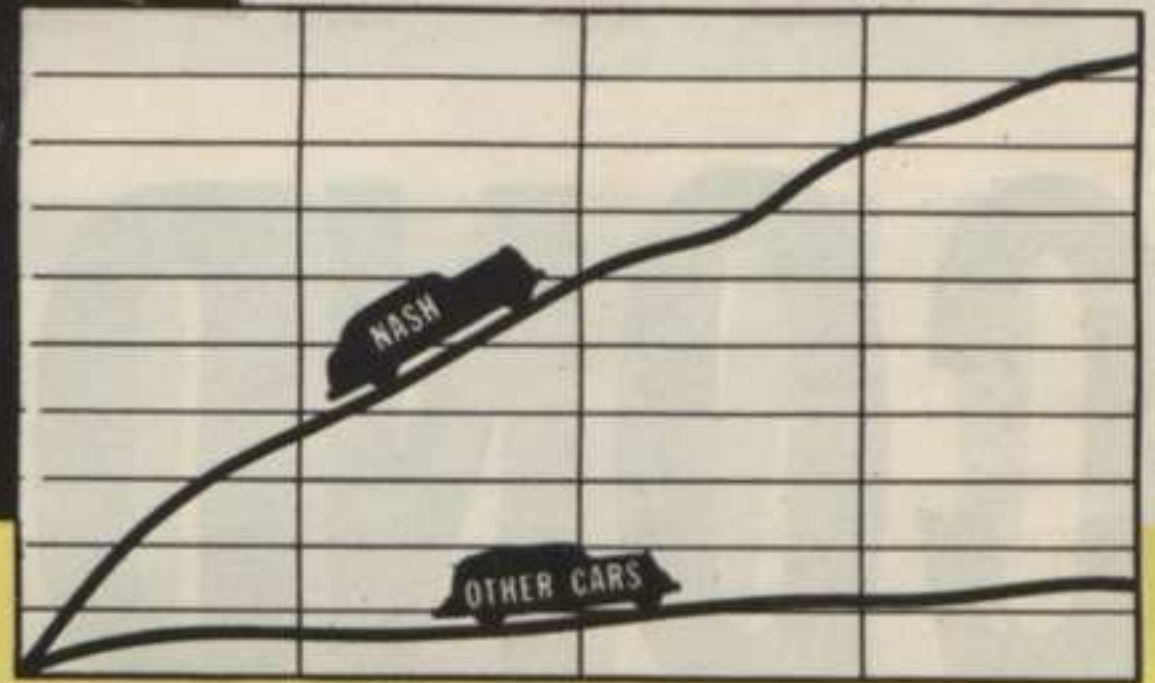


38-25

# NASH

IS DETERMINED TO MAINTAIN  
ITS LEADERSHIP AS AMERICA'S  
FASTEST-GROWING CAR!

Look at the chart below! Consider the amazing story it tells. In 1937, Nash scored over 8 times the sales gains of the industry at large . . . the fastest-growing automobile company in America!



NASH HAS BUILT more than 1,200,000 CARS noted for fine engineering, reliability and ruggedness. That is why Nash owners are said to be the most loyal in the industry!

*IN A YEAR When Most Cars  
Have Simply Changed Appearance*

# NASH

## PRESENTS 83 NEW FEATURES

*Which Revolutionize Motoring for Years to Come*

- NEW CONDITIONED-AIR SYSTEM** for winter driving. Revolutionary improvement in winter driving—safety and comfort.
- SENSATIONAL SUPER-THRIFT ENGINE.** Manifolds *inside*—all sealed in one beautiful streamlined form. Extracts more power from every drop of gasoline!
- WORLD'S FIRST FATIGUE-PROOF RIDE.** "Sea leg" shock absorbers. Bumps,

vibration, nerve-shattering noises are out! 20 separate features make a ride in a new Nash car a truly joyful experience.

**OTHER ENGINEERING ADVANCES—  
MOST OF THEM EXCLUSIVE**

**N**EW perfected Automatic Gear-Shift. . . . New Arrow Straight Steering. . . . Automatic Cruising Gear again available in a

low-priced car. . . . Only cars with synchronized, pre-lubricated springing. . . . Nash Super-Hydraulic Brakes, biggest in the industry, with cast-iron brake drums that dissipate heat more rapidly. . . . 7-bearing crank-shaft in a low-priced car! . . . Interiors even roomier than roominess of Nash cars last year. . . . These, and *many other amazing extra values*, are the reasons why "You Can't Beat a 1938 Nash!"

**TO GET OUT OF THE** *"All Three" Class!*



*A Triumph for  
Nash-Kelvinator  
Engineering*



**NO MORE**  
DUSTY, GRIMY TRIPS  
CHILLING DRAFTS  
SMOKY, STUFFY CARS

# NASH

*World's First  
Car with*

# CONDITIONED-

*Optional Extra*



**IMAGINE!** *Driving through a dust storm in a fresh linen suit! . . . Driving in your shirt-sleeves when it's way below zero!*

**E**VEN with six people smoking inside, with the windows closed, the air inside your Nash remains clean and fresh because it's constantly changed!

In the bitterest winter weather you can enjoy clean, perfectly heated air . . . filtered, conditioned . . . delivered without chilly drafts to every part of the car!

In summer, you can enjoy a breeze . . . with dust, dirt, insects and pollen kept

*out!* Closed windows won't cloud in rain.

This is no "glimpse into the future," it's an **ACTUAL PRACTICAL REALITY**. "Conditioned Air" is here . . . available today in the new Nash cars!

This modern miracle of comfort is a revolutionary development. No other car has anything to compare with it!

Yet it's simple enough. Air is scooped in through the cowl ventilator . . . warmed

# COMFORTS RISE TO UNBELIEVABLE





Above—This young woman—in a bathing suit—shakes hands before she steps into a new Nash, preparatory to freezing it to sub-zero temperatures. Second picture shows her at conclusion of test . . . warm and comfortable, as if she were on a sunny beach on a mild summer day.

• • •

At right, you see how the same principle works out in everyday life. A cold, snowy night . . . But the lady in the Nash is wearing a low-cut evening gown, with her wrap thrown back! She's as warm as in her own living room—thanks to the new Nash Conditioned-Air System!

# AIR SYSTEM!

## [FOR WINTER DRIVING]

in winter . . . filtered . . . then delivered *under pressure* to all parts of the car. From 100 to 600 cubic feet of perfectly conditioned air are delivered every minute to every occupant. At higher speeds, the system is even more efficient.

The inside pressure, being greater than the pressure outside, forces old, stale air out. It's just exactly opposite to what usually happens, as cars without this new Conditioned-Air System suck air *in* through every possible opening . . . and with it dust, road dirt, chilling drafts.

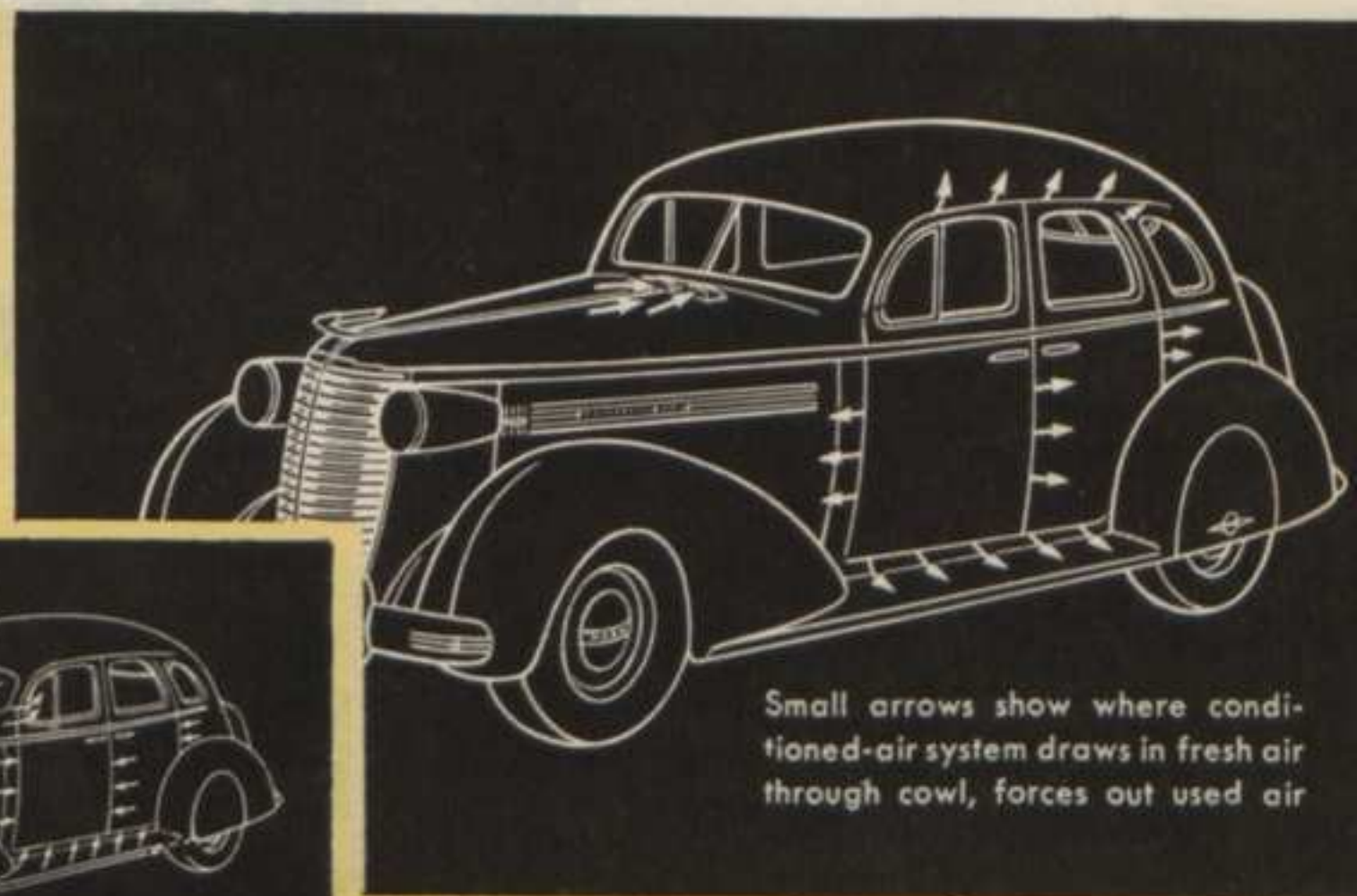
It's a new kind of traveling—in Nash Cars with the Conditioned-Air System.

This is NEWS. See how this marvelous new development works. Hear more about it. Try it out yourself. Go see your Nash dealer today.

The Conventional car creates an internal vacuum while in motion . . . sucking in icy drafts (which defy any heater) . . . bringing in dust, dirt, fumes.



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



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

Above—With Nash Conditioned-Air system, pressure inside the car is greater than air-pressure outside . . . thus old air is driven out, and outside air has no chance to enter.

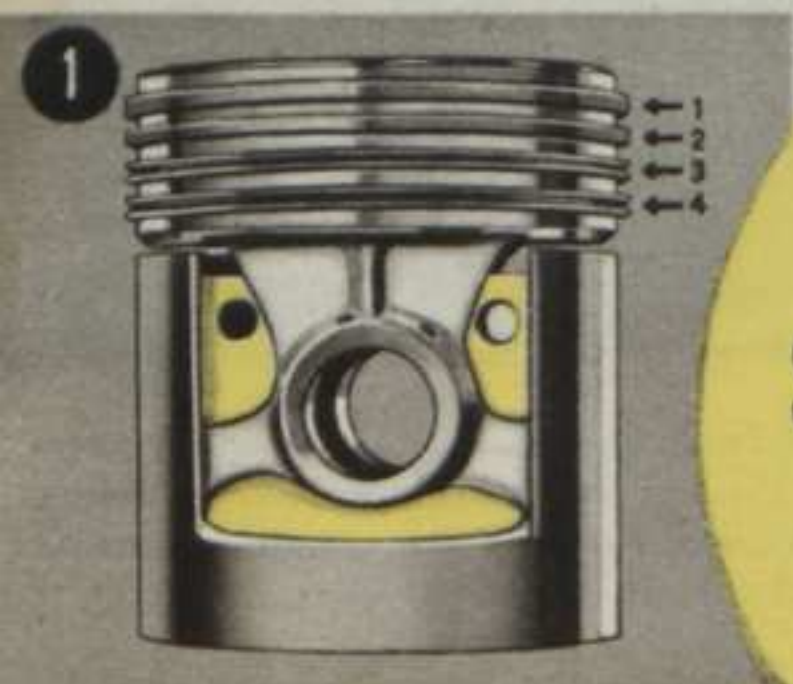
# HEIGHTS IN THE NEW 1938 NASH



**AND—**  
*The Most Revolutionary  
 Advance in Engine  
 Design in Years*

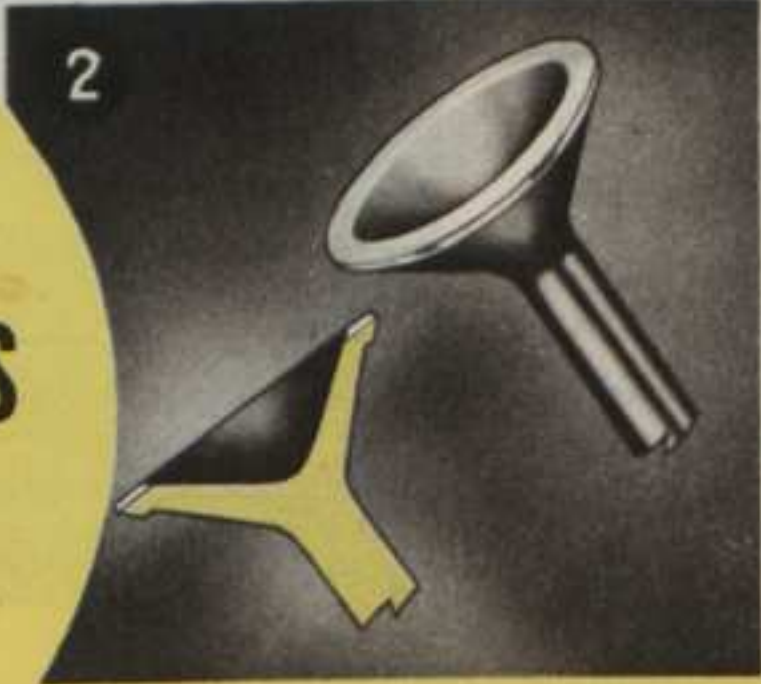


# NASH'S NEW SUPER-THRIFT ENGINE!

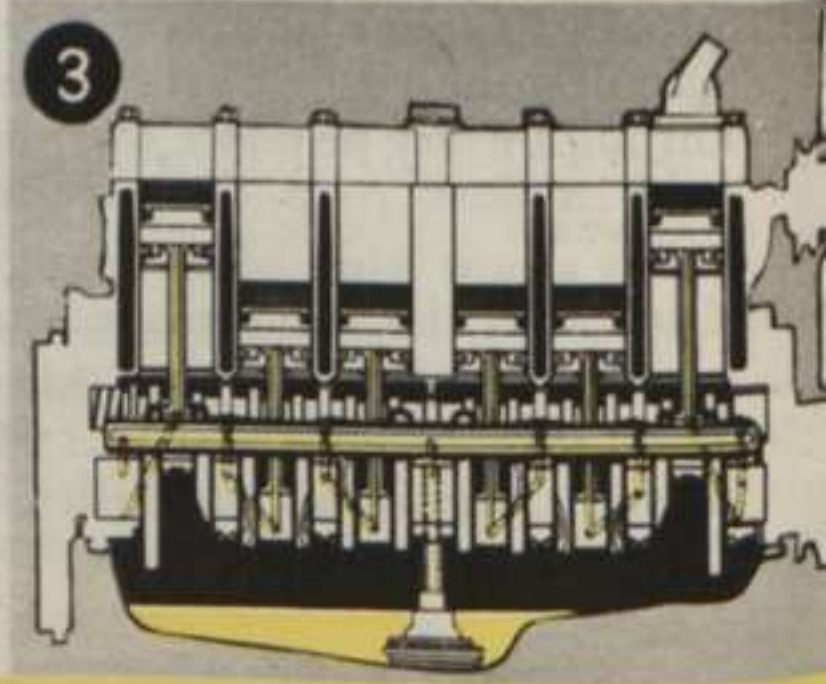


1. SPECIAL OIL-SAVING RING Saves Quarts a Year. Some cars have only 3 piston rings. Nash has a fourth, which saves oil—many quarts a year.

**MILLIONS  
 SAVED FOR OWNERS**  
*by these Famous  
 NASH "Long Life"*  
**Features**



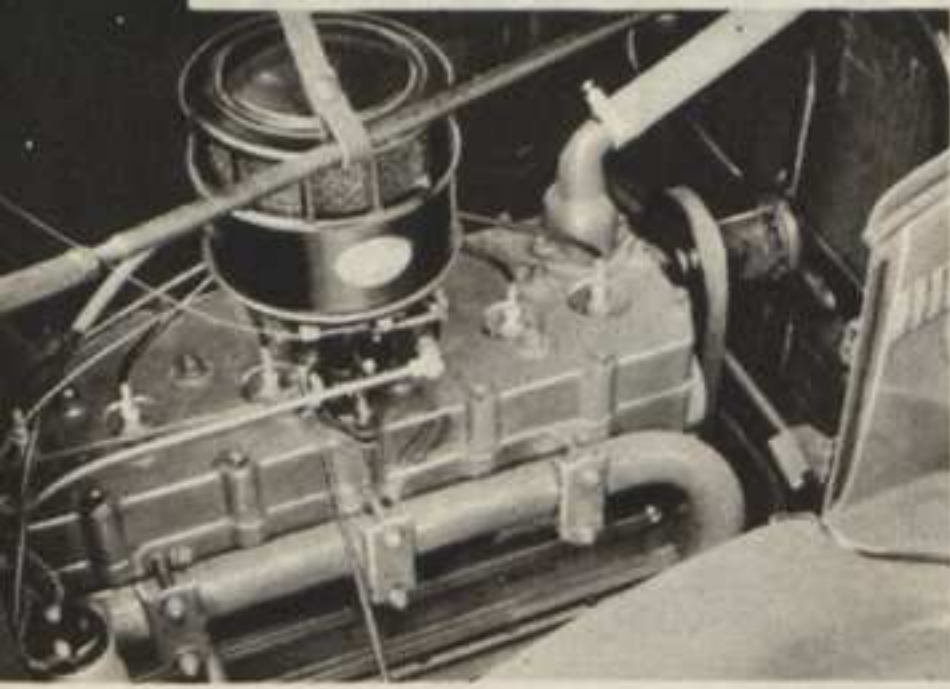
2. STREAMLINED VALVES INSURE smoother flow of fuel mixture into cylinders. More power, smoother performance.



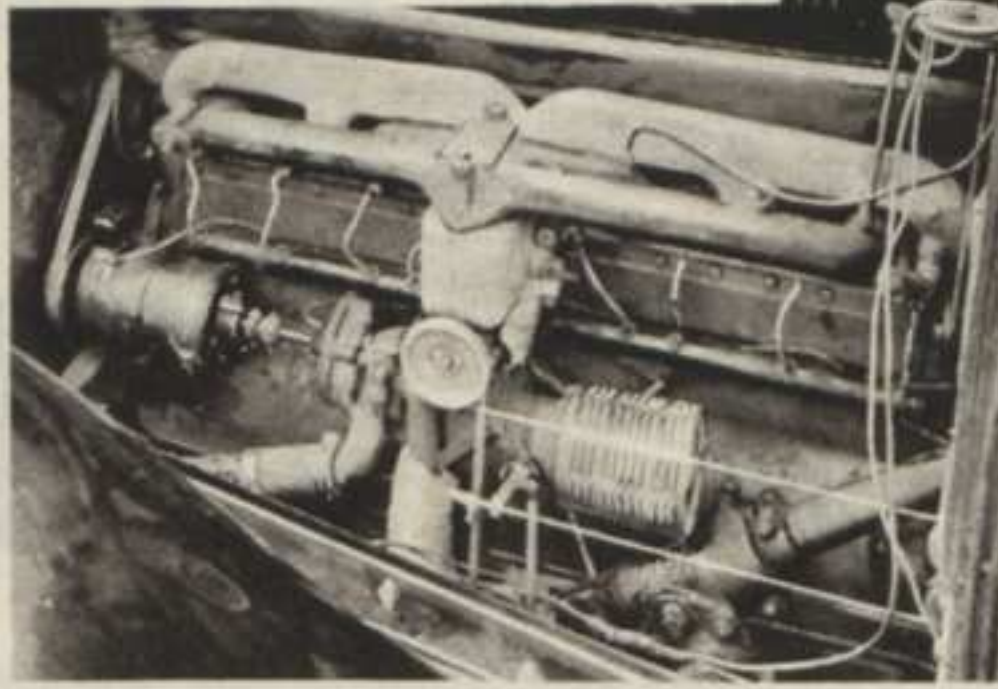
3. ONLY LOW-PRICED CAR with Full Pressure Lubrication. Sweeter-running engine . . . freedom from scored cylinder walls . . . minimizes repair bills.



**LIFT UP THE HOOD—LOOK AT THE DIFFERENCE!**



**DIFFERENT** from any other engine you've ever seen. . . . Sealed in one beautiful streamlined form. . . . Intake and Exhaust Manifolds *inside the block!*



**COMPARED** with it, the old, conventional type of engine looks awkward. It's like the difference between an 1890 locomotive and a streamlined Diesel engine.

A whole bushel of minor parts, nuts, bolts and gaskets, etc., have been eliminated by this revolutionary new kind of engine!



## Proven through Millions of Miles of Service by Thousands of Owners. Survey Shows Average Repair Expense is Only \$2.42 PER CAR!

**NEW**—but well past the experimental stage! There's more than half a billion driving miles to prove that this new type of sealed engine—the Nash Super-Thrift Engine—is the greatest forward step in automotive

design since the turn of the century! For the first time, certain so-called "uncontrollables" have been eliminated from the automobile engine. Weather capers have been ruled out . . . perfect heat control has been

achieved at last . . . *more power is extracted from every drop of gasoline!*

Result: Phenomenal new performance . . . Record new economy . . . by actual survey of three thousand owners an annual average repair bill of only \$2.42 PER CAR!

At 25,000 miles, when other engines are beginning to wear out, this new Nash Super-Thrift Engine is still young!

Now it's in all 1938 Nash Cars. What this new kind of engine means to you is something that can best be told on the open road!



**A BUSHEL OF PARTS ELIMINATED.** 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 . . . and faster firing.



**LIVELIER PERFORMANCE.** . . . Higher compression ratios . . . greater power . . . for thrilling "Flashaway" performance.



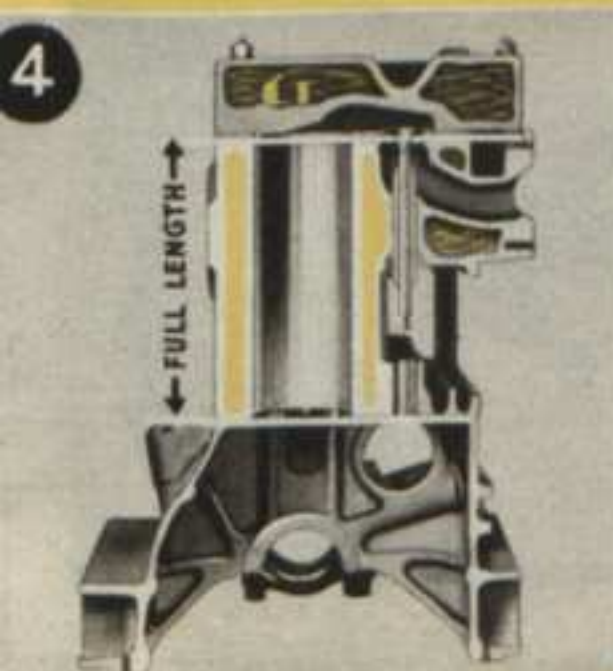
**NO MORE BALKY ENGINE DAYS.** Weather makes no difference to this engine. You always get *flashaway* performance and record economy from a Nash Super-Thrift Engine.



**SPLIT-SECOND STARTS IN ZERO WEATHER** . . . With manifolds inside, the mixture is heated quickly . . . and power is delivered evenly from all cylinders.



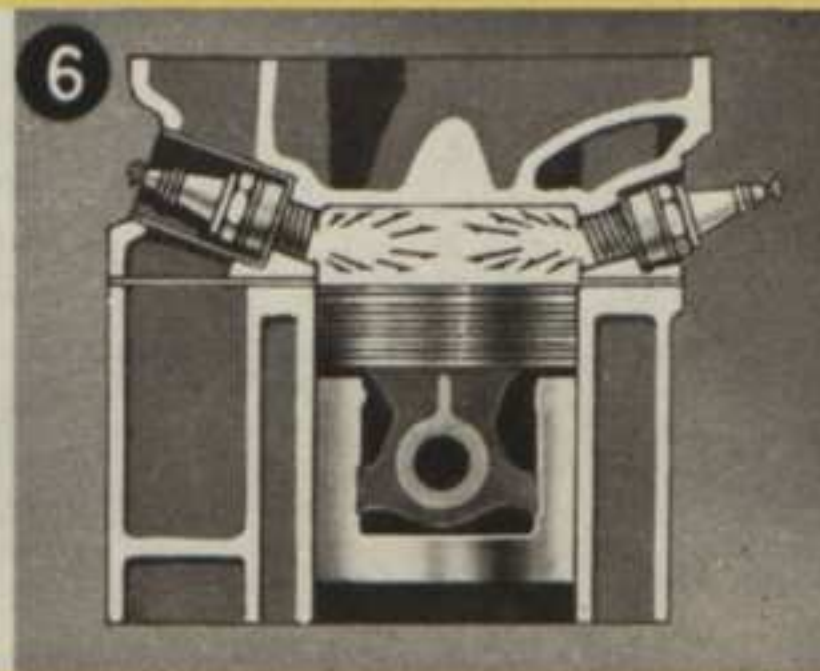
**12% MORE MILES ON SAME GAS.** Probably no car in America today—not even the small cars—can give you better mileage than a Nash with a Super-Thrift Engine.



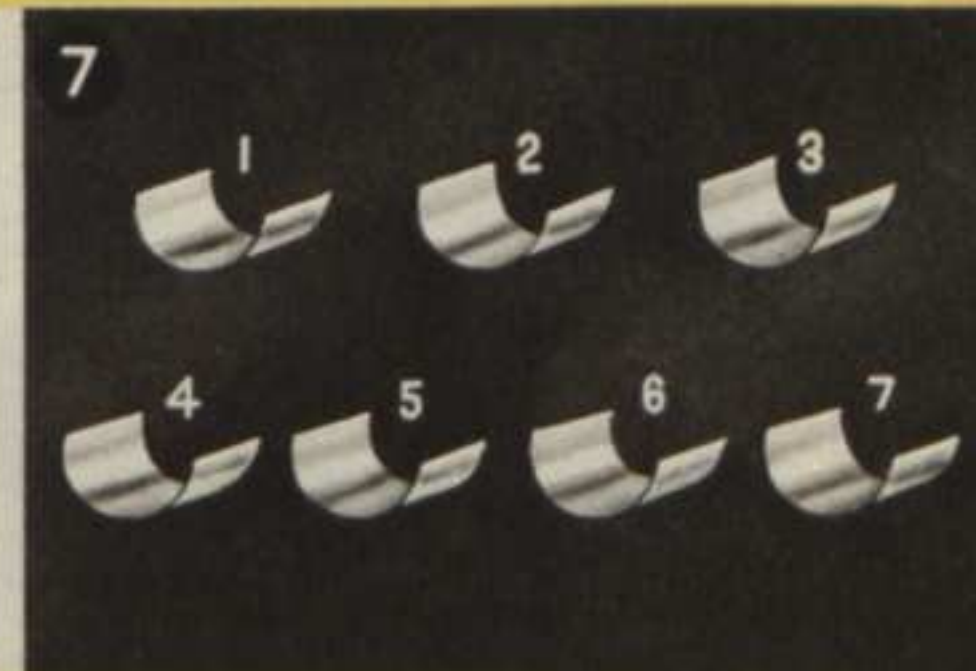
**4. FULL-LENGTH WATER JACKETS** Prolong Engine Life. Keep oil cooler . . . improving lubrication, operating quietness . . . prolonging engine life.



**5. RIFLE-BORED CONNECTING RODS** for Complete Lubrication. Piston pins and cylinder walls are lubricated at every stroke . . . Another expensive car feature.



**6. TWIN-IGNITION POWER** for Complete Combustion. Two sparkplugs per cylinder insure full power development. Exclusive in Nash Ambassador series.



**7. MULTIPLE BEARING CRANKSHAFT** for long life. Extra bearings mean less vibration, less wear. Exclusive with Nash in its field!



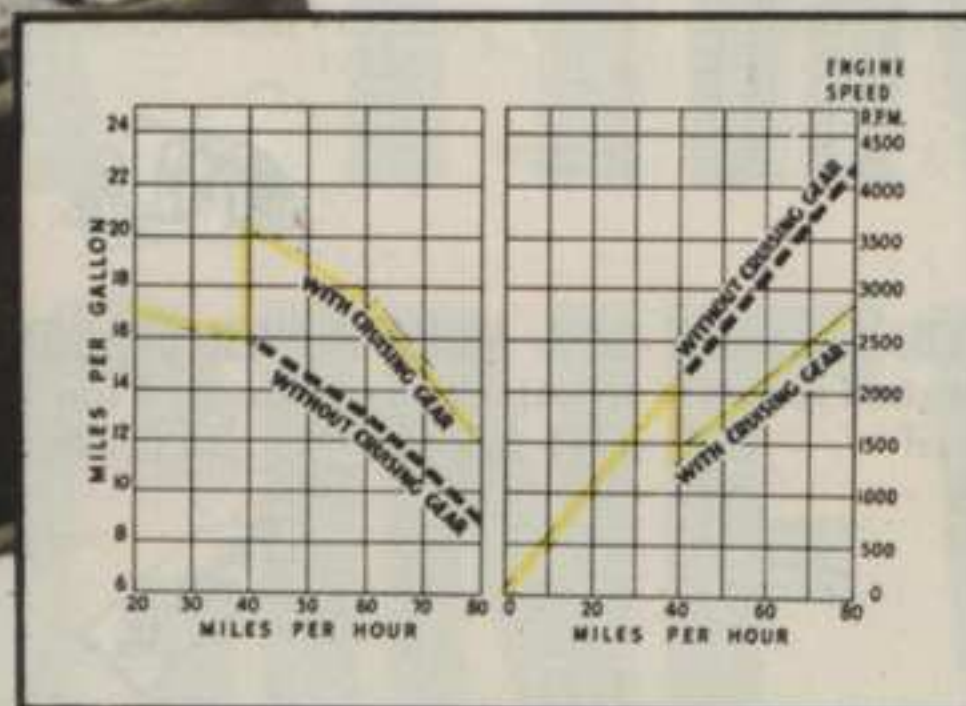
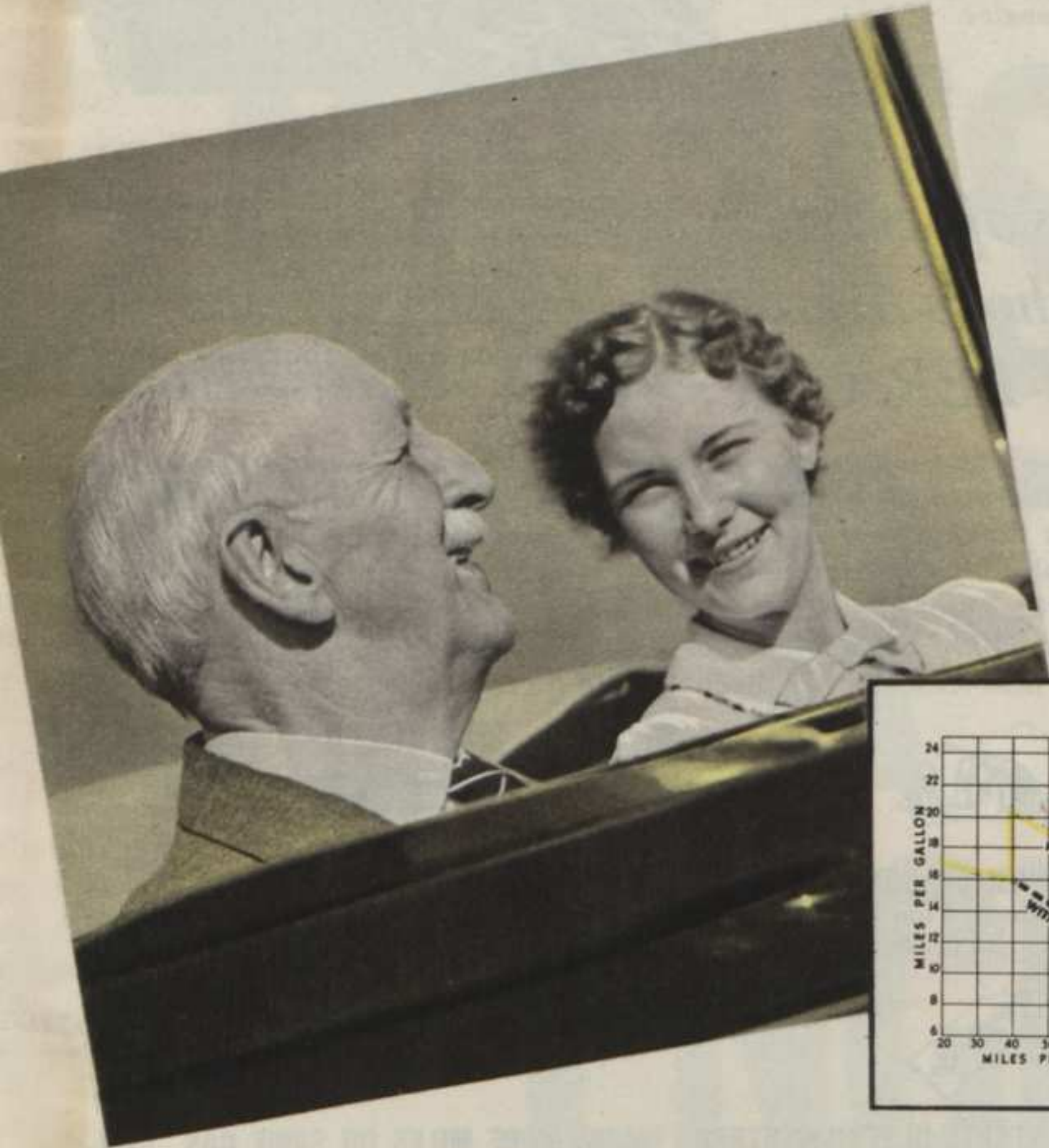
# THE GREATEST THRILL IN CARS TODAY!

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

**Gives Extra Mileage... Prolongs Engine Life... Owners Report Over 20 Miles to the Gallon!**

**YOU** hit 40. Suddenly, a click! Engine hum drops to a soft purr. You seem to float, effortlessly... past cars that are laboring to keep up. That's Nash's Automatic Cruising Gear going into action.

It's a thrill you should experience. See, in the chart below, why it saves you 15% to 25% on gasoline... up to 50% on oil... why it doubles engine life! It means your engine makes fewer revolutions to cover the same distance—it actually works at the rate of 42 m.p.h. while the car is going 60! Gas savings alone pay for its additional cost.



Like a horse that takes only 3 strides to a pony's 4... Nash's Cruising Gear covers the same distance with less engine effort.

**“SPLIT-SECOND CONTROL” *Makes Driving a Delight!***



### NEW! AUTOMATIC GEAR SHIFT

Here is *perfected* Automatic Gear Shifting at its best. Pick your gear... it does the rest. Operated by vacuum, shifts in split-second time... never clashes... makes driving less fatiguing. Optional extra.



### NEW! ARROW-STRAIGHT STEERING

Even in a cross-gale, you can hold a Nash on the road with your finger tips. No tugging, no fight. Goes arrow-straight. On rough roads steering is smooth and steady thanks to the Shock Insulator.



### NEW! 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.)



# Noise Detectives AT WORK!



Riding along at a good clip, an ultra-sensitive microphone picks up minute hums which are measured with sensitive instruments.



This "noise detective" is using an oscillograph, which translates sound waves into waves that can be seen and measured.



Ever heard the atoms in metal rub up against each other? Just an example of how Nash-Kelvinator engineers have studied car noises.



**DON'T SHOUT—**  
*Whisper!*

## Road Noise . . . Vibration . . . All Ruled Out by the Latest NASH-KELVINATOR Engineering Achievement.

This goes far beyond anything that has been done before to eliminate car noises—a problem that has vexed the automobile industry for many years. Nash continues to use all the usual insulating materials used by other manufacturers to deaden sound. But Nash-Kelvinator engineers have discovered something entirely new to add to all these—an utterly new silenc-

ing principle that produces almost uncanny results!

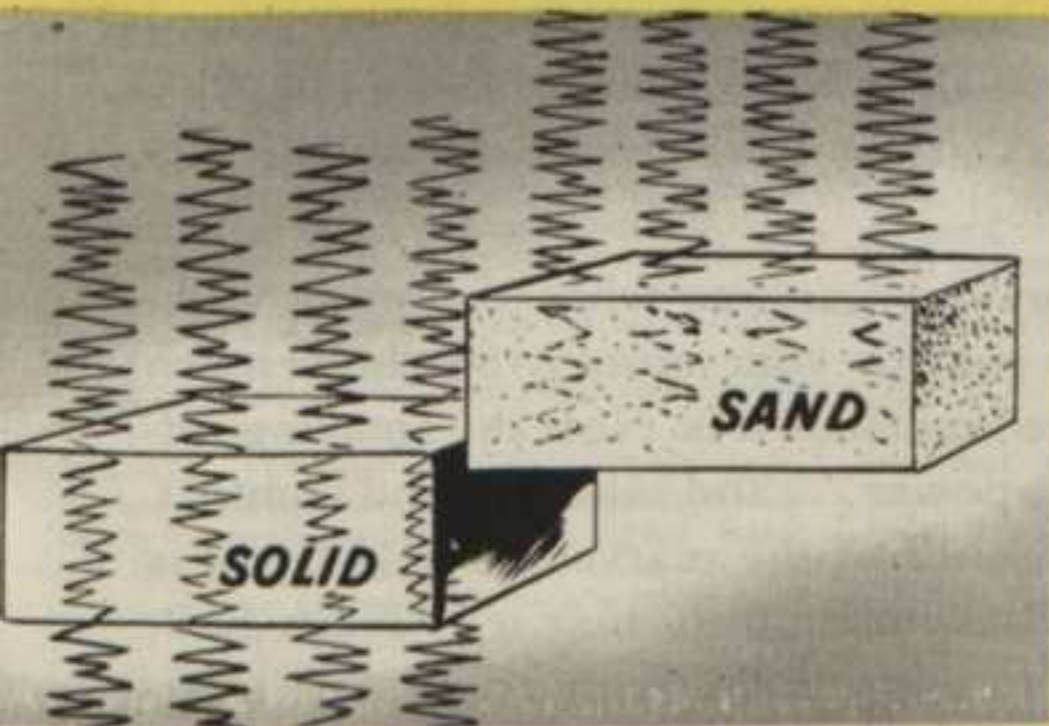
They discovered that sound waves, which easily pass through solid substances, are foiled by sand.

So more than 50 pounds of a new, special sand-containing composition is sprayed securely on the floor of each new 1938 Nash.

Now you can hear *whispers* from the back seat to the front—even on rough roads and in noisy streets. Road noise, vibration—all are ruled out! Even noisy city traffic becomes a hushed hum.

Arrange to have a ride in a new Nash today—and learn how enjoyable quiet motoring really can be!

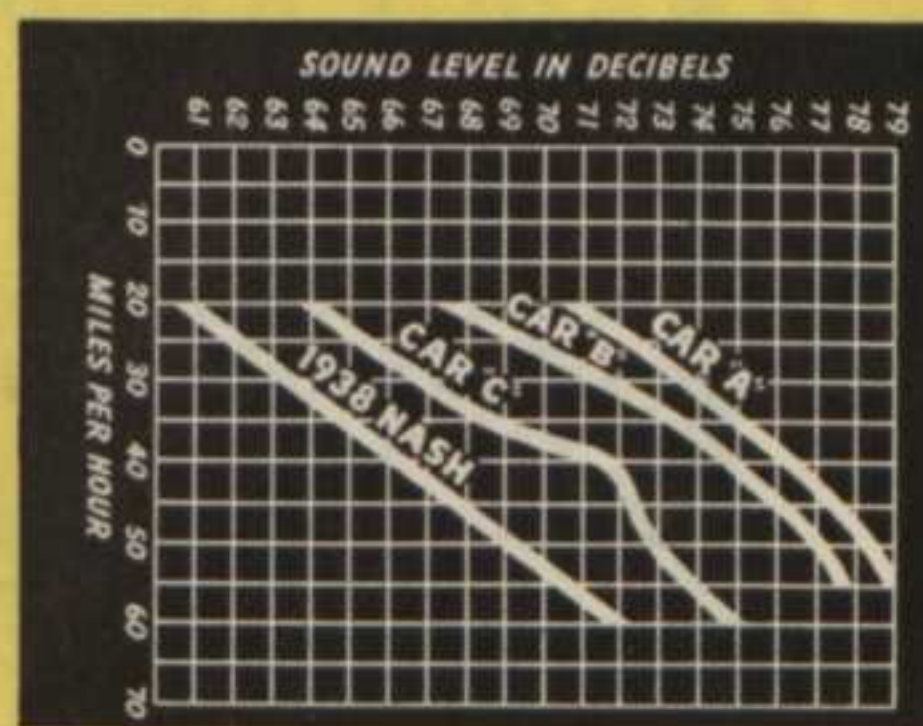
# MIRACLE OF DANCING SAND!



SOUND WAVES, which go through solid substances, are foiled by sand. They make sand vibrate (dance) . . . use up their energy . . . don't come through to set up noise in the car.



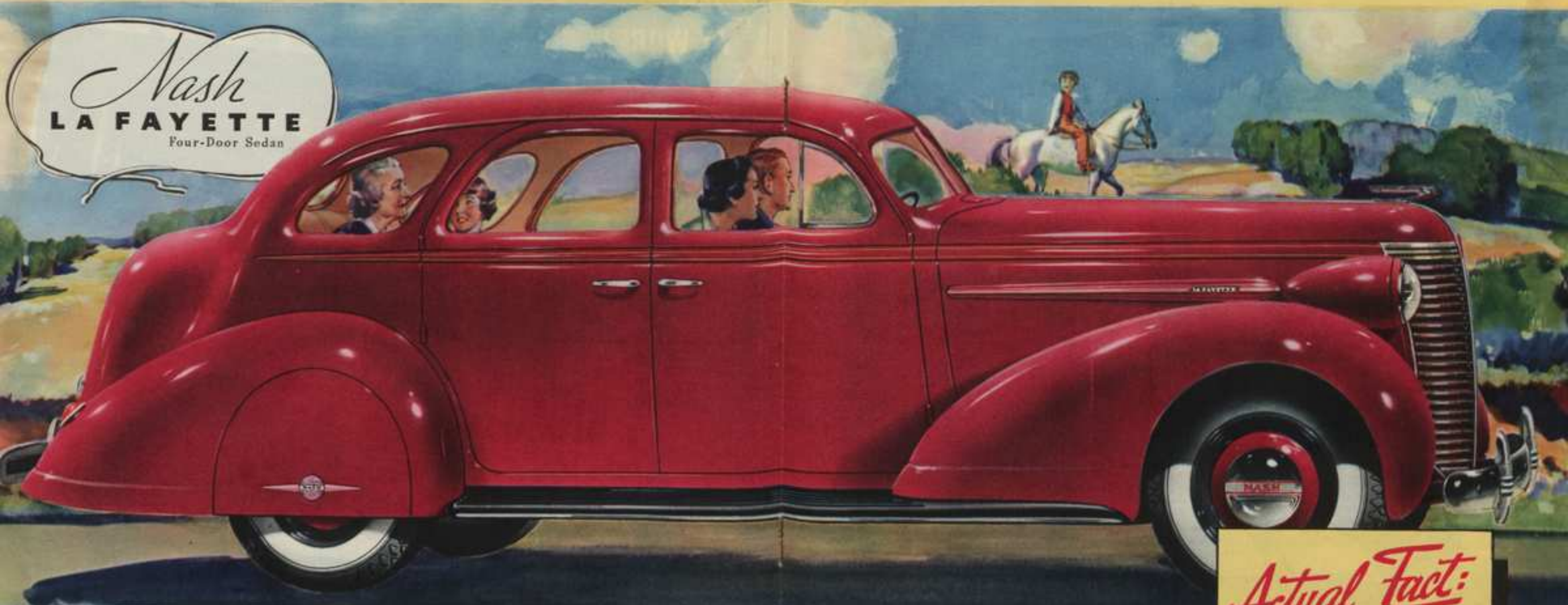
SO NASH-KELVINATOR ENGINEERS perfected a composition containing sand. This is sprayed securely to the floor of the new Nash cars, where they discovered most noise originates—over 50 pounds of it to each car!



RESULT: How Nash compares with three other popular makes. The lines represent the degree of noise disturbance—the higher the line, the noisier the car—the lower it is, the quieter.



# IMAGINE THIS BIGGER, SMARTER, FINER-BUILT NASH SELLING AGAINST THE "ALL THREE" CLASS



*Nash*  
**LA FAYETTE**  
Four-Door Sedan

## COMPARE

THESE SPECIFICATIONS, NOT ONLY WITH THE "ALL THREE" CARS—



But With Any Car Of Much Higher Price!

SOMETHING 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, and more luxurious it is. 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 built and engineered in every detail with all of the "long-life" features which have won for Nash the reputation as . . . the most rugged car in America.

**ENGINE**—Super-Thrift L-Head Monitor Sealed type with inlet, exhaust and oil manifolds cast in bloc. Developed horsepower 95 at 3400 R.P.M. Cushioned and balanced in three point rubber mountings. 120-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 66.54 inches of bearing area; vibration damper; full pressure engine lubrication; ribbed connecting rods for positive lubrication of piston pins.

**CHASSIS**—117-inch wheelbase with four synchronized pre-lubricated springs fitted with covers (deluxe models only). Solid front axle for greater stability and safety. Rigid rider X-type frame with box section side rails of double thickness. Oversize Hydraulic brakes with 168 sq. in. of lining area. 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.

**BODY**—All-steel heavily braced and welded into rigid one-piece unit. Completely insulated and sound-proofed. New sand impregnated insulating material makes most silent running car on road. Weather-sealed to prevent entrance of annoying drafts and 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 ion 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 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.

*Actual Fact:*

**NASH GIVES YOU  
\$90 TO \$238  
MORE VALUE FOR  
YOUR MONEY!**



# Talk About Room... LOOK AT THIS!



NASH CARS have extra-long wheelbases . . . greater overall length. They tell the world you're in the big car class now.



IMAGINE a car at Nash·LaFayette's price with 13 cubic feet of luggage space! More room than in most cars.



THREE PEOPLE in the front seat . . . without crowding! Six passengers can ride all day in complete comfort!



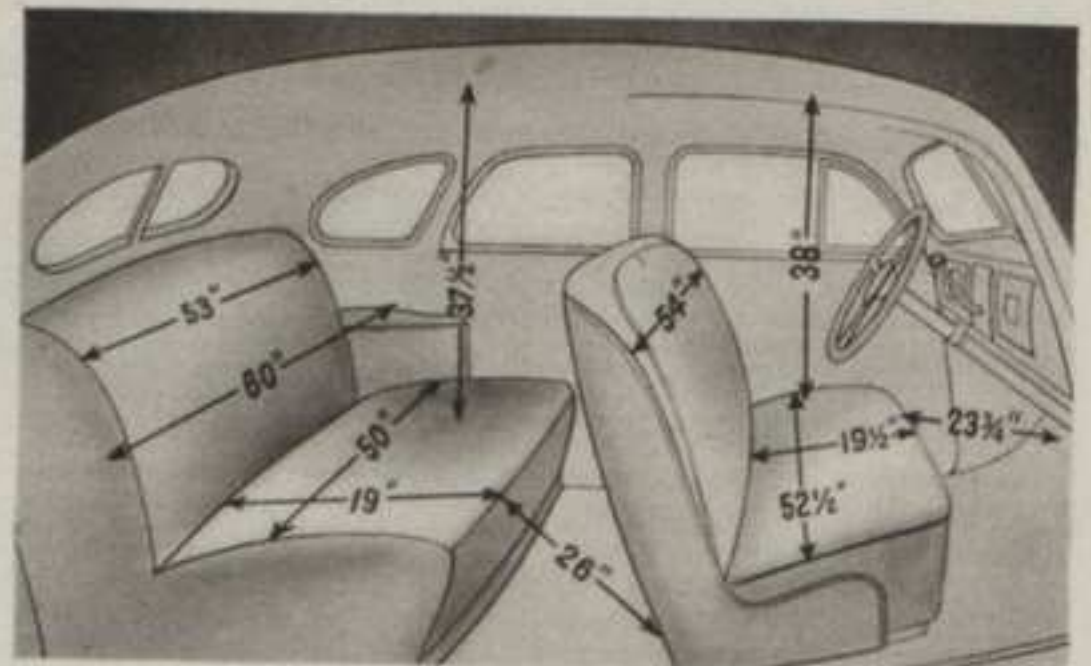
## This Ruler Test Shows NASH IS INCHES BIGGER in Every Way than Other Cars Near the Price!

Head room . . . leg room . . . width . . . length . . . measure them all in the lowest-priced Nash series, the LaFayette.

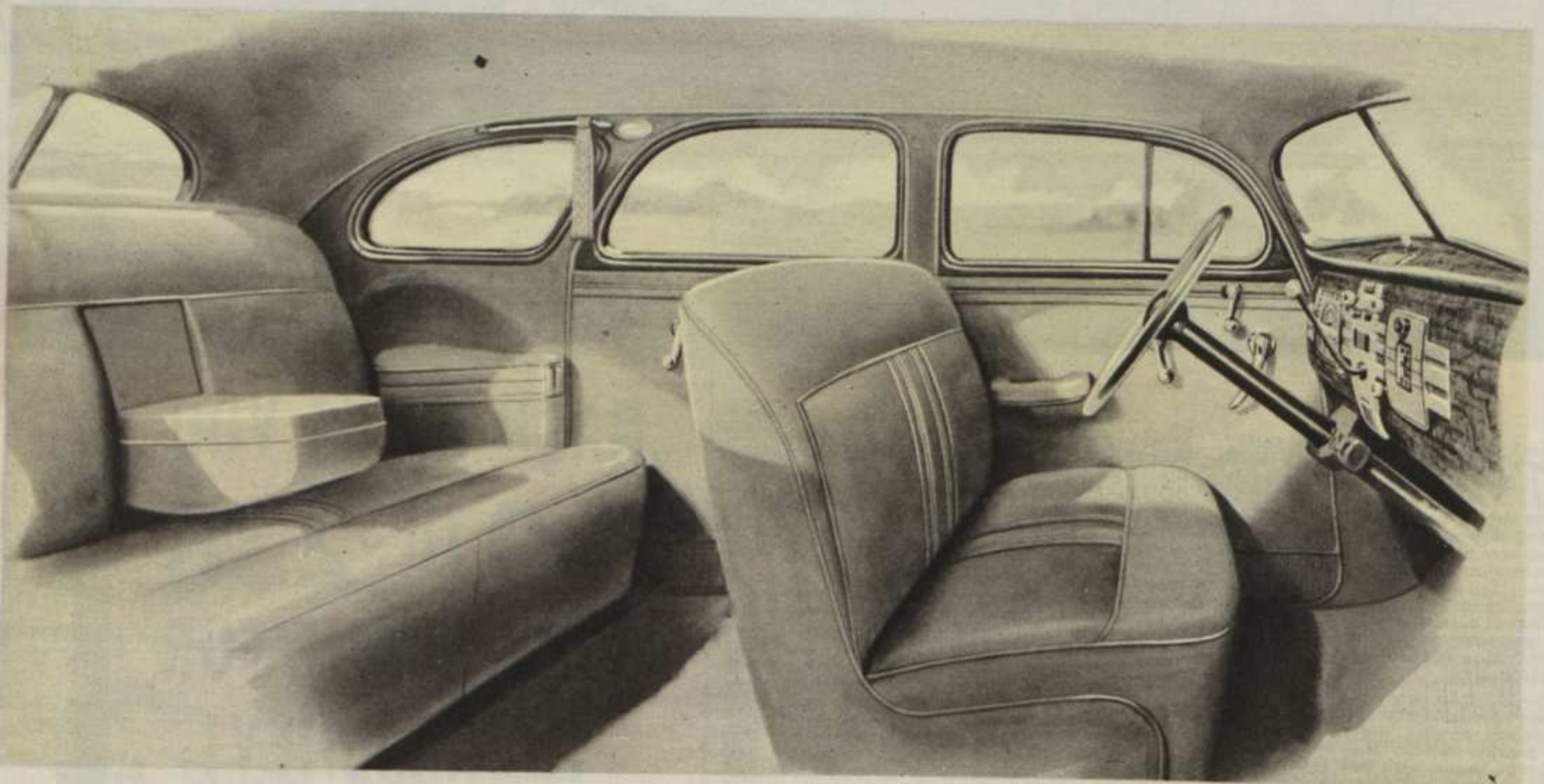
Then, if you care to, find another car that matches it for room in any one of these ways . . . and see how much higher the price is!

Last year, Nash cars were the roomiest in the industry; this year they are made even

*bigger!* Room is a big part of driving comfort—a big part of the satisfaction you get out of your car. When you take your friends or family out in a fine, roomy car like this . . . you'll be glad it's a Nash!



## A CUSTOM CAR ... At No Extra Cost!



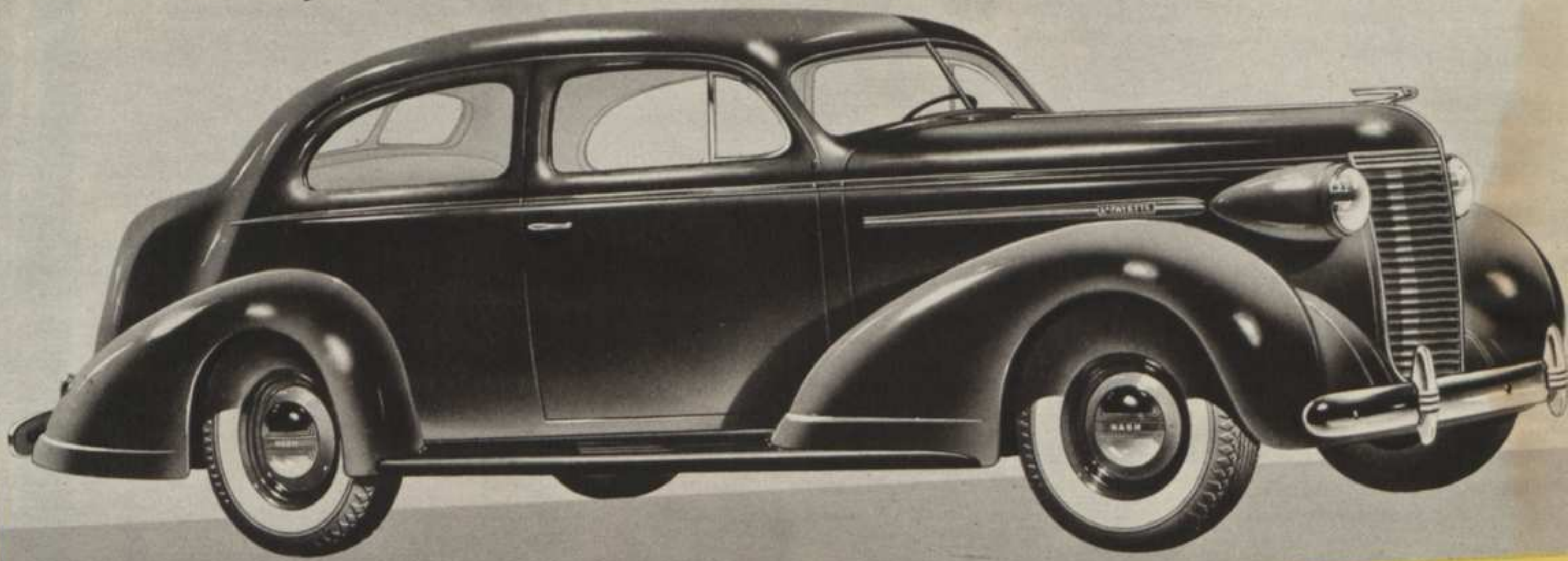
This picture of the Nash Ambassador Eight gives you a good idea of the sumptuousness of Nash interiors. Note the

rear center arm rest . . . twin pillar lights . . . sliding assist cords . . . rear compartment ash trays in side arm rests . . . mas-

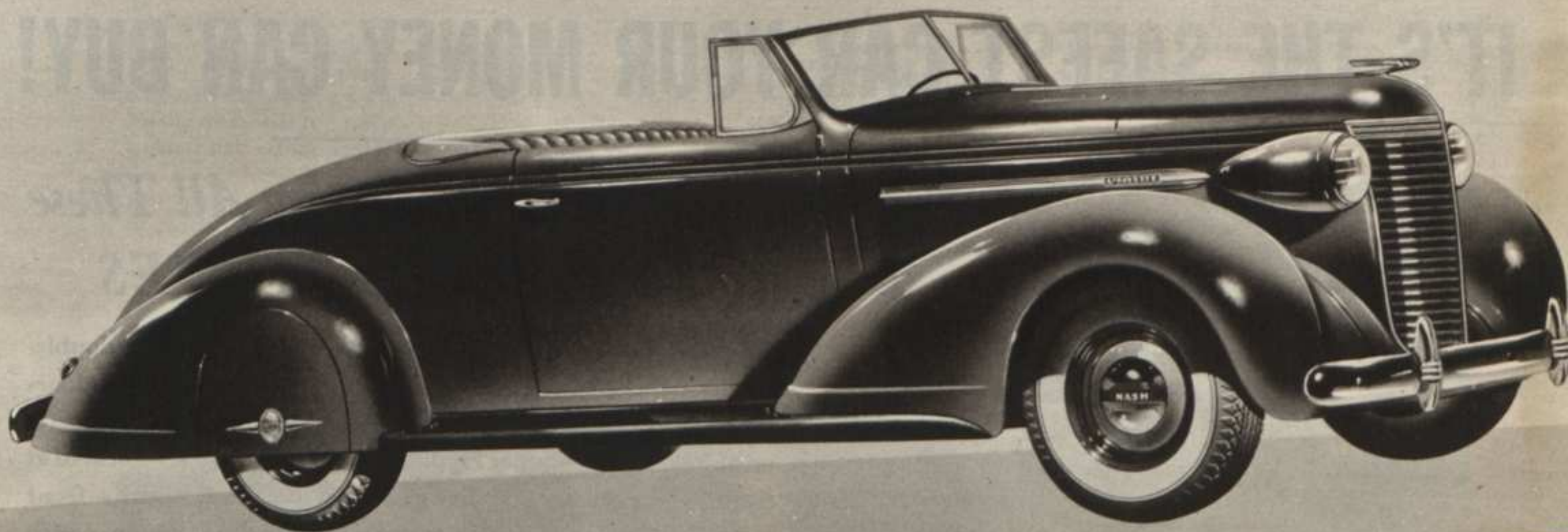
sive streamlined hardware with rich tenite trim . . . Adjusto front seat and beautiful tenite trimmed instrument panel.



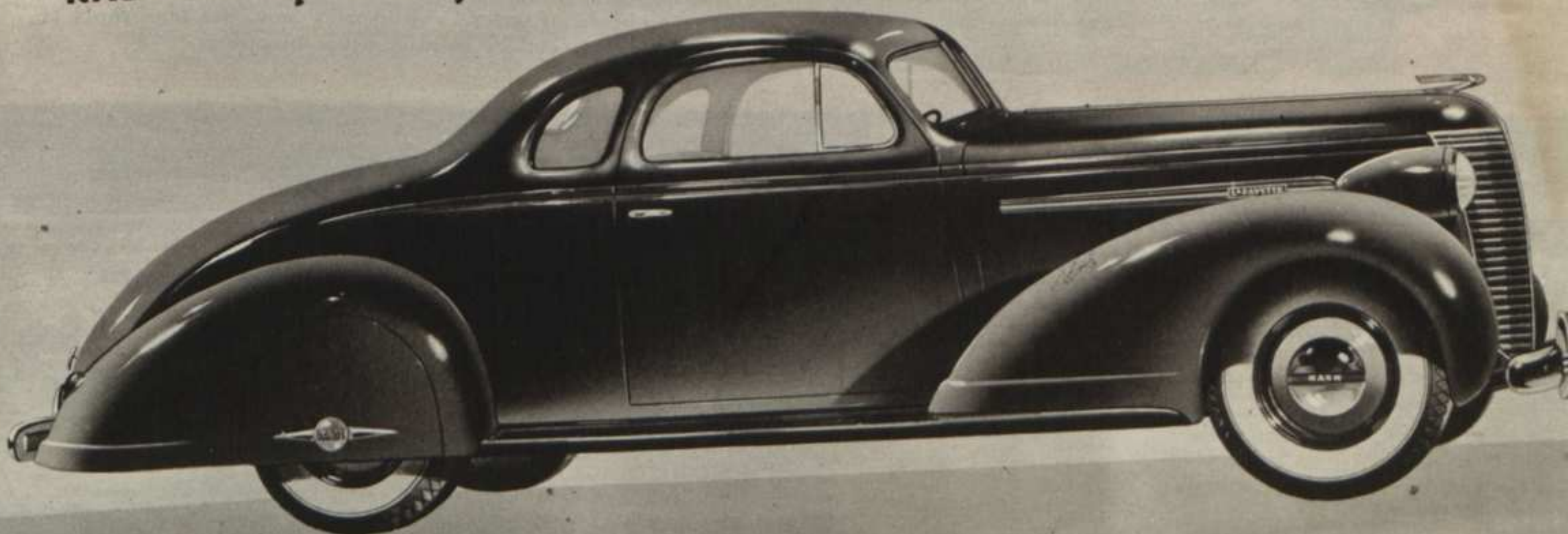
**NASH** *La Fayette Victoria Sedan*



**NASH** *La Fayette Cabriolet*



**NASH** *La Fayette Coupe*







# IT'S THE SAFEST CAR YOUR MONEY CAN BUY!

## Only NASH Gives You All These SAFETY FEATURES

All-Steel Bodies — and the strongest steel bodies with double-header panels, box-type body sills, double-panelled steel doors • For their size and weight Nash cars have the biggest brakes on any car today—Super Hydraulic • Ride Stabilizer—located at front to give greater stability • Extra Wide Tread Width—front and rear. Low center of gravity • Box Section Frame — with rigid x-member . . . the strongest backbone of any car today!

THERE are other safety features . . . many of them exclusive with Nash . . . too numerous to mention here. ALL are built into the Nash-LaFayette, as well as in the Ambassador series.

You immediately get the solid "feel" of a Nash car. Especially on curves, a Nash seems to hug the earth like a locomotive. Part of it is due to better springs and better weight distribution—part to Nash's new "sea leg" shock absorber mounting.



Above is picture of Nash's All-Steel body. At left, diagrams show you *how much bigger*, comparatively, Nash brakes are . . . compared to the average of five other cars.

*Famous Artists Nominate Nash!*

A leading artist says, "Here is proof that individuality in styling can be achieved without resort to freakish design. Like a piece of sculpture, the new Nash is beautiful from every angle . . . from the sweep of its radiator to the modeling of the built in trunk."





# THRILL TO THE FIRST FATIGUE-PROOF RIDE!

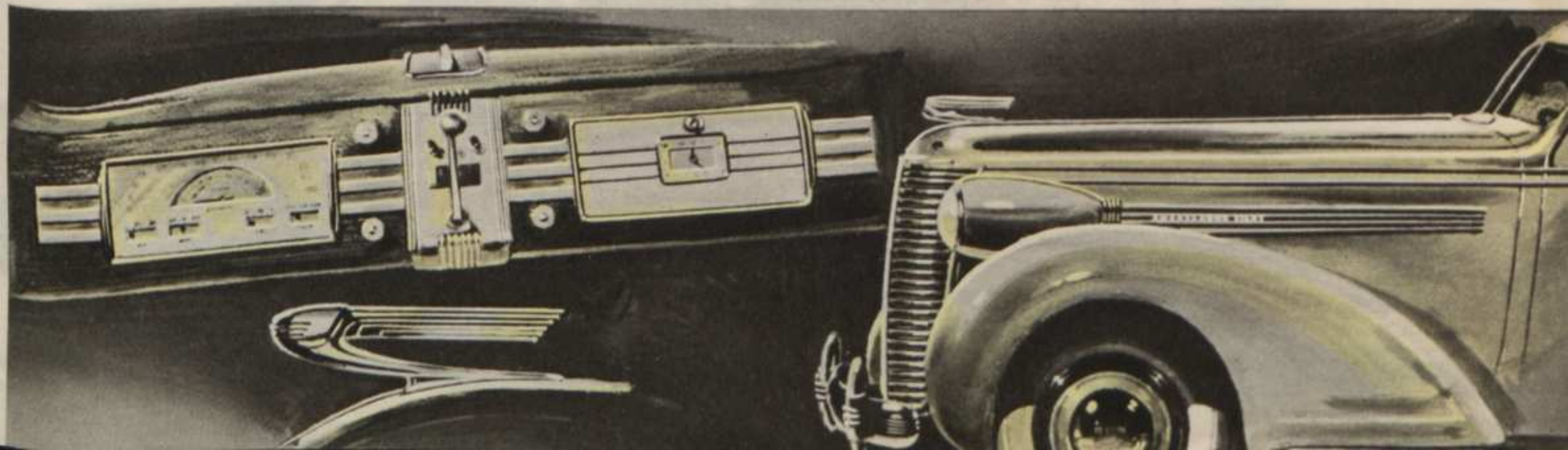
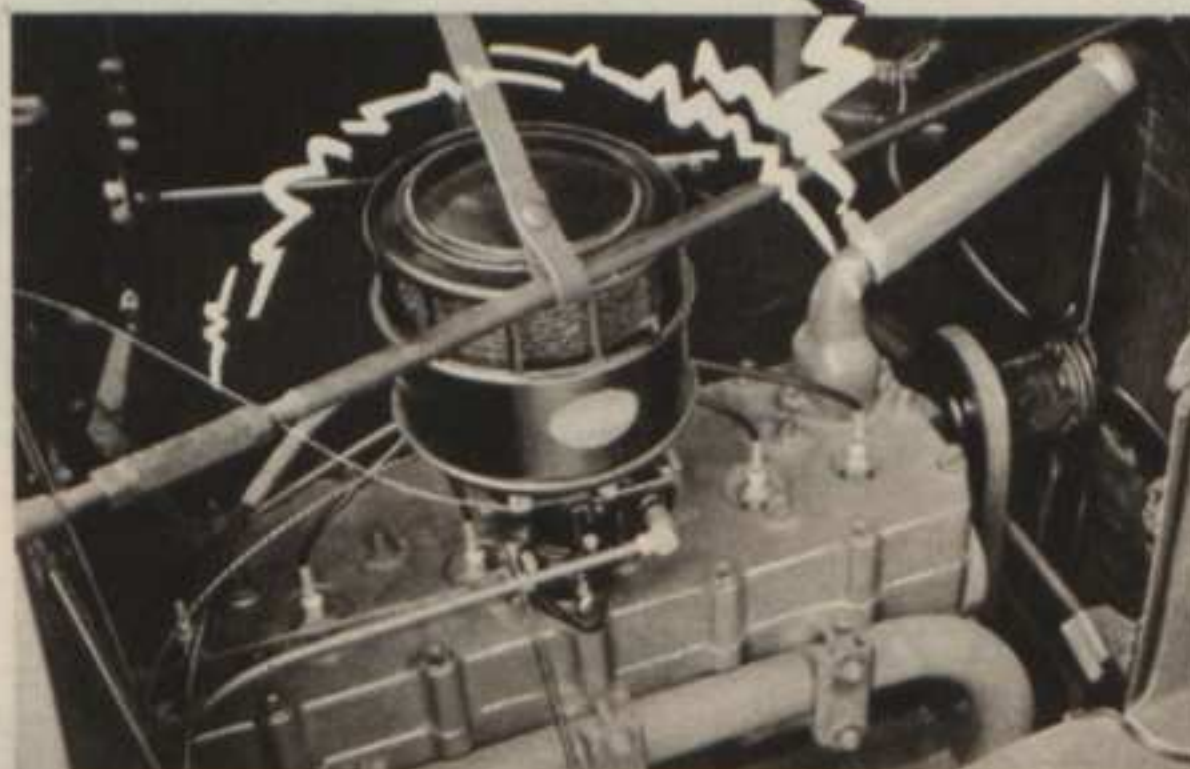
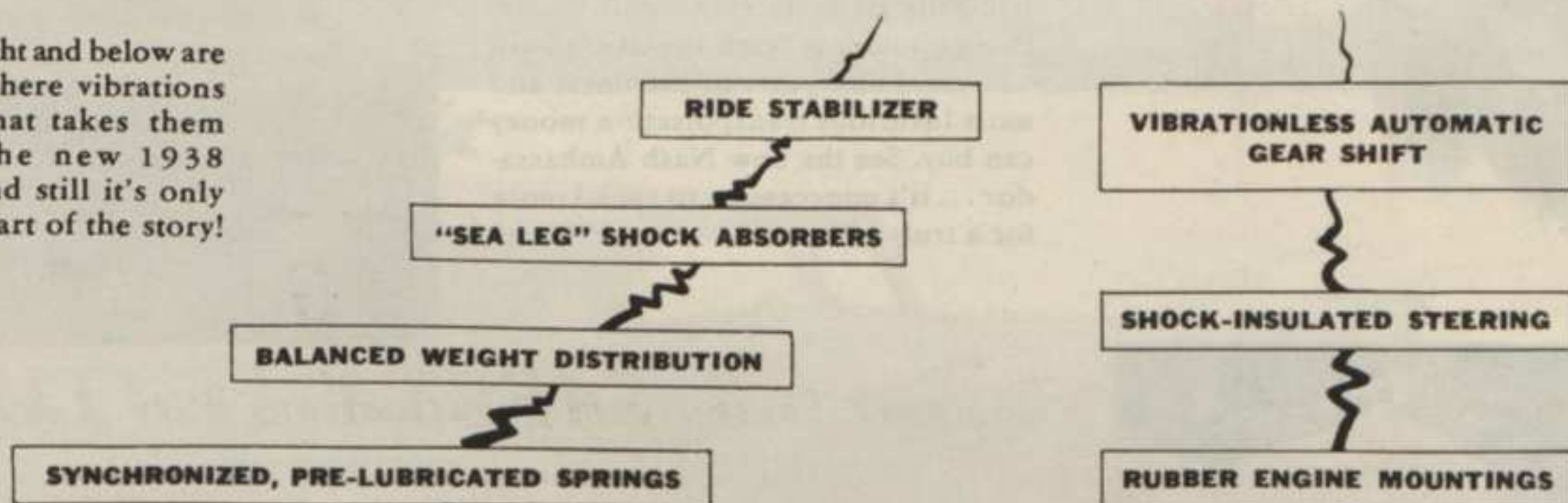


*All-day Driving Seems Like a Spin in the Country. You Must Try It!*

**I**MAGINE a ride so smooth, you can cross over street car tracks, and scarcely notice it! . . . So easy and restful, a whole day in the car leaves you fresh and relaxed! . . . So silent and effortless, you can take a nap on a rough country road!

We can't tell you the whole story here. We've indicated a few of the things that make this ride what it is, below. The best way to learn what a fatigue-proof ride can really be is to try it. See your Nash dealer now about a complete demonstration.

To the right and below are shown where vibrations start—what takes them out of the new 1938 Nash. And still it's only a small part of the story!





# 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 horse-power!), it provides the finest performance ever produced by a Nash car.

You get a hint of something extraordinary, the instant you step inside. The jewel-like beauty of the instrument panel . . . the luxury of oxford roll cushions . . . the exquisite handling of every tiny detail. Everything about it is Nash Precision-built . . . years and years of the finest and most luxurious transportation money can buy. See the new Nash Ambassador . . . it's unnecessary to spend more for a truly great car!



NASH Ambassador Eight Cabriolet



NASH Ambassador Eight Victoria Sedan



### Compare These Nash Specifications With Any Car You Choose



**ENGINE**—Valve-in-head, 115 horse-power Super-Thrust Engine having full pressure lubrication; rigid bored connecting rods; Invar Strut Aluminum pistons fitted with four piston rings; full length water jacketing; dual carburetion; Twin Ignition Power with two spark plugs per cylinder; Double Automatic Spark Control; nine bearing crankshaft and mounted in 4-point rubber engine mounting.

**CHASSIS**—125-inch wheelbase with rigid girder X-type frame having box section side rails of double thickness; Oversized Super-Hydrau-

lic Brakes with 216 sq. in. of lining area; Synchronized Pre-Lubricated Springs packed in special lubricant and enclosed in metal covers; solid front axle for greater stability and safety; Ride Stabilizer to stabilize steering and prevent sway on turns; Skyliner type hydraulic shock absorbers with sealed mounting for greater comfort and stability; arrow straight steering with shock eliminator; all-silent Synchro-Shift Transmission with automatic Gear Shift and Cruising Gear optional extra and big section 16 x 7.00 low pressure tires.

**BODY**—All-Steel, heavily braced and welded into rigid one-piece unit. Completely insulated and sound-proofed throughout. New sand impregnated insulating material 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.

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

NASH Ambassador Eight Coupe





# BIGGEST, FINEST CAR IN THE MEDIUM-PRICED FIELD!

*The Nash  
Ambassador  
Six*

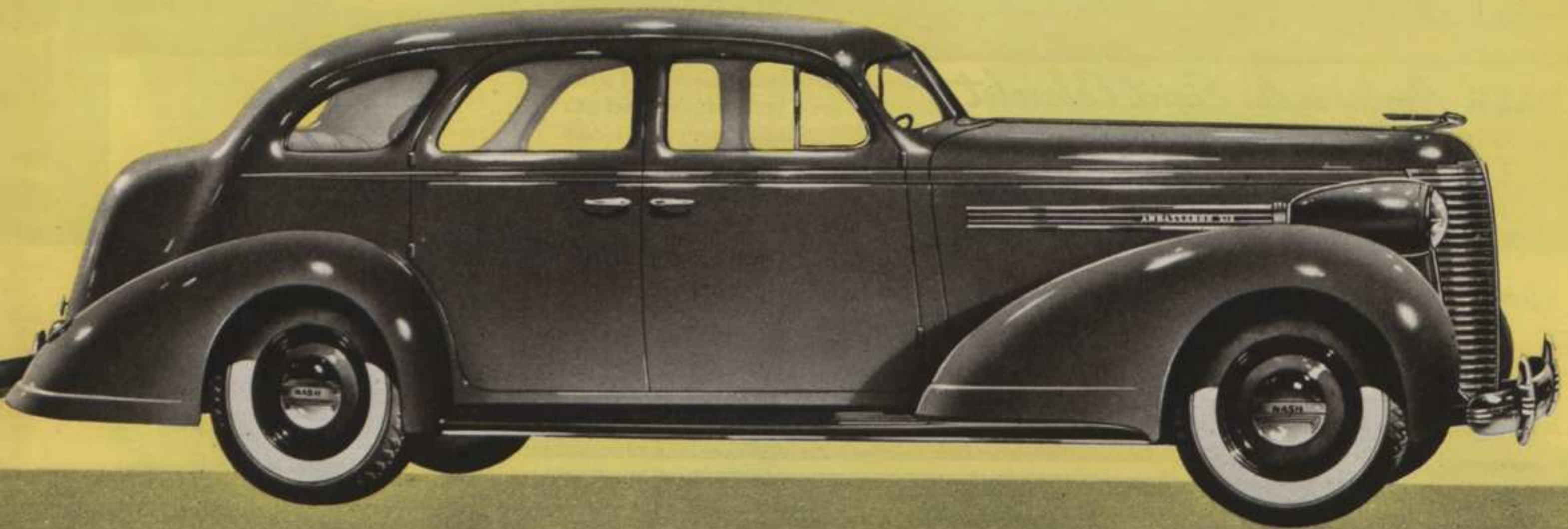
**M**ORE than ever this year, the Nash Ambassador Six represents a new value in the medium-priced field.

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,

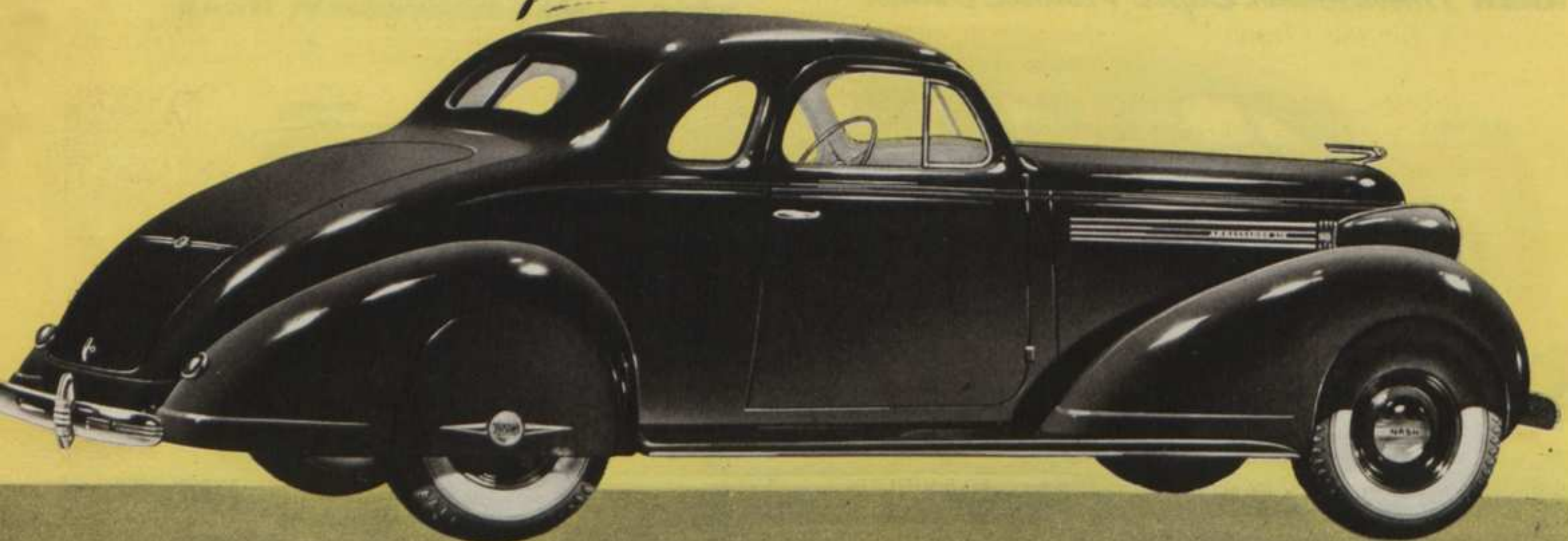
this Nash Ambassador delivers 105 horse power . . . thrilling Twin Ignition, Valve-In-Head power, speed and economy.

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

*NASH Ambassador Six Sedan*

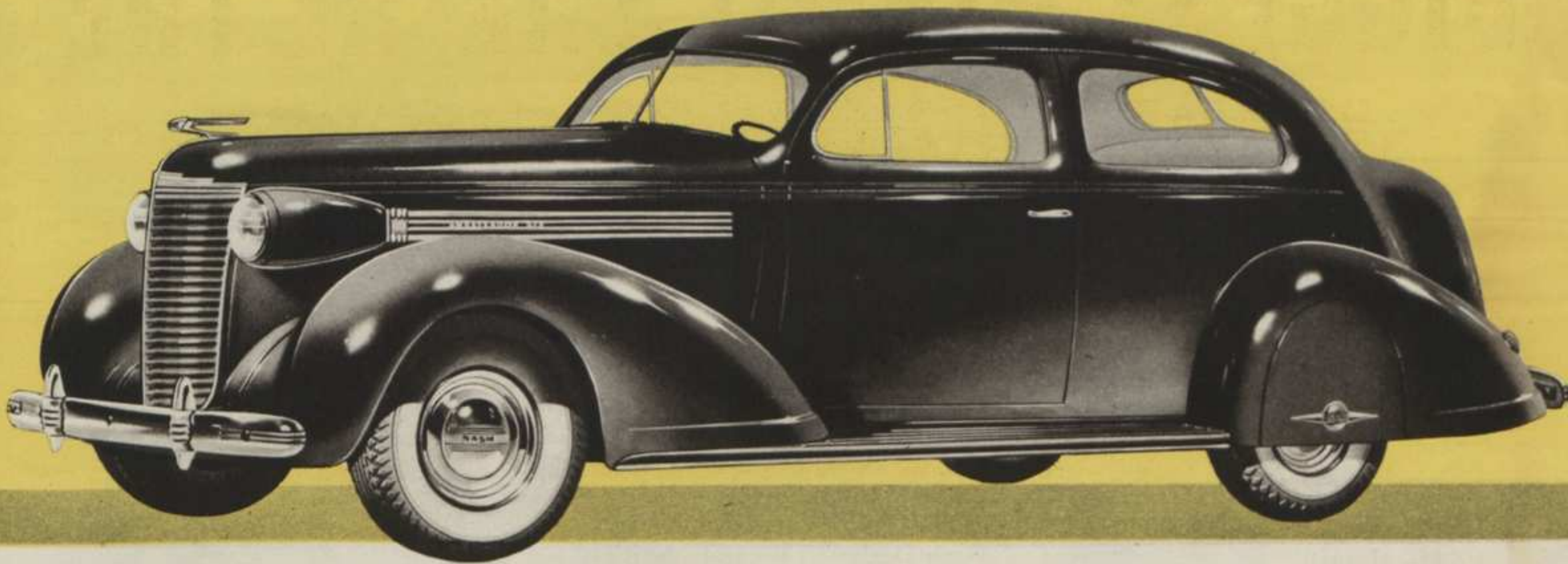


*NASH Ambassador Six Coupe*

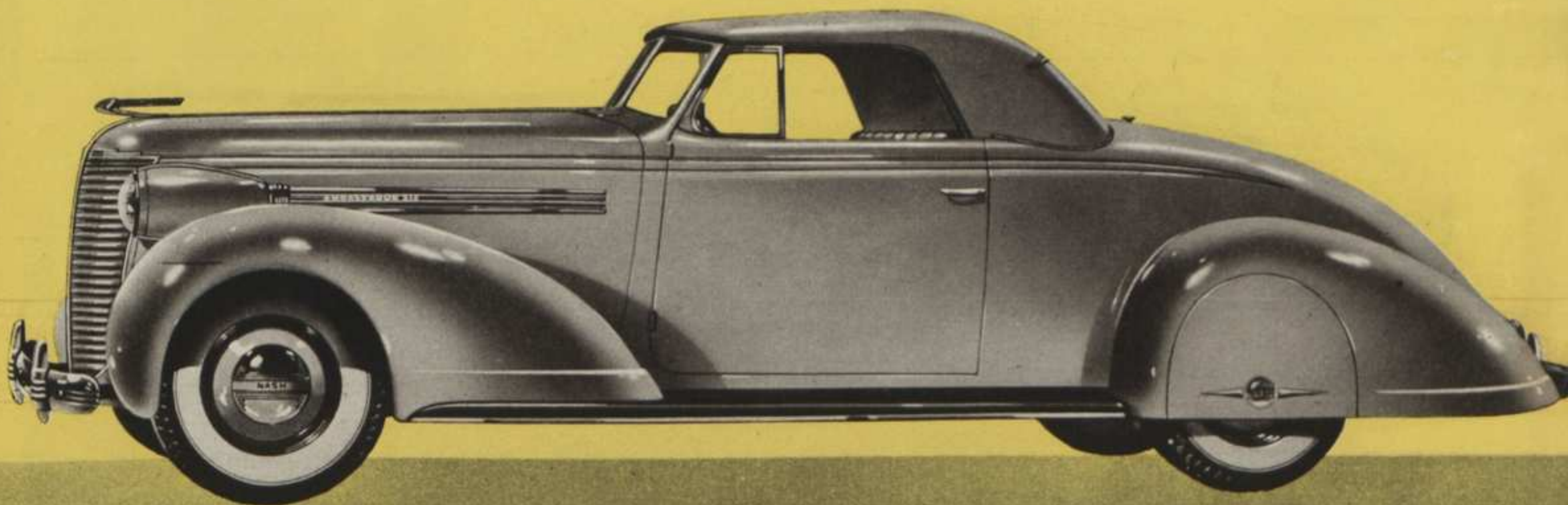




## NASH Ambassador Six Victoria Sedan



## NASH Ambassador Six Cabriolet



### COMPARE THE VALUE

*Nash Gives More  
for the Money!*

**ENGINE**—Valve-in-head, 105-horsepower Super-Thrift engine 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 X-type frame with box section side rails; super-hydraulic brakes—176 sq. in. of lining area; synchronized pre-lubricated springs; 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 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.*

### "FROM SEDAN TO SLEEPER"... An "Exclusive" Nash Feature



"HO HUM." Tired? No need to hunt up a hotel. You have a full double bed in your Nash sedan... big enough to easily sleep two six-footers.

FIVE MINUTES... is all it takes. Arrange front and rear seat cushions, sheets and blankets... in a few minutes you are in bed, ready for a good night's rest.

THIS FEATURE has won campers, tourists and salesmen. If you travel much, this bed arrangement can save you from \$25 to \$100 a year.



# LOOK BEFORE YOU BUY!



JIM, YOU WERE RIGHT WHEN YOU SAID THERE'S A DIFFERENCE IN TODAY'S CAR VALUES I'M BEING DOLLARED TO DEATH BY THE CAR I BOUGHT!

YOU SHOULD HAVE LOOKED AT NASH BILL, THE WAY I DID, I HAVEN'T SPENT A CENT IN 35,000 MILES

## *There's a Big Difference in What You Get for Your Money . . . and the Nash X-Ray System Reveals It!*

**N**ASH is certainly a car worth seeing before you buy any car! Full of striking values—full of new developments—years ahead of other cars in dozens of ways—as the X-Ray plainly shows!

The X-Ray System on display at all Nash Dealers is the only device of its kind . . . which gives the public *all* the facts about car value. Don't buy *any* car until you get the facts about it. Investigate *before* you buy!

You'll quickly see that by every standard of comparison—

**YOU CAN'T BEAT A 1938 NASH!**



## **NOW THAT NASH PRICES ARE SO LOW...**

It's your opportunity to own and drive a big car—to get out of the "small car" class—and yet enjoy a new degree of performance and operating economy. Why not take the step now?

## **COME IN AND COMPARE THE MONEY'S WORTH**

Ride in the new Nash—take it out and drive it for yourself . . . test its comfort, its performance . . . and then find out what a wonderful allowance Nash dealers will allow you on your old car.

## **AND BE THE JUDGE OF NASH'S SENSATIONAL VALUE IN 1938!**