



THE 1939 AUTOMOBILE

X-RAY



X-RAY REVEALS NEW STYLING OF NASH LINE FOR 1939



WHILE it is true that "beauty is in the beholder's eye," there are certain fundamentals of balance and symmetry that have universal appeal, when they are perfectly combined. This is one of the superb achievements of the New Nash for 1939—"the car everybody likes." From whatever angle seen this car has thrilling spirit, grace and rhythm. Fenders are of true tear drop design. Headlamps are merged in the integral design of the car. Obtrusive hinges are concealed. The over-all lines of the car are combined in an unbroken flow of streamlined beauty.

Built in four series and 22 models, the design is so balanced that only the wheel-base tells the difference in these cars, from the lowest-priced to the highest.



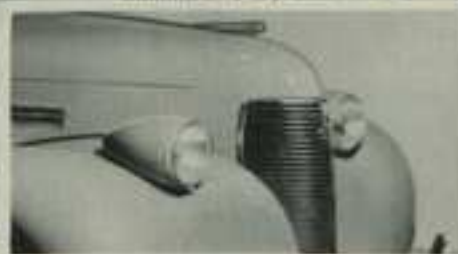
Four-Door Sedan Models are available with slipstream or trunk back at no extra cost! The Coupe is available in the All-Purpose Model with two comfortable folding opera seats and the Business Model with a huge rear deck compartment.



The All-Purpose Cabriolet above, also has opera seats for two extra passengers. Only available with slipstream back, the Victoria Sedan (right) has a comfortable full width front seat with hinged back for easy entrance and exit of rear seat passengers.



X-RAY "CLOSE-UPS" OF NEW vs. OLD STYLES FOR 1939!



NASH for 1939 sweeps aside "tin lace" and "gingerbread" as engineers call last-minute efforts to trick up the front end of a car. Designed for cooling, lighting and overcoming wind resistance the Nash front ensemble is as sincere and substantial as the face of a streamlined train. Catwalk cooling grilles of stainless steel and headlamps integrally designed with the fender are features of this new car — genuinely "styled for tomorrow."

"Island type" running boards are featured in the 1939 Nash. Mounted independently from the fenders, this type prevents squeaks and possesses the additional advantage that dirt, water and ice will not accumulate on its surface.

Nash fenders are of true "tear-drop" design. Of massive appearance, they blend with the new narrow radiator grille and the tapered rear contours of all models. Raised crowns and deep skirts accentuate the fleet appearance of the car. Anti-splash baffles in the front fenders protect the opening between fender and island running board.

Nash headlamps of smart new design are set wider apart flush in the nose of the fenders with die-cast rims finished in bright chrome plate. Exterior type lamps definitely mark a car obsolescent.

Thoroughly modern treatment distinguishes the styling of the new four-door sedan trunk models. They do not look as though they were hung on as an afterthought as the old type trunks often do. They curve gracefully from roof line to bumper. The contour of the trunk has been refined to eliminate sharp angles where it joins the body. The smooth lines at the side, flow into the body creating an impression of greater length.

Swift and sleek appearing Nash Sedan Models, without trunk but with built-in spacious luggage compartments set a new style in streamlining, embodying the latest precepts in the modern high speed transportation field. This car will stay NEW in style for years to come.

Compare the beautiful sweep of Nash's coupe rear deck with the typical old-fashioned rear end which so many cars are continuing in their 1939 models. Ask yourself which will be modern — and salable — a year or more from now.



SCORE CARD

	CATWALK COOLING	FENDER HEAD-LIGHTS	SLIP-STREAM OR TRUNK BACK	ISLAND RUN. BOD.		CATWALK COOLING	FENDER HEAD-LIGHTS	SLIP-STREAM OR TRUNK BACK	ISLAND RUN. BOD.
NASH LAFAYETTE	■	■	■	■	DeSoto Custom	□	□	□	□
Chevrolet Matr. Del.	□	□	□	□	Hudson C.C. 6	□	□	□	□
Dodge	□	□	□	□	Oldsmobile 80	□	□	□	□
Ford V-8-85	□	□	□	□	Packard 6	□	□	□	□
Hudson 112-90	□	□	□	□	Pontiac Del. 8	□	□	□	□
Mercury	□	□	□	□	NASH AMBASSADOR "8"	■	■	■	■
Oldsmobile	□	□	□	□	Buick 60	□	□	□	□
Plymouth Del.	□	□	□	□	Chrysler Imp.	□	□	□	□
Pontiac	□	□	□	□	Hudson 8	□	□	□	□
Studebaker Comm.	□	□	□	□	LaSalle V-8	□	□	□	□
NASH AMBASSADOR "6"	■	■	■	■	Lincoln Zephyr	□	□	□	□
Buick 40	□	□	□	□	Packard 8-120	□	□	□	□
Chrysler Royal	□	□	□	□	Studebaker Pres. 8	□	□	□	□

REMEMBER RESALE VALUE—*BUY A MODERN CAR*



X-RAY

COMPARES HEATING AND
VENTILATING SYSTEMS
FOR 1939!



Another
NASH SENSATION
The "Weather Eye"



"Tune In" June All Winter Long!

Now you can tune in the weather you want with a flick of the finger! Nash's amazing new "Weather Eye" out-guesses the weather — automatically keeps the temperature at constant level. Your choice of winter comfort from Maytime coolness to hot. You can ride without wraps in zero weather!

X-RAY SHOWS HOW NASH "WEATHER-EYE" FILTERS, HEATS, AND CIRCULATES FRESH AIR - - EXPELS FUMES AND STALE AIR!

What Makes an Efficient Conditioned Air System?

X-RAY SEES NASH "WEATHER EYE" STEP AHEAD
with Automatic Conditioned Air for Winter Driving

(Check All Systems against these fundamental requirements for health, comfort, convenience and dependability, in Conditioned Air for Winter Driving)

- (1) Does it give adequate supply of fresh air?
- (2) Has it adequate heating capacity?
- (3) Does it have automatic "Weather Eye" comfort control?
- (4) Does it filter air from outside, excluding rain, dust, soot?
- (5) Does it expel stale air and smoke—constantly?
- (6) Does it eliminate drafts and windshield steaming?
- (7) Does it banish perils of carbon-monoxide fumes?



ONLY NASH'S "Weather Eye" system gives you true "Conditioned Air" for winter driving. No substitute arrangement can compare with the scientific Nash method. Only Nash brings in an adequate quantity of fresh, filtered, pre-heated air . . . distributed under pressure . . . Nash gives you the sensational "Weather Eye" to automatically maintain your comfort at a uniform level.

Summarized and illustrated below are outstanding advantages of New Nash Conditioned Air System, with Automatic "Weather Eye" which conclusively prove the superiority of this revolutionary **SELECTIVE - COMFORT** heating and ventilating development.



(1) Adequate Fresh Air. Located for maximum intake, Nash system feeds up to 600 cubic feet of air per minute to interior.

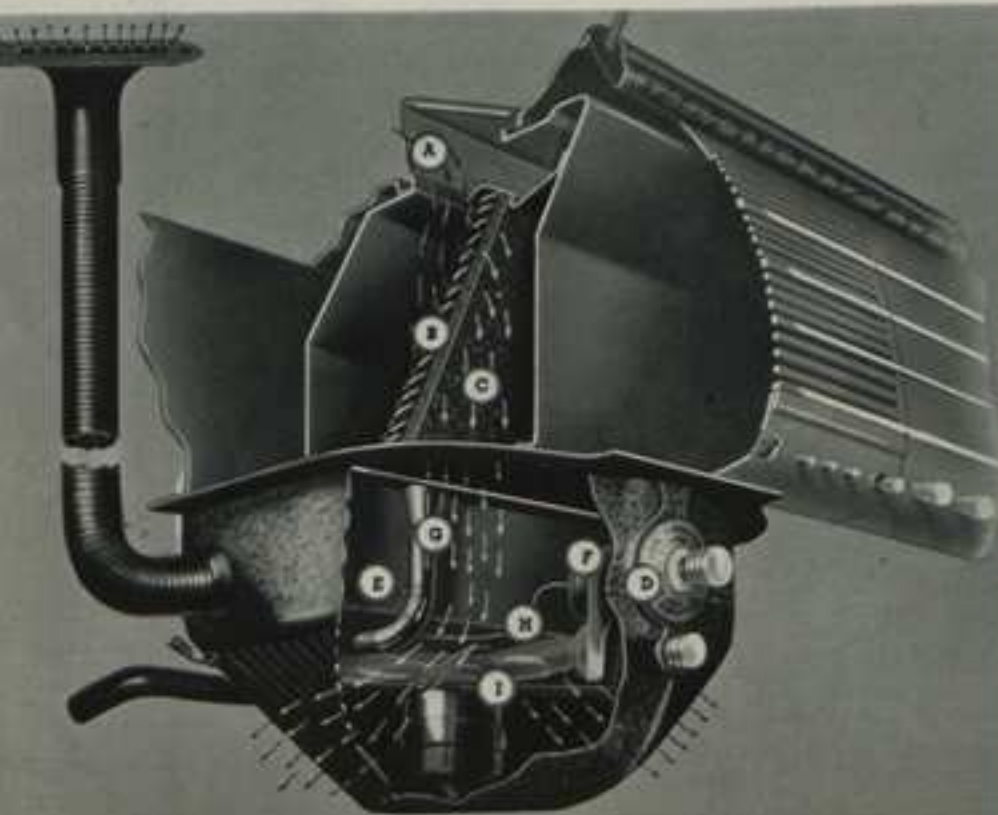
(2) No Stale, Stuffy Air. Fresh air is constantly forced in, filtered, warmed to desired comfort level, while stale air, odors, tobacco smoke are expelled under steady pressure.

(3) No Drafts. Unlike other systems, Nash Conditioned Air is gently circulated under pressure, so that no chilling drafts are sucked in through pedal openings. Free of drafts, rear seat passengers are as warm and comfortable as those in front seats even on coldest days.

(4) Even air circulation prevents window steaming, maintains safe visibility. Moisture released into the air by breathing is instantly whisked away under pressure before it can obscure driving vision.



HERE'S HOW YOU "TUNE IN" SUMMER COMFORT



At the left is shown a simplified photodiagram of Nash's new Conditioned Air unit. The following key explains the operation of this new comfort feature. (A) Fresh air intake through cowl ventilator takes in from 200 to 600 cubic feet of air per minute. (B) The newly designed rain shedder. (C) New and improved filter, placed at an angle to lessen wind restriction. (D) "Weather Eye" dial that sets thermostat for automatic control of car comfort level. (E) Improved high efficiency heating core. (F) "Weather Eye" thermostat. (G) Cold air pick-up. (H) Temperature balancing tube. (I) Electric fan for pulling in sufficient quantities of fresh outside air when the car is standing still.

NASH CARS ARE WEATHER-STRIPPED WITH SPONGE RUBBER

CARS WITHOUT WEATHER STRIPPING CANNOT BE EVENLY HEATED



Note Nash weather-sealed door pictured above. Thick sponge rubber top, side and bottom is compressed when doors are closed to provide weather-tight seal. Windlacing cord inside of body also contains rubber . . . providing double seal against annoying drafts and dust.



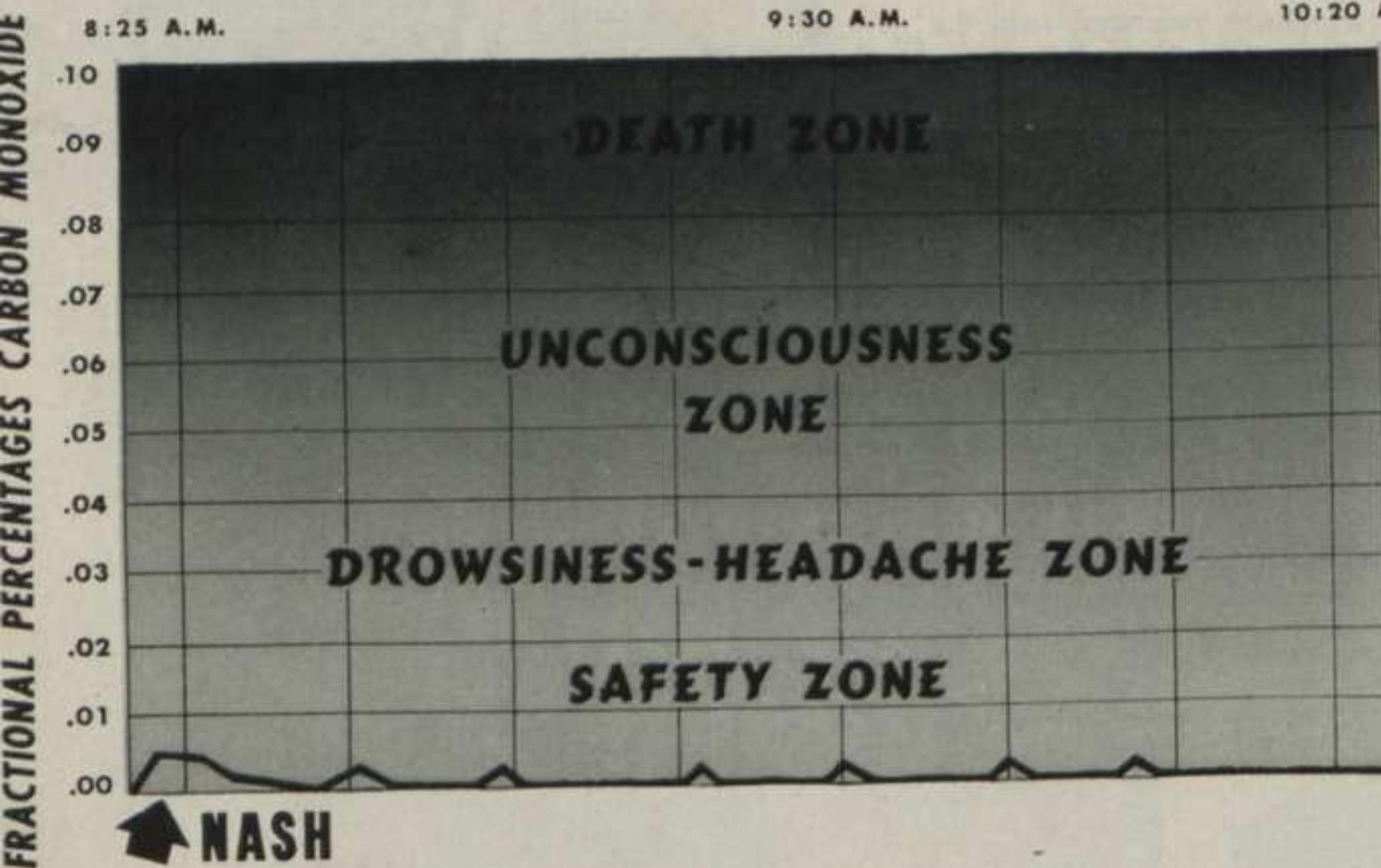
The doors on many competitive cars are not equipped with any rubber seals. When doors are closed no effective seal is provided. No wonder rear seat passengers complain about chilling drafts that are sucked in around the door crevices by the slight vacuum existing inside the body.

X-RAY PROVES NASH WEATHER EYE ENDS CARBON MONOXIDE PERILS



THE Nash system of "Conditioned Air" for winter driving operates on an entirely new principle of car ventilation that makes the driving perils of carbon-monoxide impossible! Windows can be tightly closed—yet the car is flooded with ever fresh outside air. As much as 600 cubic feet of fresh pure air is brought in, each minute, through the cowl ventilator. The air passes through a special filter and moisture shedder which cleanses it of dust, dirt, insects, snow and rain. Unlike other cars which set up an inside partial vacuum when in motion the constant influx of fresh warm air builds up a slight **PRESSURE** in the passenger compartment. This pressure constantly pushes out stale air, smoke, fumes and breath moisture. Windows and windshield don't fog. Tobacco smoke vanishes as if by magic. You can ride without wraps in coldest weather.

And remember this system is automatic! You merely set the "Weather Eye" dial and it automatically keeps the interior comfort at the same constant level despite changes in weather or car speed.



Above is a graphic picture of the Nash test, showing the pure, filtered, healthy air provided by the Nash system of Conditioned Air for winter driving. This chart has been approved by the National Safety Council and the National Association of Safety Engineers.

Air Conditioning Overcomes Menace From Poisonous Gases

INSIDE TEMPERATURE
 During the ride, according to charts kept by Safety Engineers John P. McNabb and G. S. Townsend, the inside temperature of the conditioned-air car was constant at 72-74 degs. The outside temperature was 64 deg. at Auburn Summit.

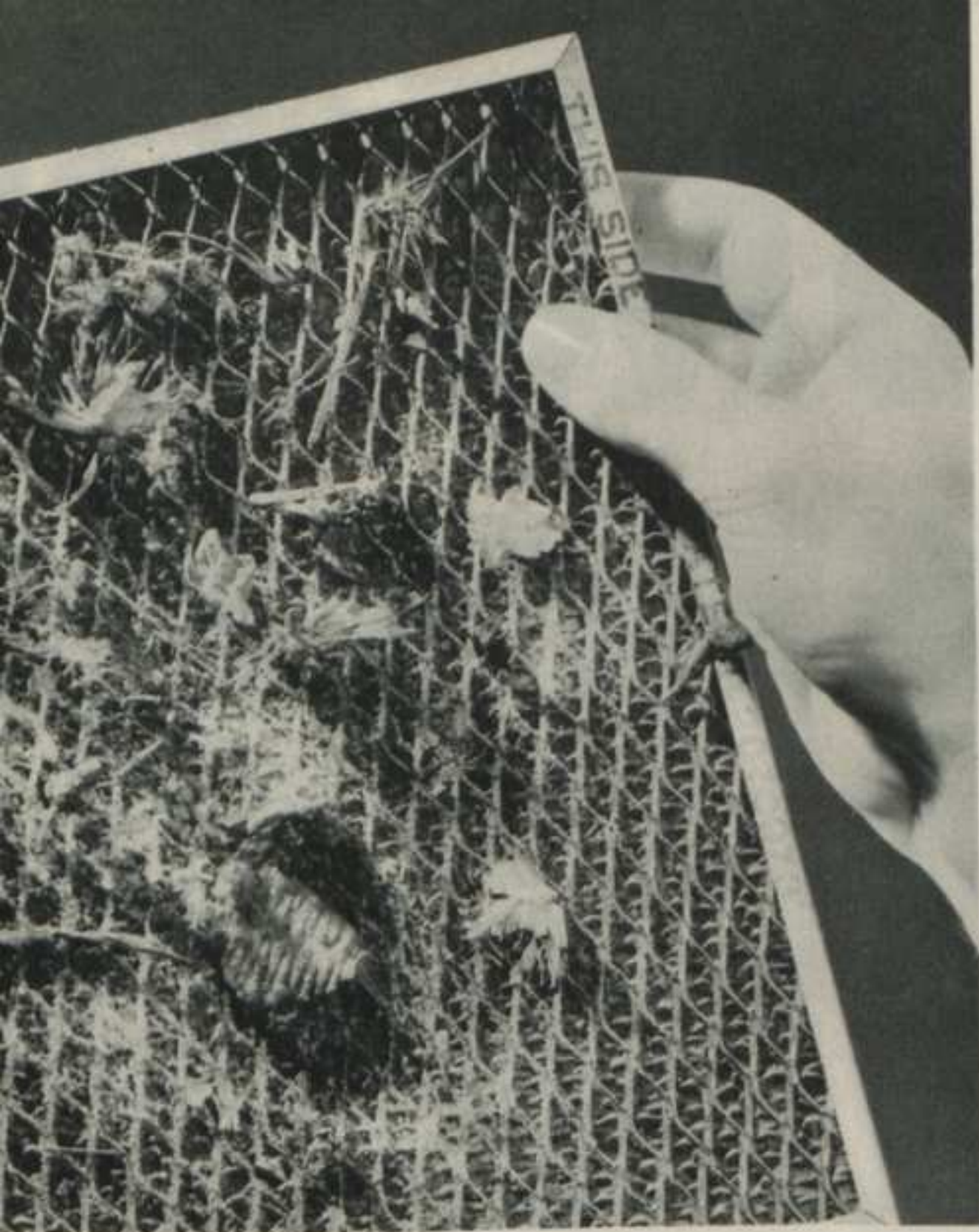
ROUTE FOLLOWED
 The Nash conditioned-air test was made on the snow-covered Auburn Summit highway, in Placer County, California, a recent accident-prone highway with closed windows.

Los ANGELES
 In the test, with temperature freezing...

POISONOUS CARBON MONOXIDE GASES, an ever-present threat to cold weather motorists, are virtually nonexistent in the new conditioned-air Nash.

This was demonstrated recently in a series of dramatic tests conducted by the industrial safety engineering department of the Colonial Mutual Compensation Insurance Co., Ltd., under the observation of the California Highway Patrol.

Capt. Charles J. La Porte of the California Highway Patrol in commenting on the results of the conditioned-air test run, said: "I certainly wouldn't recommend that anyone attempt to duplicate this test with all windows closed unless they have ample ventilation from an opened window."



X-RAY DEMONSTRATES SUMMER ADVANTAGES OF NASH "WEATHER EYE"!



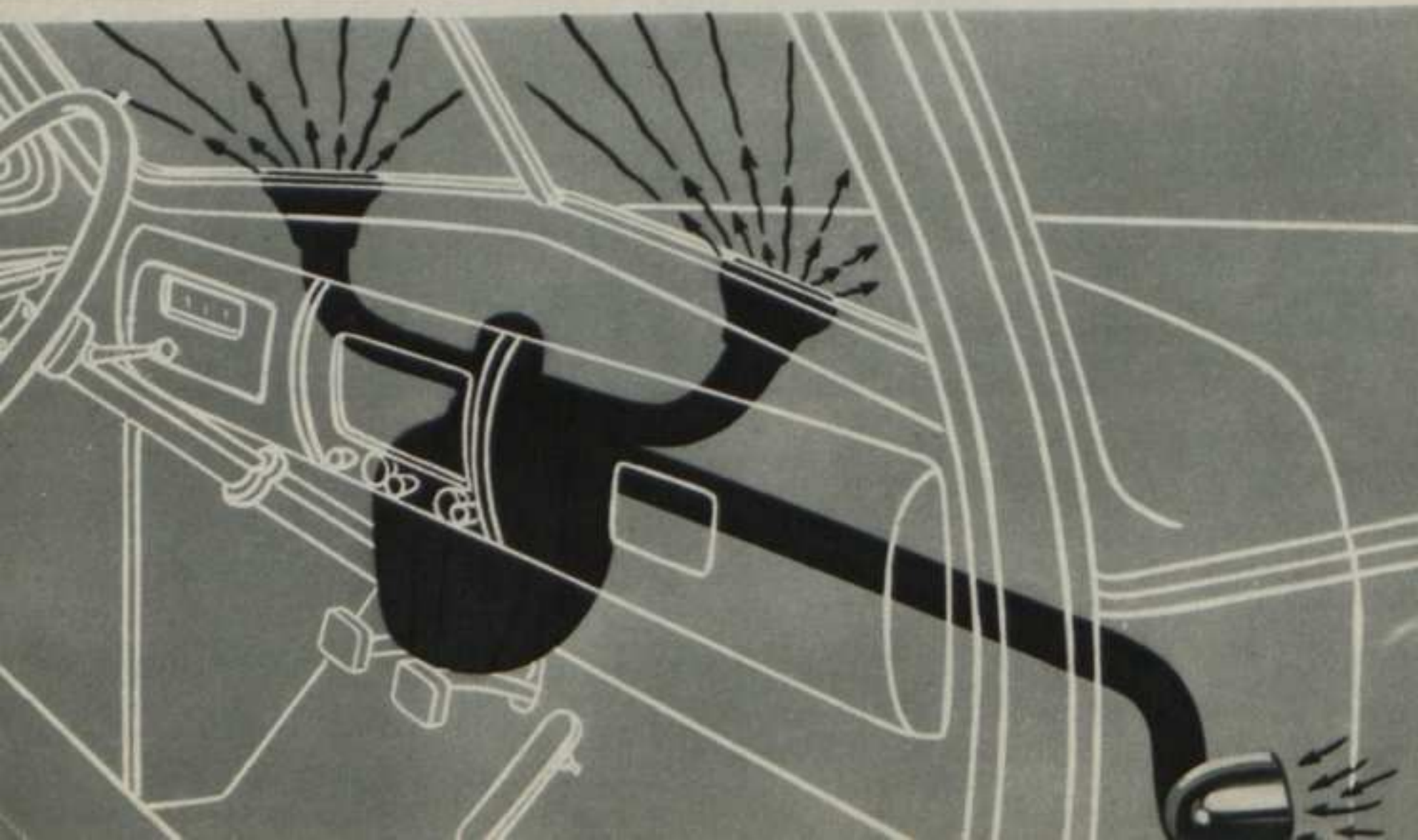
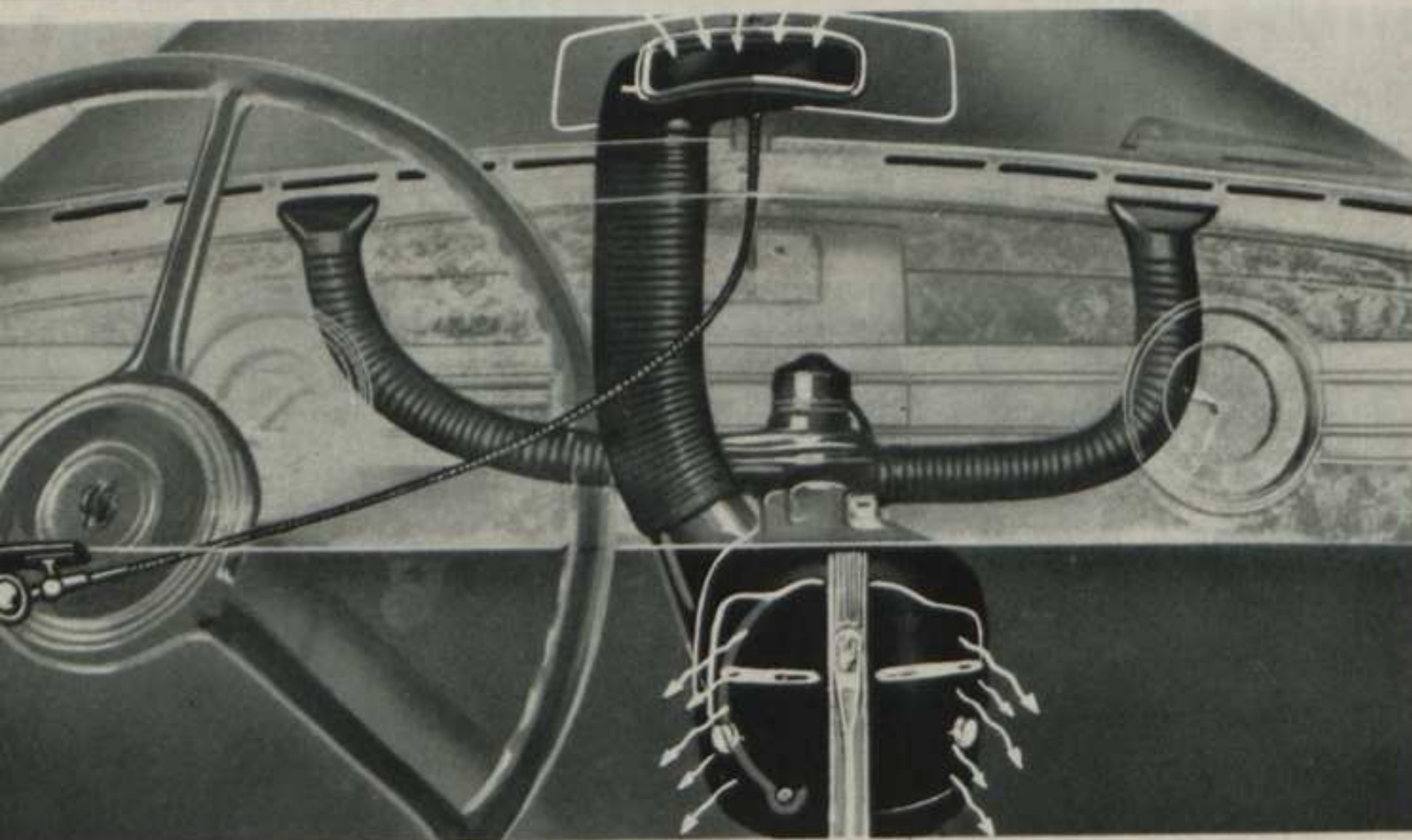
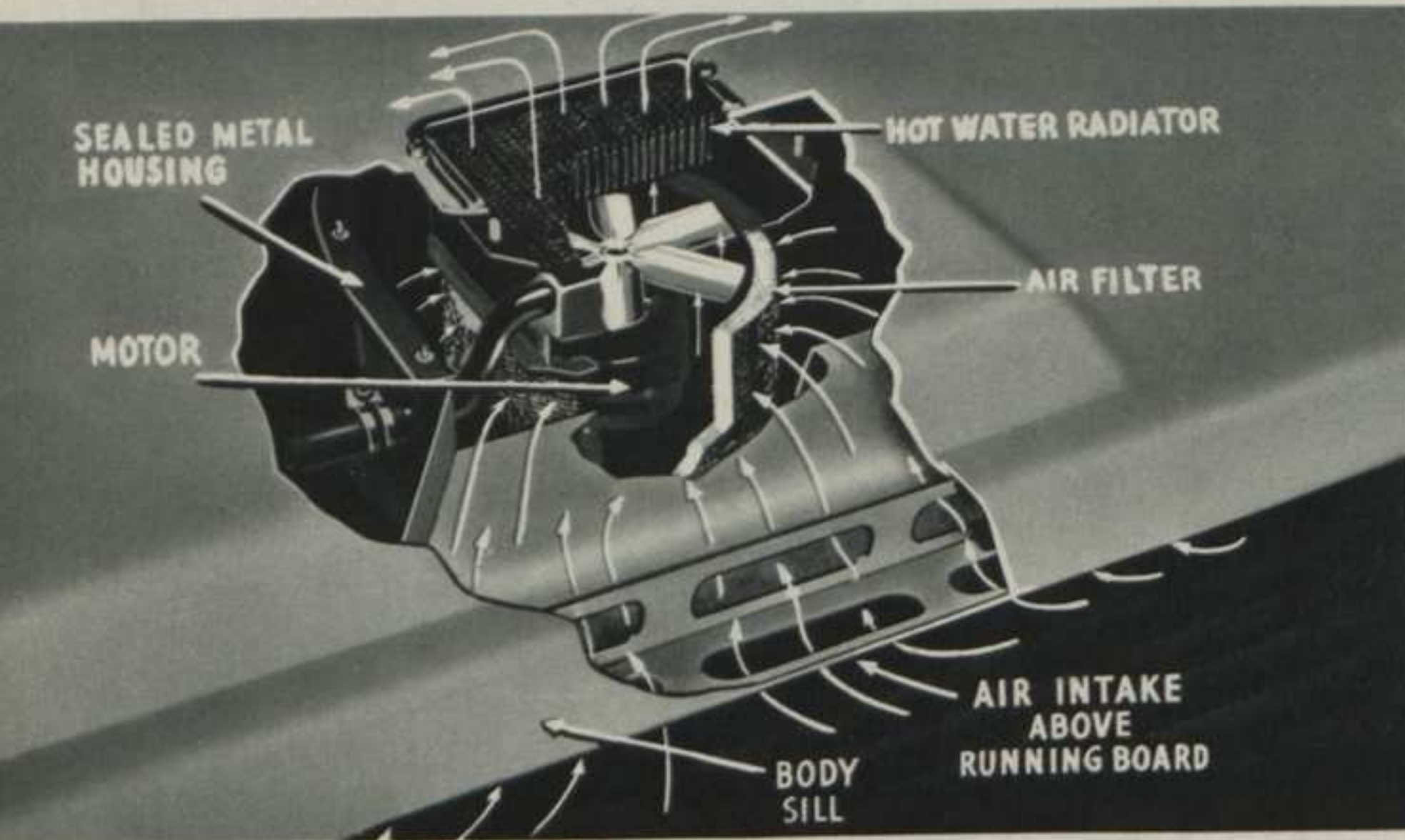
(1) With windows closed you get plenty of cool, fresh air through the Nash Conditioned Air system, yet exclude dust, dirt and insects. Above is shown a section of the filter.

(2) Here is a pile of dirt taken from the "Weather Eye." In cars without this system all of this dust would have been drawn in to soil clothes and be breathed by the car occupants.

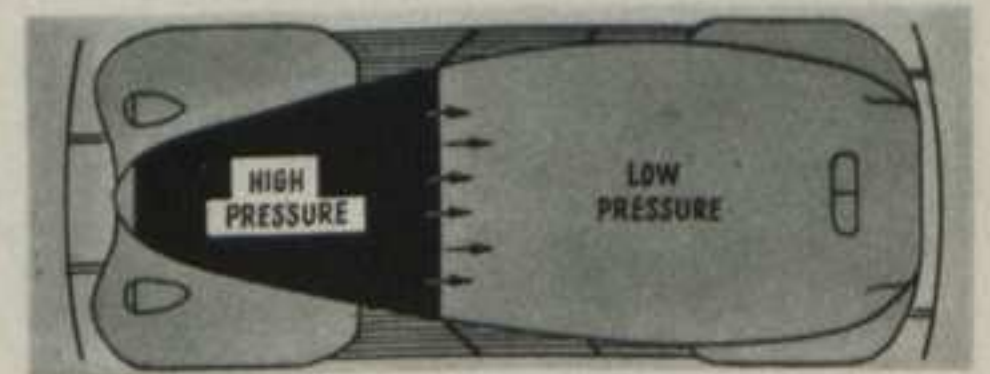
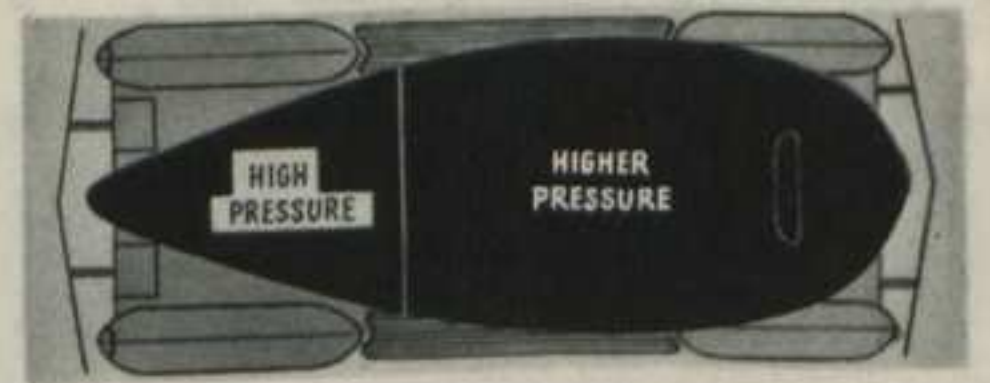
(3) Another advantage of the Nash "Weather Eye" is that it enables you to keep windows closed and excludes dirt, street noises and fumes in crowded traffic during the summer months.

(4) Nash has a rain shedder in the "Weather Eye" ventilating system which keeps out all wet weather even when it pours.

X-RAY LOOKS AT



These Types Do Not
Supply Enough Fresh
Air to Operate
System . . . Pressure
Inadequate to Expel
Stale Air Fumes!



The two diagrams above graphically illustrate how some cars in motion set up a **PARTIAL VACUUM**, causing air to rush in cracks and crevices, in contrast with the inside **PRESSURE** created by the "Weather Eye" system that equally distributes fresh, heated air to expel stale, stuffy air and fumes.

During the winter, most motorists drive with windows closed. In many cars this can be hazardous because of carbon-monoxide. The diagrams show how inadequate intakes on several conventional types of ventilating systems fail to remove this risk.

People who have experienced drowsiness—and peril of accident—from carbon-monoxide will hail the elimination of this danger by Nash's "Weather Eye" as one of the most progressive contributions to motoring safety.

OTHER HEATING AND VENTILATING SYSTEMS



DRAFTY CARS AND LACK OF TEMPERATURE CONTROL CAUSE MILLIONS OF COLDS

A hot blast around your feet—and a cold draft on the neck! That's the heating and ventilating many cars give you! And that's the way millions of colds are caused. With Nash's revolutionary "Weather Eye" system there are no drafts. That's why physicians and health authorities agree that the Nash system is a great advancement in the prevention of colds in winter motoring.

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Heaters constructed on conventional principle give enough heat as a rule to only front compartment passengers. But they heat the same air over and over again until it becomes stale and devitalized. Moreover, passengers in the rear compartment get little benefit from the heat . . . ride in discomfort.



SCORE CARD

	Conditioned Air System	Automatic Weather Eye	Air Filter	Rubber Sealed Doors		Conditioned Air System	Automatic Weather Eye	Air Filter	Rubber Sealed Doors
NASH LaFAYETTE					DeSoto Custom				
Chevrolet Master De Luxe					Hudson CC-6				
Dodge					Oldsmobile 80				
Ford V-8—85					Packard 6				
Hudson "112"—90					Pontiac De Luxe 8				
Mercury					NASH AMBASSADOR 8				
Oldsmobile 60 and 70					Buick 60				
Plymouth De Luxe					Chrysler Imperial				
Pontiac and De Luxe 6					Hudson Eight				
Studebaker Commander					LaSalle V-8				
NASH AMBASSADOR 6					Lincoln-Zephyr				
Buick 40					Packard 8—120				
Chrysler Royal					Studebaker President				



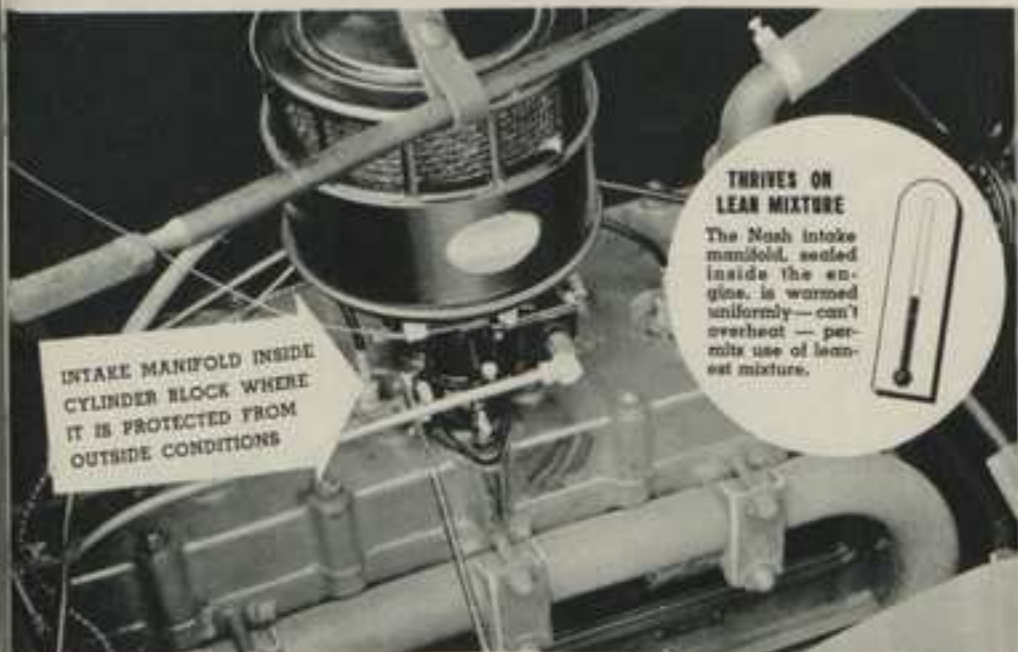
MORE

POWER-LESS GAS!

WITH AMAZING NEW NASH-LAFAYETTE SUPER-THRIFT ENGINE

NASH SEALED-IN MANIFOLDS NOT AFFECTED BY OUTSIDE WEATHER

The new Super-Thrift principle . . . used exclusively by Nash . . . gives you the world's most efficient automobile engine! Important savings on gas, oil and maintenance with brilliant performance under all operating conditions result. Intake, oil and exhaust manifolds are sealed **INSIDE**—temperature is uniform winter and summer—you get better starting, performance and economy. Fuel in Nash engines, protected from heat changes, can be used more effectively in extremely lean mixture.



INTAKE MANIFOLD INSIDE CYLINDER BLOCK WHERE IT IS PROTECTED FROM OUTSIDE CONDITIONS

THRIVES ON LEAN MIXTURE

The Nash intake manifold, sealed inside the engine, is warmed uniformly—can't overheat—permits use of leanest mixture.



X-RAY LOOKS AT THE ENGINES FOR '39

ADVANCEMENTS!

POWER!

ECONOMY!

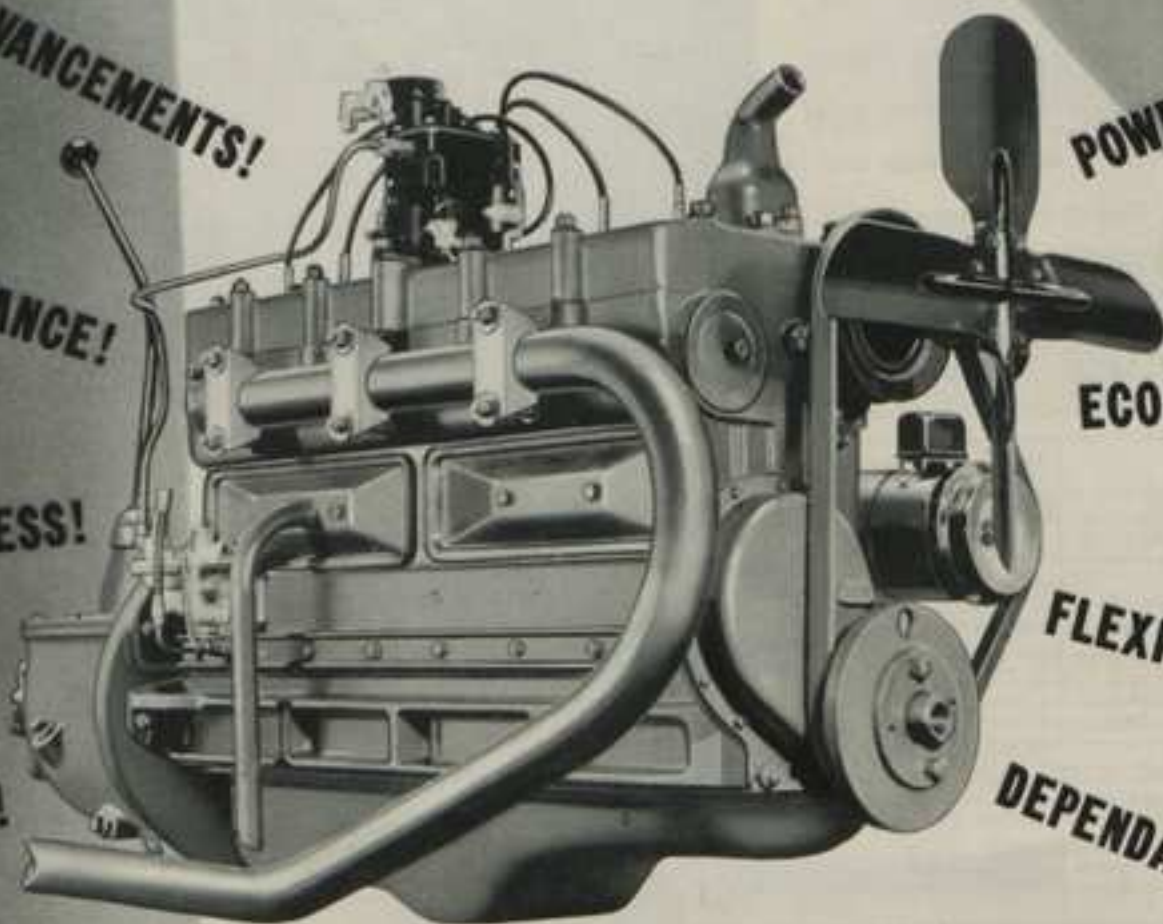
FLEXIBILITY!

DEPENDABILITY!

PERFORMANCE!

MODERNNESS!

UPKEEP!



OTHER TYPES

In other type engines, the intake manifold is exposed to outside conditions. A constant change in temperature, influenced both by weather and rate of speed, affects the efficiency of the gas mixture. Consequently the mixture must be kept richer . . . starting and performance are less uniform. The increase in fuel consumption is more than Nash for same horsepower rating and operating conditions.



OTHERS REQUIRE RICH MIXTURE

Other cars with outside manifolds alternately store and radiate heat. Constant temperature change affects performance—requires richer mixture.



NASH INTAKE



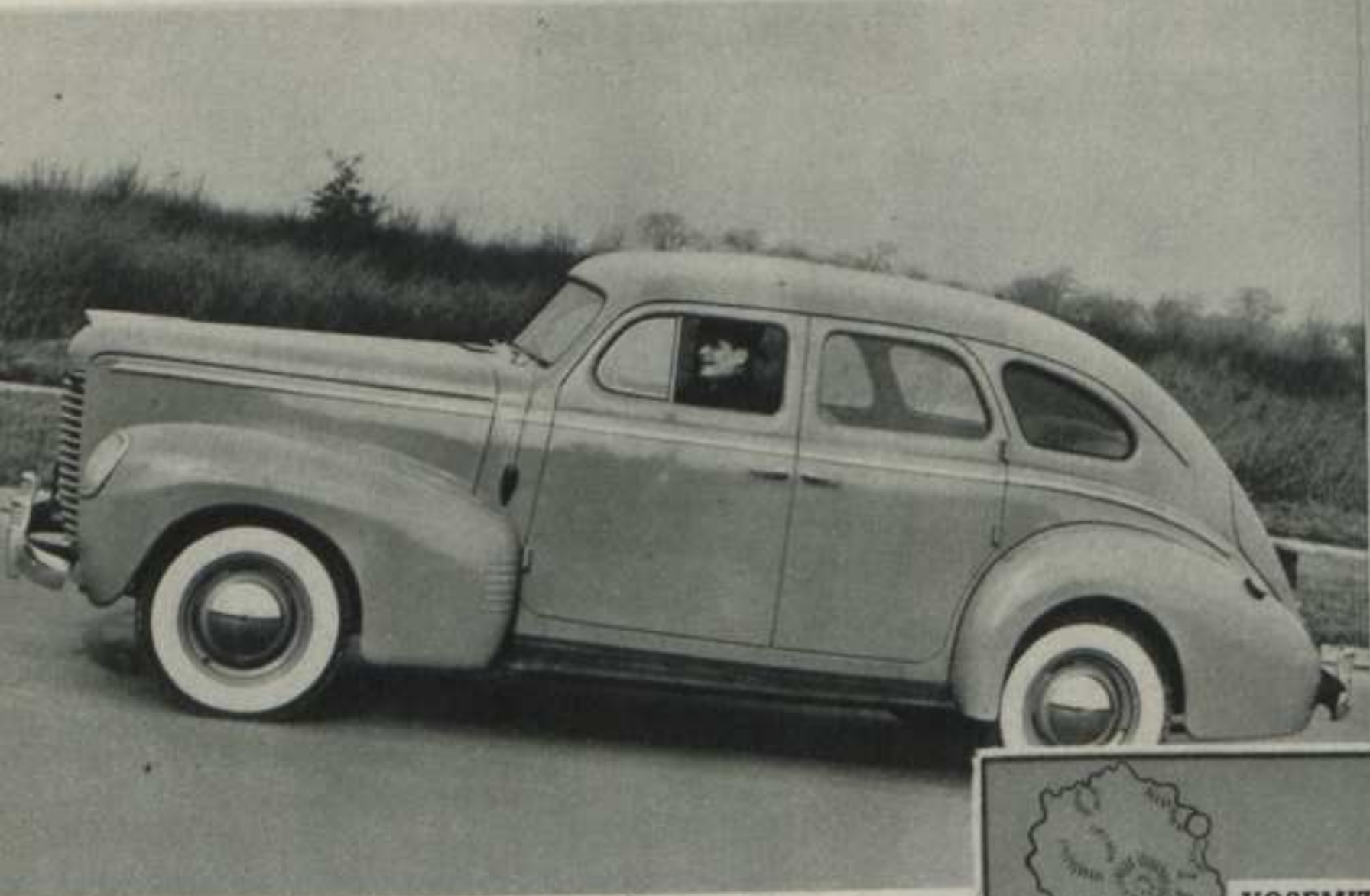
EXHAUST



AND OIL MANIFOLD

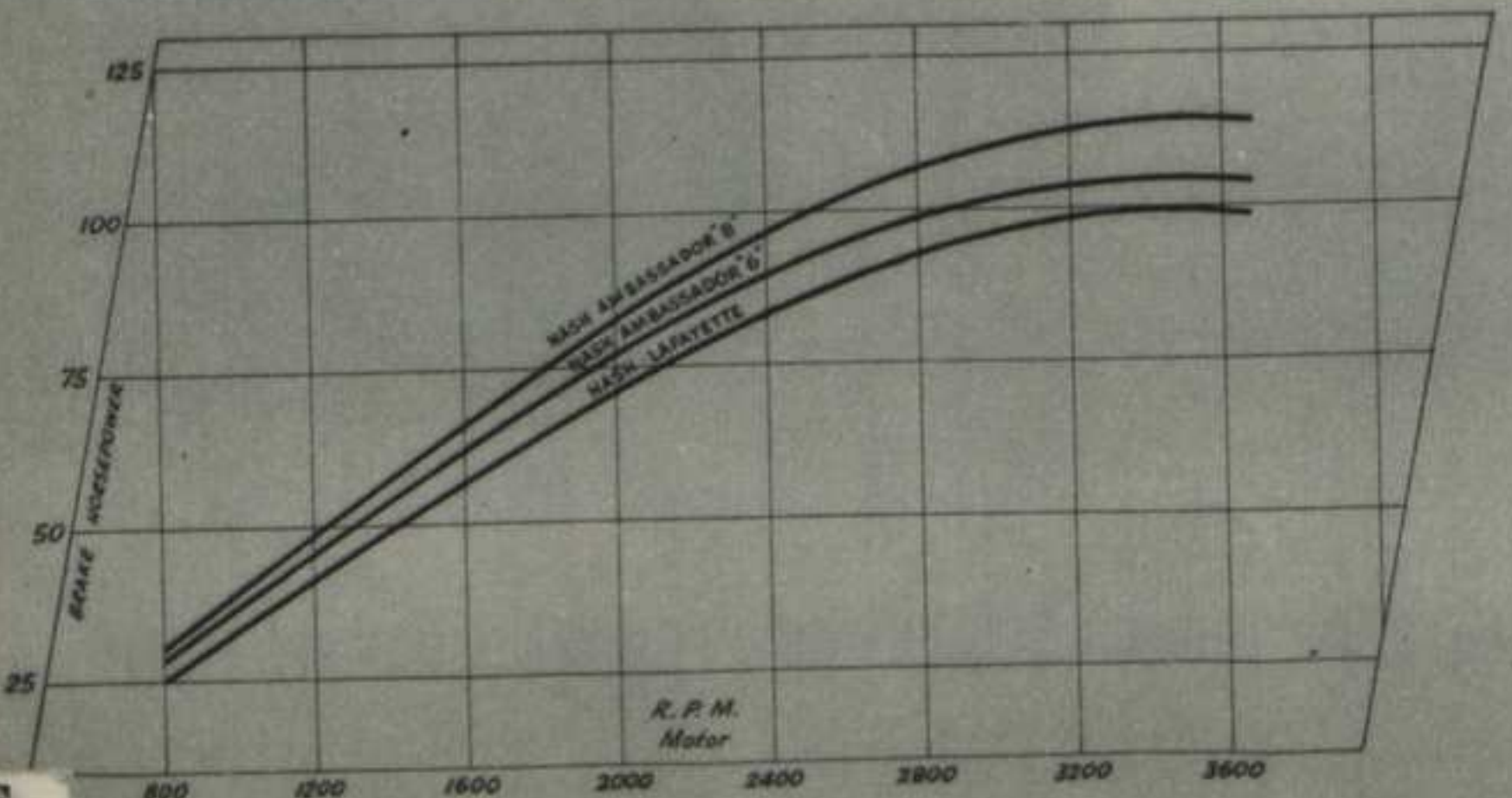
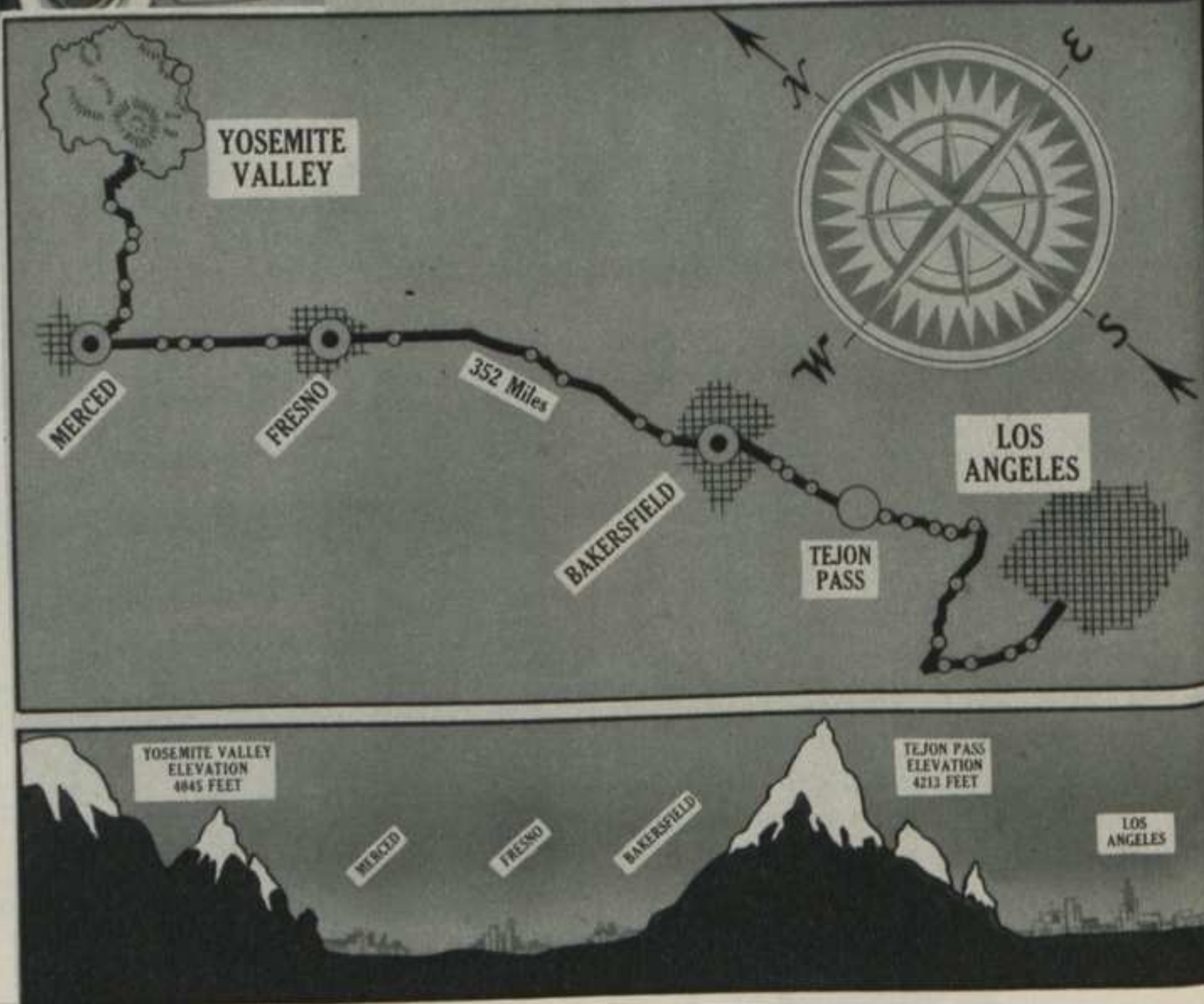
ARE SEALED INSIDE THE CYLINDER BLOCK - GIVING QUICKER STARTING - SMOOTHER MORE UNIFORM PERFORMANCE - WITH IMPROVED ECONOMY

X-RAY SHOWS NASH LAFAYETTE THRIFT KING OF ITS PRICE CLASS



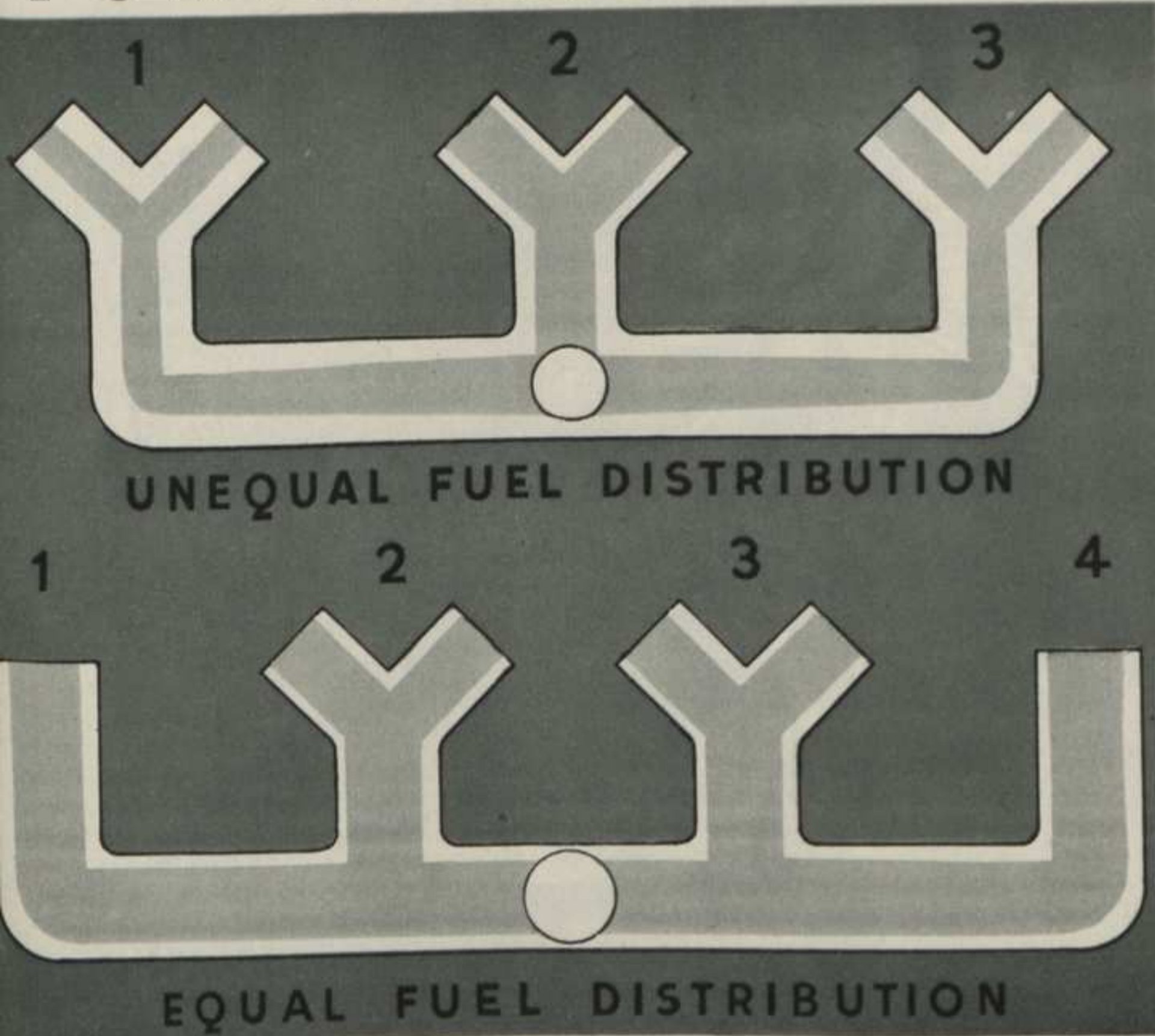
Conclusive proof of Nash LaFayette's exceptional economy was given when it beat all competitors hands down in the famous Yosemite economy run, sponsored annually by the Gilmore Oil Company. The 1939 Nash LaFayette won, in its price class, with the amazing average of 21.25 miles per gallon of gas!

This diagram shows the grueling route of this rigorous run. Starting at Los Angeles, the competing cars climb winding mountain roads, often covered with snow and ice, to Yosemite National Park, a distance of 314.5 miles, and reaching an altitude of more than 7,000 feet. LaFayette's new dual carburetion and double automatic spark control contributed to the fine performance and record economy for this difficult run.



Look at the power curves at the left. All Nash Series are amply powered to deliver flashing performance with brilliant economy! This greater reserve power not only results in better hill-climbing ability but means that Nash engines perform without undue strain under high speed operating conditions . . . another reason why Nash cars keep that new car "feel" for thousands of miles!

LAFAYETTE ENGINE INCREASES POWER WITH NEW RECORD-BREAKING ECONOMY!



See how 4-point Manifold Insures Even Flow of Fuel to All Cylinders

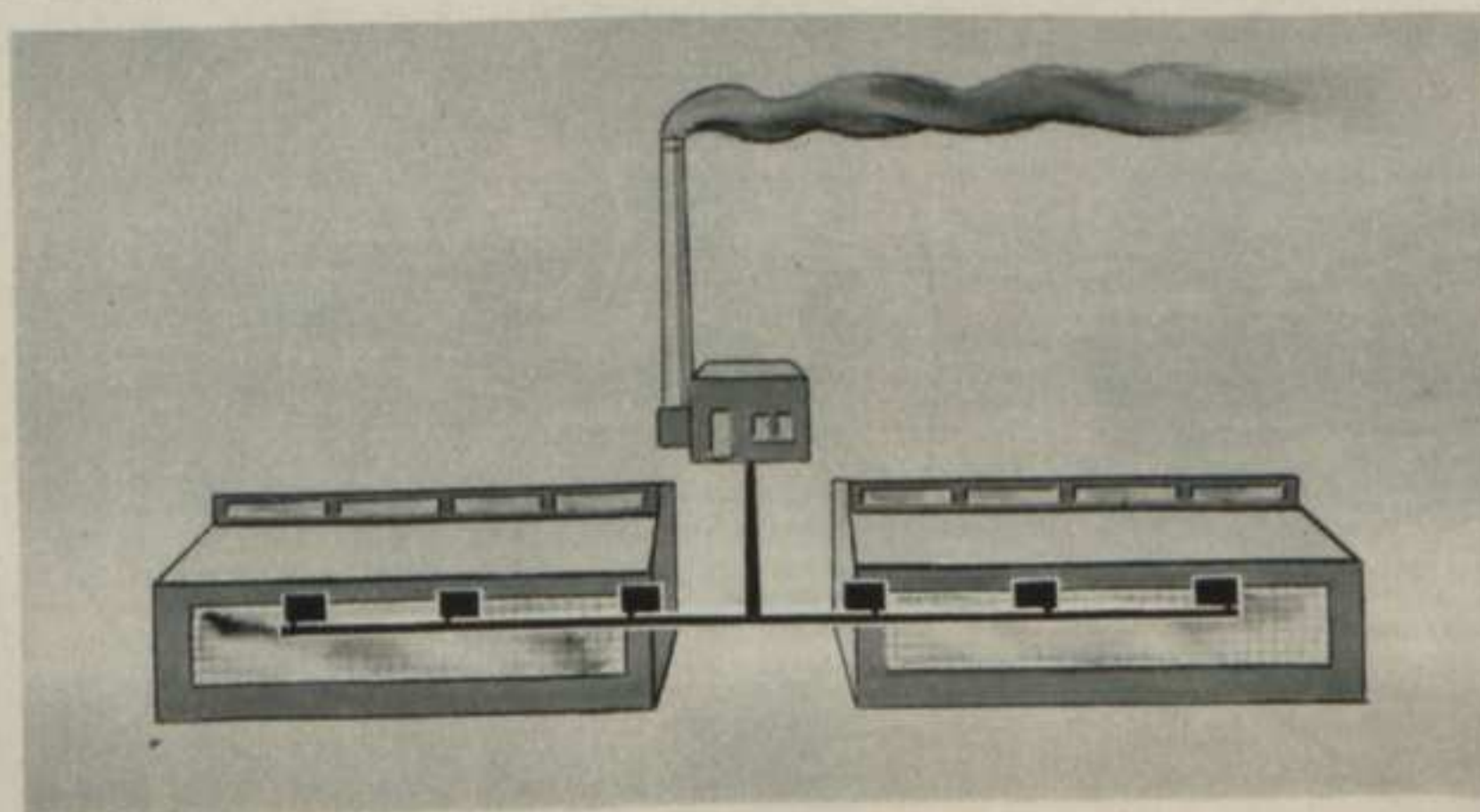
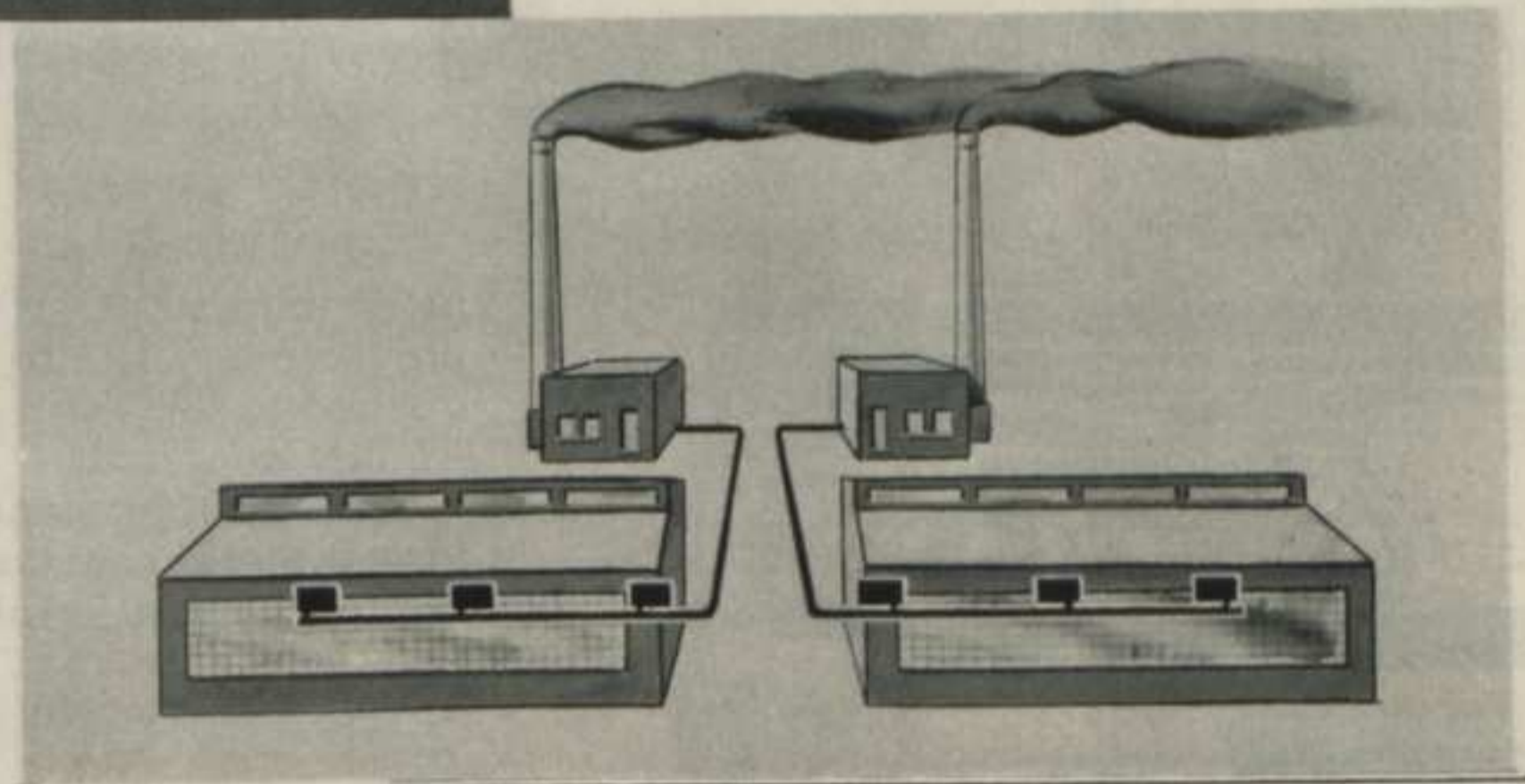
Many 6-cylinder engines have three-port inlet manifolds and the end cylinders starve for fuel. Nash Sixes have four-port manifolds for more even flow of fuel mixture to give finer performance and even greater economy.

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The diagram at the right illustrates the principle of Nash LaFayette's dual carburetion. One power-house for each building means uniform heat distribution. And one carburetor passage for each three cylinders in the same way results in uniform fuel distribution.

Compare this with the diagram below . . . one power-house for two buildings results in unequal heat distribution which in a six-cylinder engine with single carburetion means end cylinders starve for gas . . . do not produce power equal to that of the cylinders located nearest the carburetor.

Dual carburetion gives the Nash LaFayette smoother, livelier performance with 10% better fuel economy!



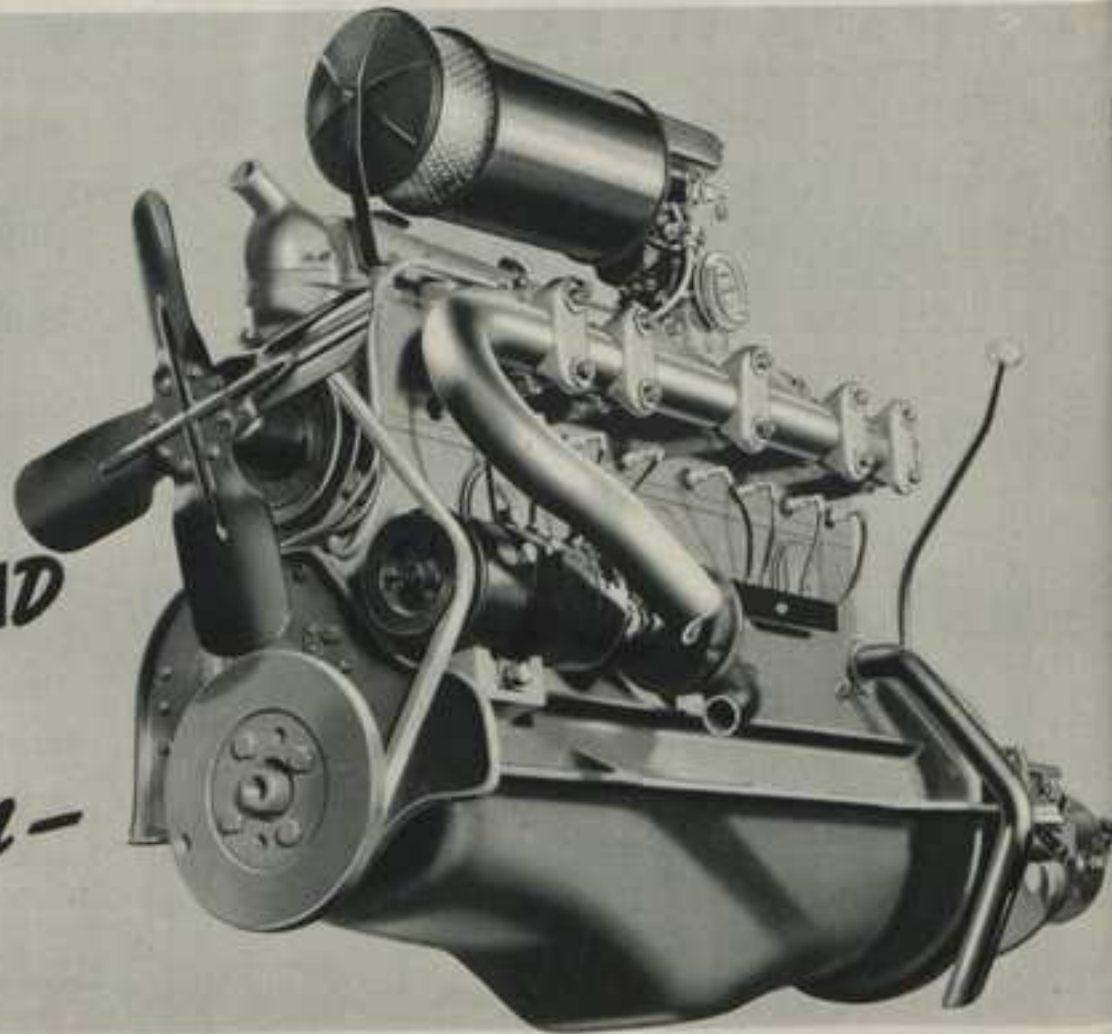
SCORE CARD

	Inlet Manifold Enclosed	4-Port Inlet Manifold	Dual Carburetion	Enclosed Oil Manifold
NASH LaFAYETTE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Chevrolet Master De Luxe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dodge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Ford V-8—85	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hudson "112"—90	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mercury	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oldsmobile 60 and 70	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Plymouth De Luxe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pontiac Qual. and De L. 6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Studebaker Commander	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

X-RAY TAKES A LOOK AT NASH AMBASSADOR ENGINES

REVEALS STARTLING ECONOMY AND PERFORMANCE
IN TWIN-IGNITION VALVE-IN-HEAD (SIXES AND EIGHTS)

**VALVE-IN-HEAD
DESIGN IS
Champion—**



More than 500,000,000 miles of actual owner service conclusively proved every feature of Nash's Super-Thrift design before it was applied to the Twin-Ignition Valve-in-Head engines of the Nash Ambassador cars.

Valve-in-head engines with twin ignition power the world's fastest motor car, the fastest speed plane and fastest motor boat — proof that it is the most efficient principle in engine design!



ON LAND



ON WATER

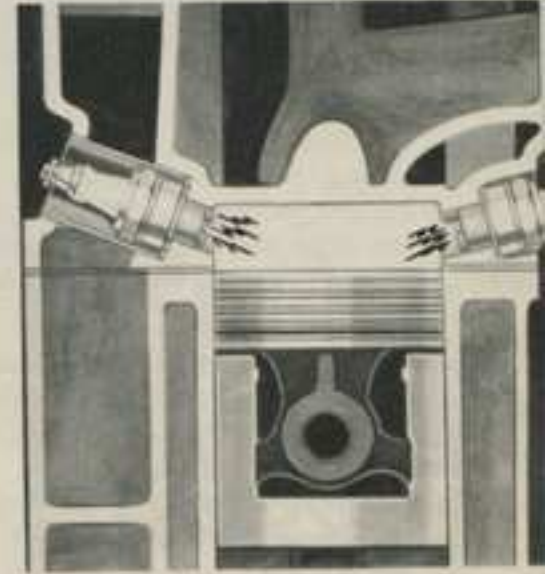


IN THE AIR



**More POWER, PEP, PICK-UP
with TWIN IGNITION**

Twin ignition means far more than a simple mathematical difference of two spark plugs firing each cylinder instead of one, as in single ignition. With two plugs acting simultaneously, combustion of the gas mixture is faster and more complete. Result: greater power, livelier performance, greater gasoline economy. On all big transport plane engines, twin-ignition power is an air commerce requirement.



**VALVE-IN-HEAD DESIGN DELIVERS
MORE MILEAGE FROM EVERY GALLON OF GAS**

In valve-in-head engines, the valves are located directly above the pistons. Energy created by combustion of the fuel mixture is immediately above the piston head, thus increasing the power output. There's the added advantage of free passage for the fuel mixture, speedier filling of the cylinders, quicker disposal of exhaust gases and elimination of power waste. The results are greater power, finer performance and increased mileage from every gallon of gasoline.



**You Get the Efficiency of 100% Down Draft Carburetion
in Every Nash Ambassador Engine**



Full down draft carburetion facilitates the flow of the gas mixture to cylinders. Anything that slows up this flow is bound to interfere with efficiency. Yet, even today, there are some engines with only partial down-draft carburetion. In the example, shown by the diagram at right, you see how the flow of fuel is actually reversed in getting from carburetor to cylinder. The illustration at left shows how Nash achieves 100% down draft carburetion—the mixture following the shortest, quickest route, downward all the way—into the cylinder.



NASH AMBASSADORS DELIVER FLASHING PERFORMANCE WITH RECORD-BREAKING ECONOMY!!

Don't be fooled by the "economy records" established by test cars, driven by experts who can wring the last inch out of a gallon of gas! Under such conditions Nash test cars have gone as far as 30 miles on a gallon of gas. But what counts is the EVERY-DAY PERFORMANCE you can expect.

Conclusive proof of the Nash Ambassador's record-breaking economy is contained in many letters received

at the factory from enthusiastic Ambassador owners. Excerpts from typical letters are contained on page 21.

Further evidence of the Ambassador's exceptional economy is the fact that the Ambassador Six captured first place in its class last year in the famous Gilmore-Yosemite Economy Run with the amazing average of 23.65 miles per gallon! This 314-mile run is one of the toughest tests of performance and economy!

Flashing Getaway

An outstanding feature of all Nash engines is their high torque development (pulling power) at low engine speed. This not only enables Nash cars to pull through heavy, sandy, or muddy going, without overheating, but makes it a superlative hill-climber, with minimum need for shifting gears.

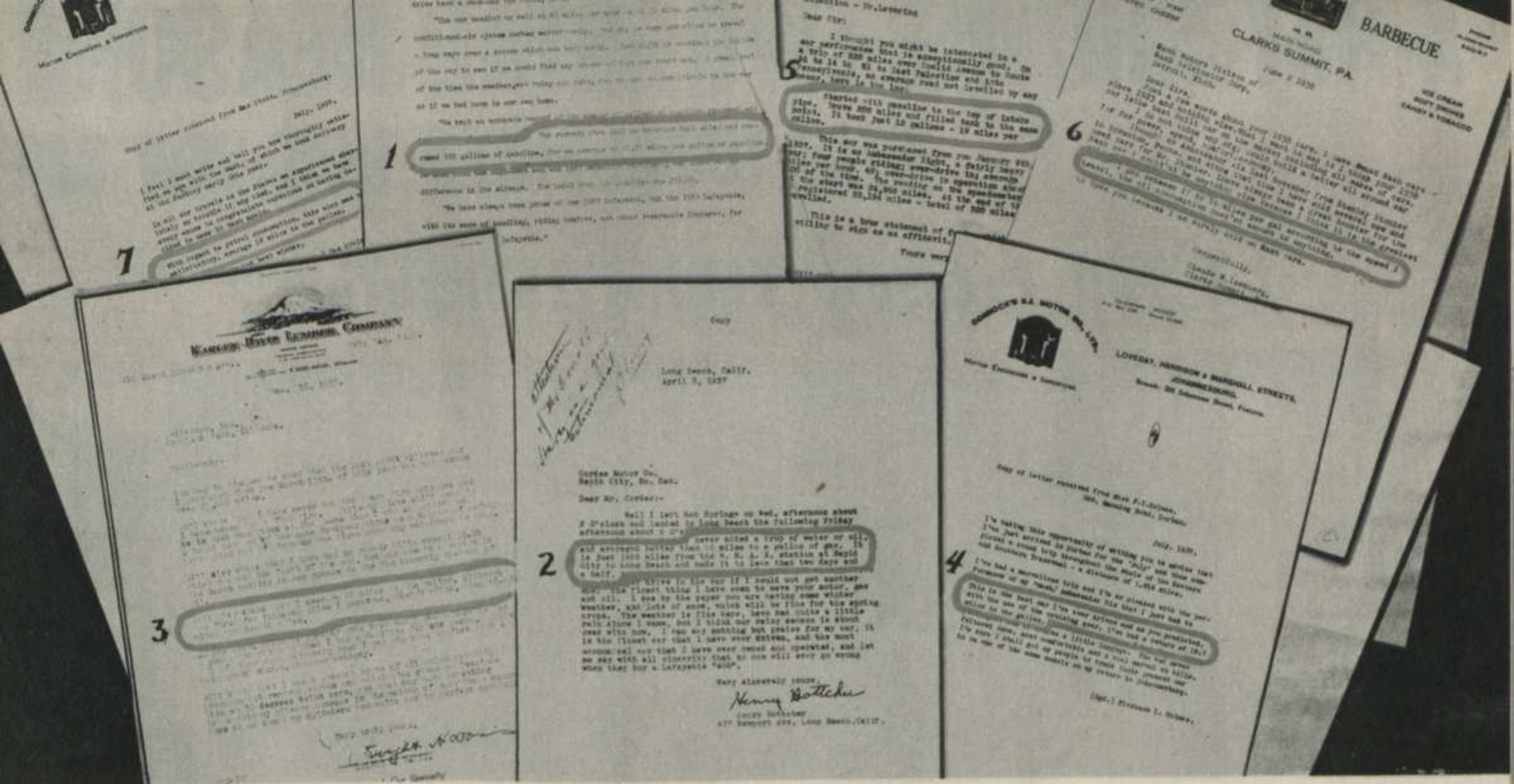


SCORE CARD

	Valve-in Head	Twin Ignition	Inlet Manifold Enclosed	100% Down-Draft Carburetion
NASH AMBASSADOR 6	■	■	■	■
Buick 40	■			■
Chrysler Royal				
DeSoto Custom				
Hudson CC-6				
Oldsmobile 80				
Packard 6				
Pontiac De Luxe 8				
NASH AMBASSADOR 8	■	■	■	■
Buick 60	■			■
Chrysler Imperial				
Hudson 8				
LaSalle V-8				■
Lincoln-Zephyr				■
Packard 8-120				
Studebaker President 8				

More Power on Hills

A dazzling burst of flexible power in the new Nash Ambassador engine gives flashing acceleration—either to shoot ahead when the light turns or for quick, safe passing on the road. Nash engines are the most efficient in the industry for performance and power.



BUILT FOR LONG TROUBLE-FREE MILEAGE - Say Owners Everywhere!

- 1 Our records show that we traveled 3461 miles and consumed 152 gallons of gasoline for an average of 22.75 miles per gallon...our 1937 LaFayette with its ease of handling, riding comfort and other remarkable features far surpasses our 1937 LaFayette.
- 2 ...never added a drop of water or oil and averaged better than 20 miles to a gallon of gas. It was just 1465 miles and made it in less than two days and a half.
- 3 You may be pleased to know that the Nash eight cylinder car I purchased from you March 15 of this year has now turned over 25,000 miles...will also state that I average 20 miles to the gallon although the first few thousand miles I averaged 18 1/2 miles and now 20 miles.
- 4 I am so pleased with the performance of my Nash Ambassador Six...this is the best car I've ever driven and as you predicted, with the use of the cruising gear, I've had a return of 19.7 miles per gallon...a distance of 1914 miles.
- 5 This car was purchased from you January 9. It is an Ambassador Eight...drove 228 miles and filled tank to same point. It took just 12 gallons...19 miles per gallon.
- 6 I have owned Nash cars since 1923 and nothing is the best built car on the market. I bought my Ambassador Six last November...I get between 17 to 19 miles per gallon...I get between 17 to 19 miles per gallon according to the speed I travel, the oil consumption doesn't amount to anything.
- 7 With regard to fuel consumption, this also was highly satisfactory...average 19 miles to the gallon.

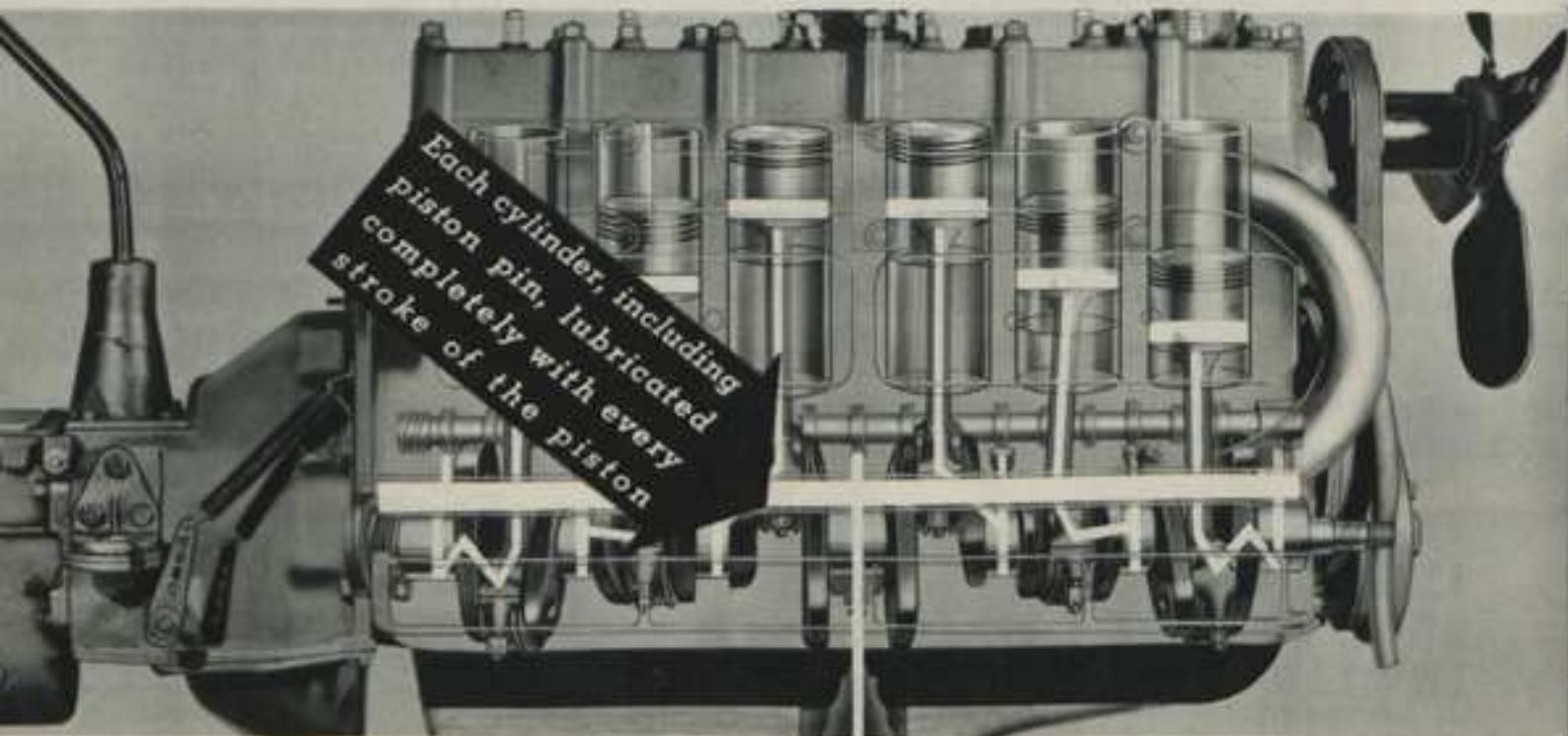
OUTSTANDING among the many great qualities of Nash cars is their ability to deliver smooth, trouble-free transportation with minimum upkeep expense for thousands of miles.

Letters and excerpts shown here are typical of enthusiastic owner communications received every day at the factory. They tell of the very satisfactory performance of their Nash cars and the unusual gasoline and oil economy they are enjoying . . . especially on long trips. Many owners of Nash cars 15 years and older have written that their cars have traveled in excess of 100,000 miles and are continuing to deliver satisfactory performance . . . convincing evidence of Nash's long life!

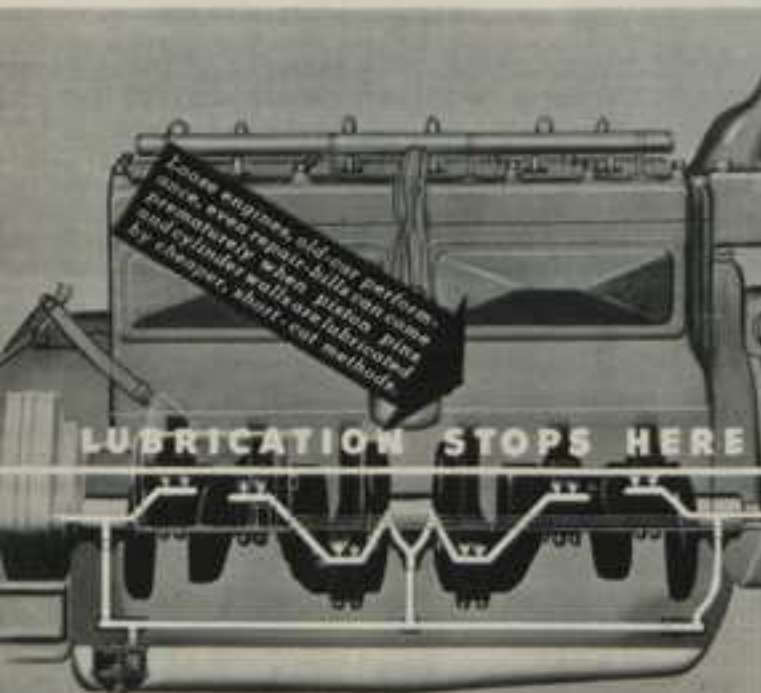
This is one reason why people say Nash is the lowest priced car in the long run. You'll feel the same pleasure and pride in your Nash for many years to come!

X-RAY SHOWS TWO VITAL REASONS STAY YOUNG—KEEP THAT NEW CAR

① Full Pressure Engine Lubrication



X-Ray Tells Why Some Lubricating Systems Fail to Fully Protect All Moving Parts



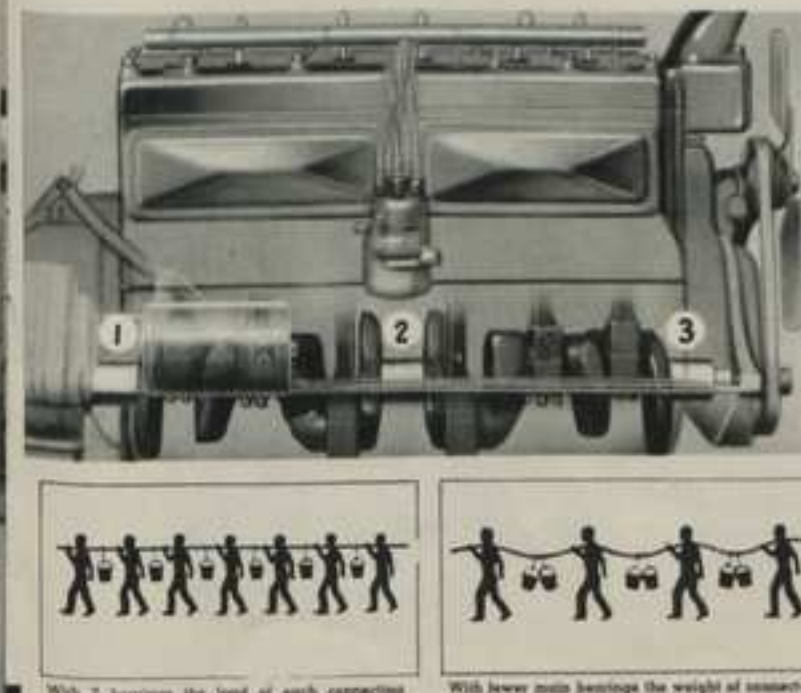
SCORE CARD							
WHAT PARTS ARE LUBRICATED UNDER FULL PRESSURE							
Pressure to →	Main Bearings	Rod Bearings	Ride Bored Rods to Piston Pins	Cam Bearings	Timing Chain	Cylinder Walls	Total
NASH LaFAYETTE							6
Chevrolet Master De Luxe							3
Dodge							3
Ford V-8—65							3
Hudson "112"—80	Splash						1
Mercury							3
Oldsmobile 80 and 70							3
Plymouth De Luxe							3
Pontiac Quality and De Luxe							3
Studebaker Commander							3
NASH AMBASSADOR 8							7
Buick 40							3
Chrysler Royal							3
DeSoto Custom							3
Hudson C.C. 8	Splash						1
Oldsmobile 80							3
Packard 8							3
Pontiac De Luxe 8							3
NASH AMBASSADOR 6							5
Buick 60							3
Chrysler Imperial							3
Hudson 8	Splash						1
LaSalle V-8							3
Packard 8—120							3
Studebaker President 8							3

WHY NASH CARS LAST LONGER— PERFORMANCE AND THRIFT

② Nash Multiple Bearing Crankshafts Eliminate "Whip," Check Vibration, Save Power and Engine Wear

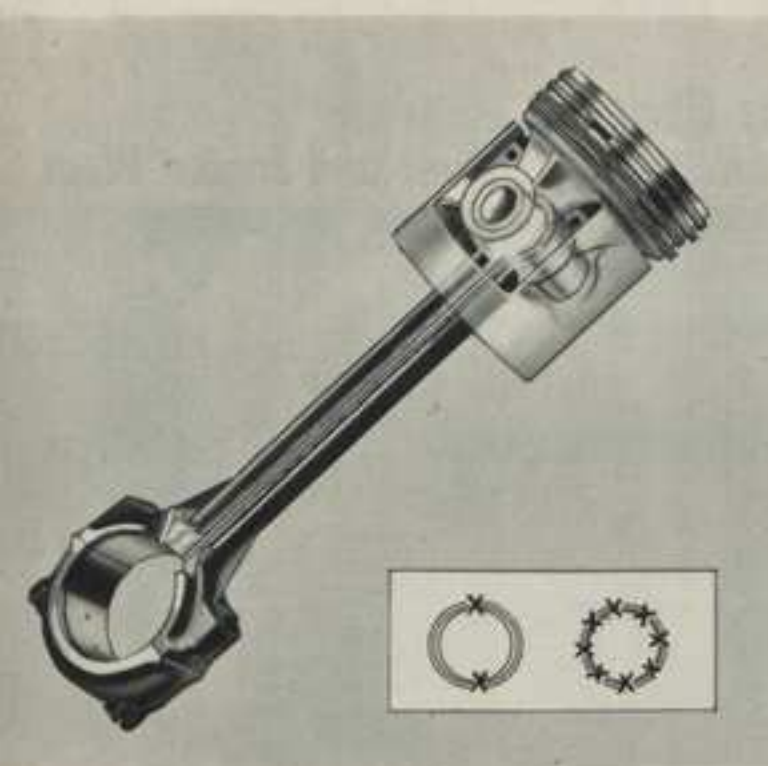


Cars with Only 3, 4 or 5 Main Bearings and Small Bearing Area—Can't Take It—Wear Out Fast



SCORE CARD						
	No. of Main Bearings	Main Bearing Area	Main Bearing on Each Side of Each Conn. Rod	No. of Main Bearings	Main Bearing Area	Main Bearing on Each Side of Each Conn. Rod
NASH LaFAYETTE	7	68.34		Hudson C. C. 8	3	42.36
Chevrolet Master De Luxe	4	42.12		Oldsmobile 80	3	35.29
Ford V-8—65	3	36.85		Packard 8	4	38.85
Hudson 112—80	3	42.86		Pontiac De Luxe 8	3	31.32
Mercury	3	39.48		NASH AMBASSADOR 6	5	51.17
Oldsmobile 80 and 70	4	31.24		Buick 60	3	35.47
Plymouth De Luxe	4	38.24		Chrysler Imperial	3	43.06
Pontiac Qual. and De L. 8	4	42.48		Hudson 8	3	40.74
Studebaker Commander	4	42.44		LaSalle V-8	3	33.88
NASH AMBASSADOR 8	7	68.34		Dodge-Deyher	4	36.30
Buick 40	3	32.24		Packard 8—120	3	37.75
Chrysler Royal	4	43.64		Studebaker President 8	3	35.11
DeSoto Custom	4	45.64				

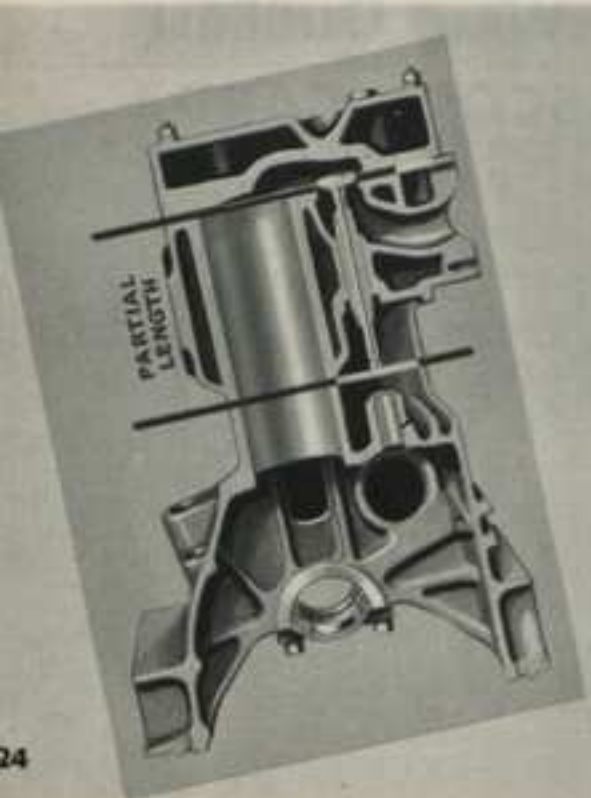
X-RAY SHOWS HIDDEN VALUES INCREASE NASH ENDURANCE SAVE REPAIRS



EVEN TODAY, MANY CARS ARE WITHOUT ALUMINUM PISTONS AND INVAR STRUTS

All Nash cars have aluminum alloy pistons with Invar Struts and 4 piston rings to insure maximum performance and economy. This type construction is endorsed and used by practically all of the higher priced cars. It insures that the piston seal is perfect at all times at all points with the cylinder walls. With ordinary aluminum pistons—pistons without Invar Struts—the pistons lack close conformity with the cylinder walls permitting development of "piston slap" . . . power loss . . . oil pumping which fouls plugs and valves and decreases efficiency.

X-RAY COMPARES FULL-LENGTH AND PARTIAL WATER JACKETING

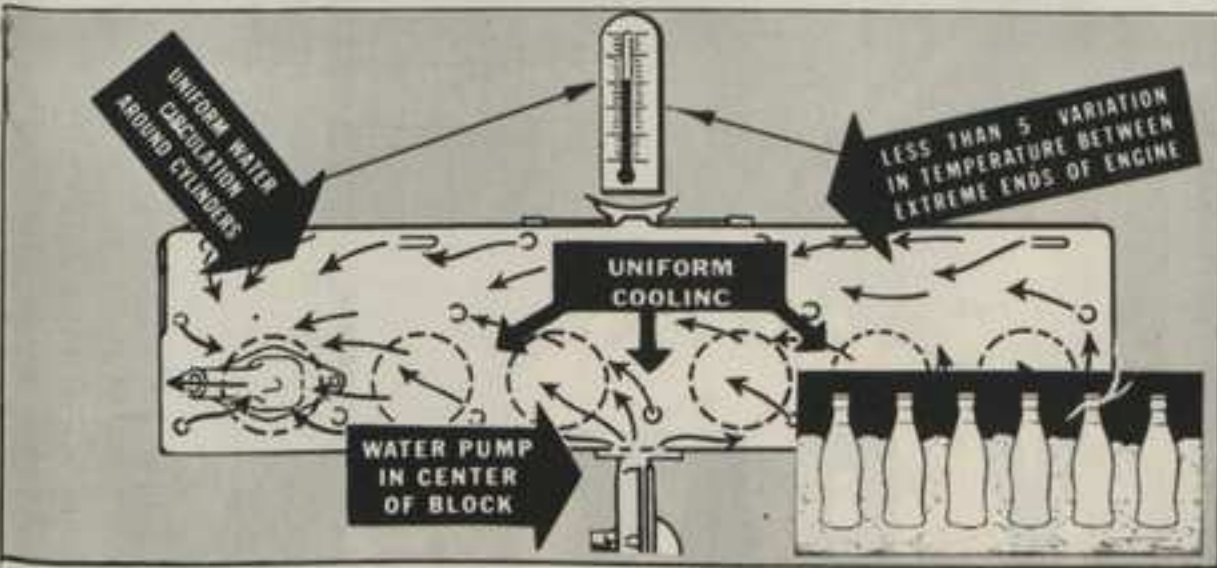


It is obvious that full-length water jacketing costs more, but this expensive car feature is another evidence of quality in all Nash cars. Covering the full length of the cylinders with even cooling, this construction prevents uneven heat expansion of the cylinder walls. It lowers oil temperature, assures quieter operation, improves lubrication and lengthens engine life.

Engines using only partial water jacketing are not as efficiently cooled and are subject to cylinder distortion and consequent noisy operation and wear. Oil runs hotter and does a less efficient lubricating job than in engines in which the cylinders are water-jacketed their entire length.

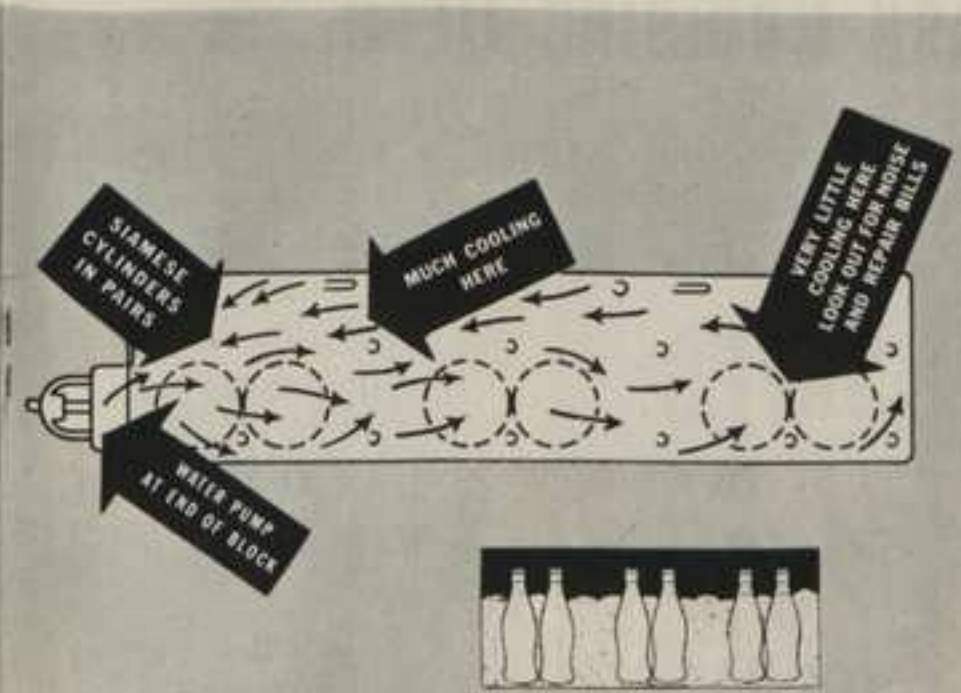


"BIRD'S-EYE" X-RAY OF NASH COOLING SYSTEM SHOWS HOW COMPLETE WATER CIRCULATION MAINTAINS UNIFORM TEMPERATURE IN EACH INDIVIDUAL CYLINDER



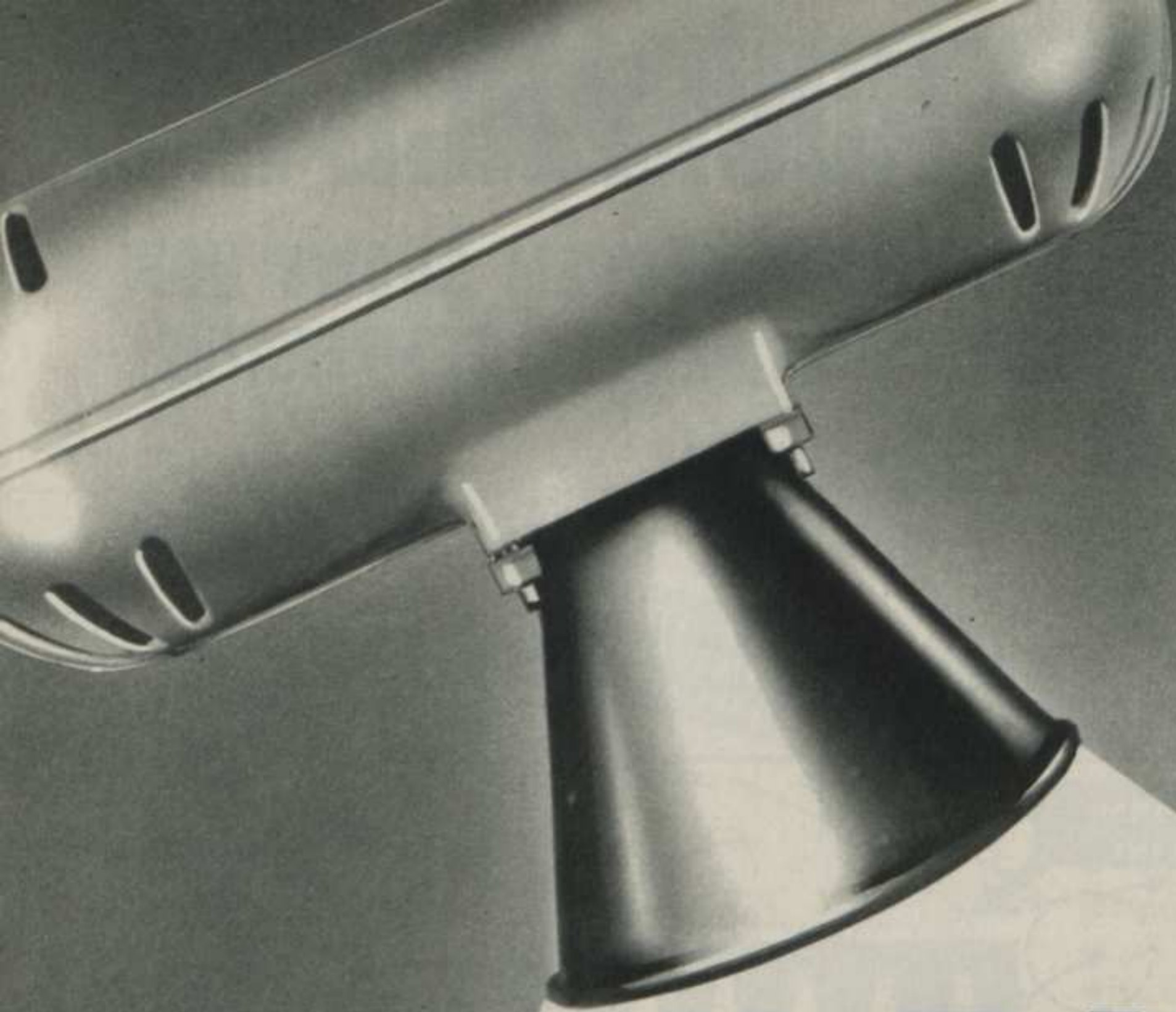
Like milk bottles individually packed around with ice, each Nash cylinder presents its full circumference to the flow of cooling water around it. Expensive cars like Cadillac, LaSalle and Lincoln have this construction. Cylinders so cooled maintain their round shape, thus retain compression seal to provide oil and gas economy. Some engines with old-fashioned cooling systems have cylinders cast in pairs which are impossible to cool 100%. This is true of many cars. Failure to completely cool cylinders all around often results in heat distortion, which makes hot-running engines, oil hogs, with sloppy operation and wasteful loss of power and noisy operation.

AND HERE'S WHAT THE X-RAY REVEALS ABOUT MANY OTHER COOLING SYSTEMS



SCORE CARD

	Aluminum Pistons with Invar Struts	Full-Length Water Jacketing	Completely Cooled Cylinders	Score Total
NASH LaFAYETTE				3
Chevrolet Master De Luxe	Cast-Iron			2
Dodge				1
Ford V-8-48	Steel			2
Hudson "112"-90				0
Mercury	Steel			2
Oldsmobile 60 and 70				2
Plymouth De Luxe				1
Pontiac Qual. and De L. 8	Cast-Iron			2
Studebaker Commander				1
NASH AMBASSADOR 8				3
Buick 40				1
Chrysler Royal				1
DeSoto Custom				1
Hudson CC-4				0
Oldsmobile 80				2
Packard 8				1
Pontiac De Luxe 8	Cast-Iron			2
NASH AMBASSADOR 8				3
Buick 60				1
Chrysler Imperial				1
Hudson 8				0
LaSalle V-8				2
Lincoln-Zephyr	Steel			2
Packard 8-120				1
Studebaker President 8				1

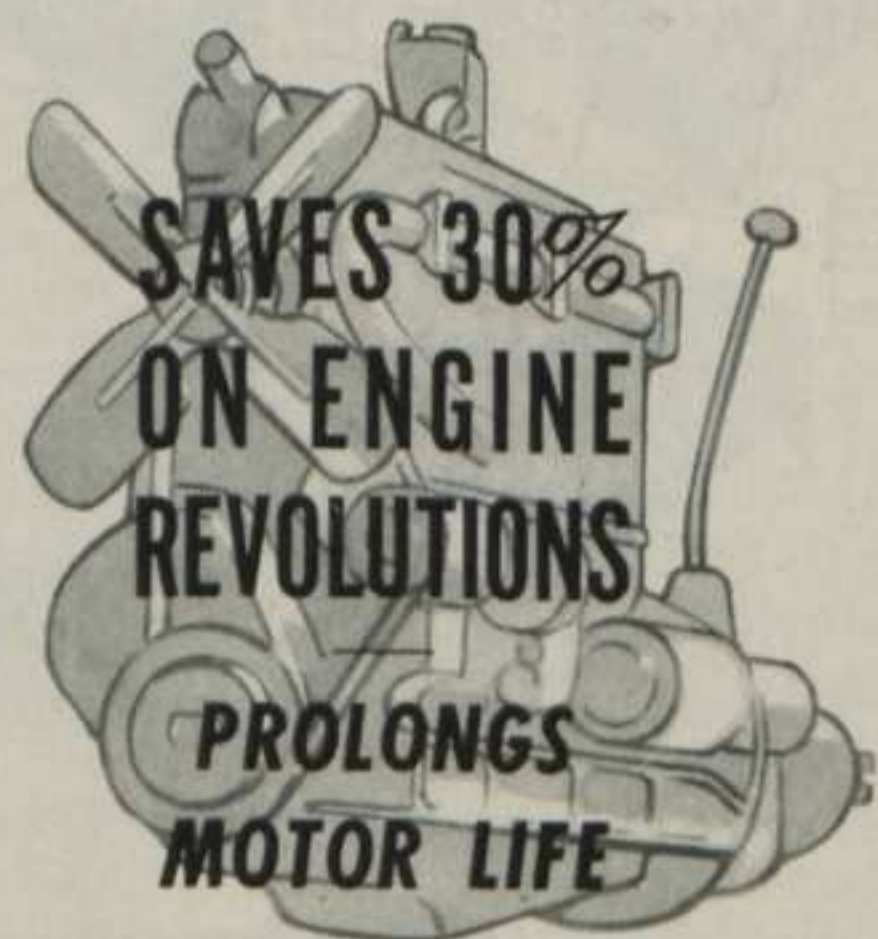
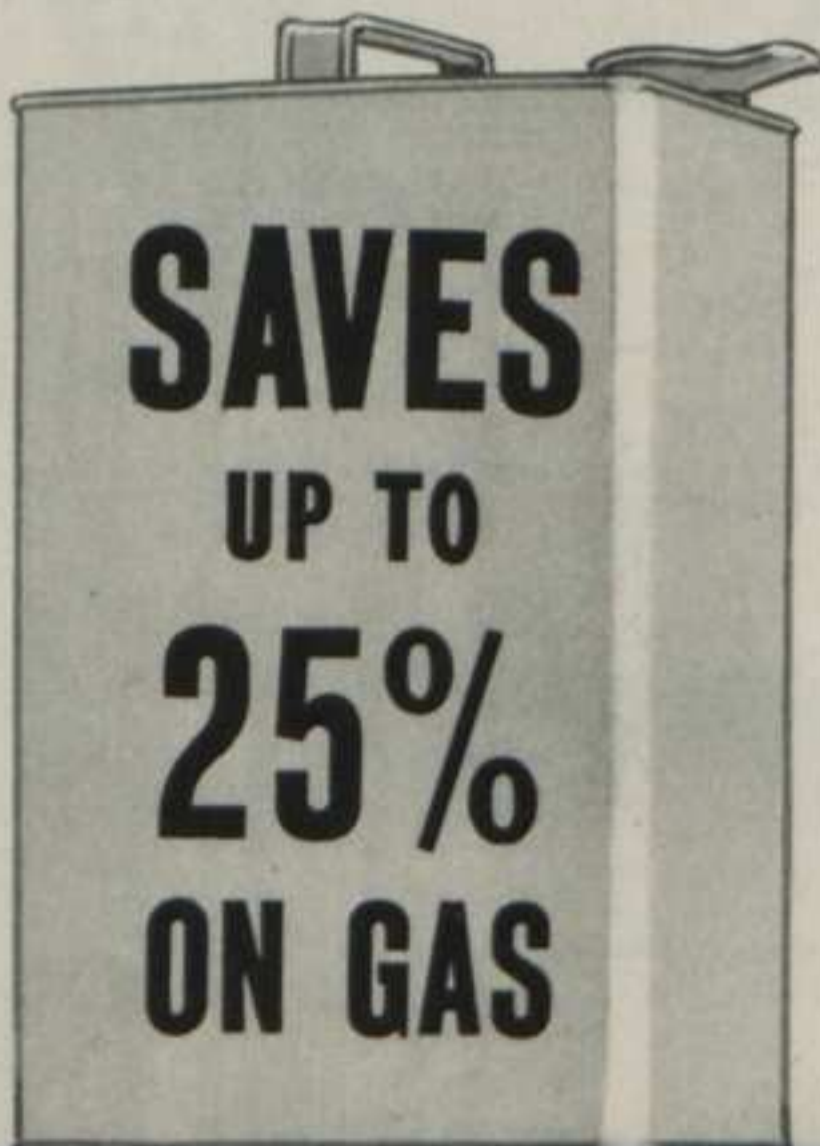


X-RAY

EXAMINES EXTRA VALUES

OF NASH CRUISING GEAR

OF FOURTH
SPEED
FORWARD



10 . 20 . 40 . 60 . 80 . 90 . 100

WHEN CRUISING GEAR GOES INTO ACTION-

Wonders begin to HAPPEN!



YOU FEEL LIKE YOU'RE *Riding on Air!*

You'll get the thrill of your life when Nash's Automatic Cruising Gear puts wings on your car! Cloaked in silence, with engine revolutions reduced by 30%, you sweep along so smoothly and quietly you feel like you're riding on air!



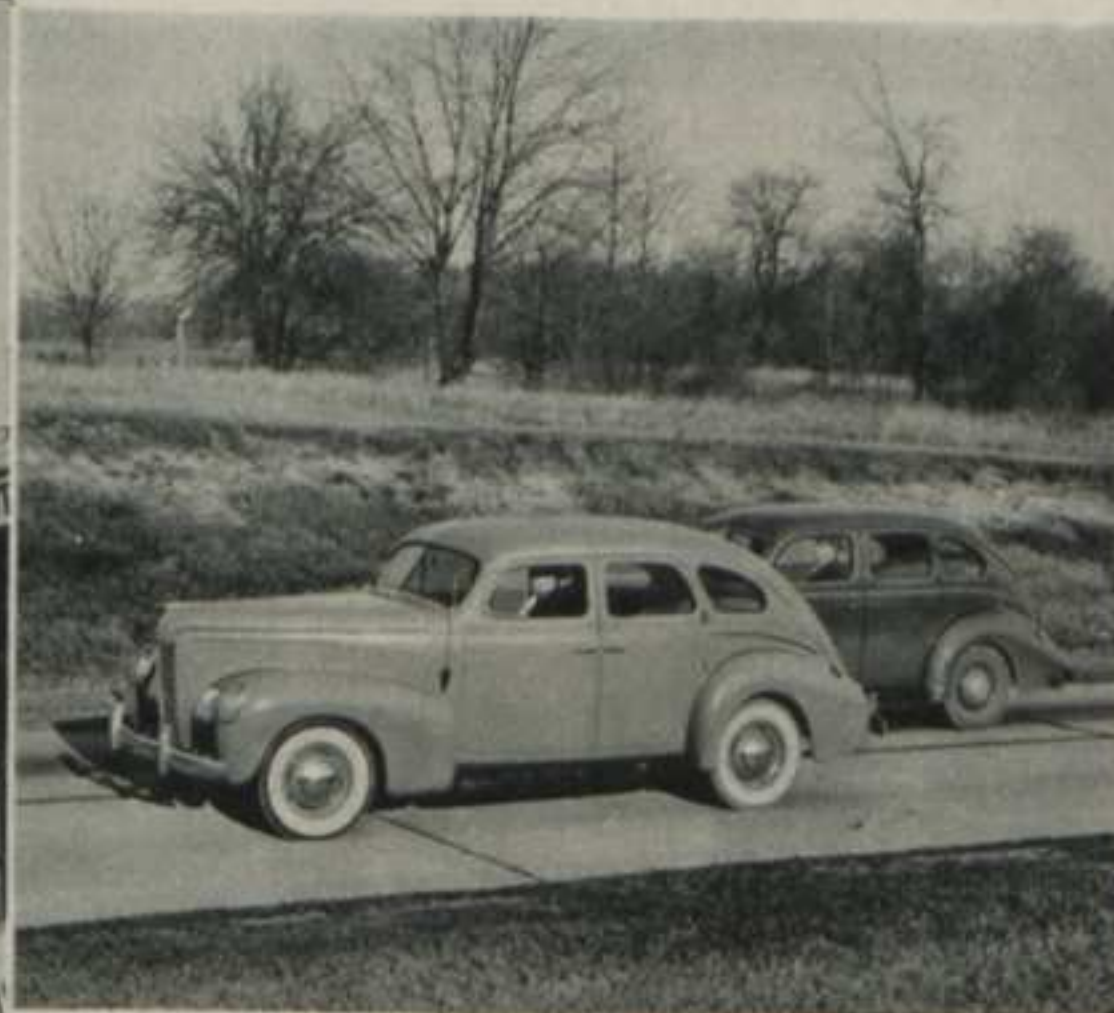
YOUR ENGINE SEEMS TO "SLEEP" AS THE MILES GO BY

So smooth and vibrationless is the engine in Cruising Gear that you would think the engine asleep except for the miles fleeting by. You seem completely unaware of engine labor, speed or effort.



YOU'RE GETTING 4 TO 5 MORE MILES PER GALLON OF GAS

Naturally with reduced engine speed you'll use less gasoline every mile you travel. Owners say that Nash Automatic Cruising Gear gives them 4 to 5 more miles per gallon, out on the highway.



EFFORTLESSLY YOU PASS OTHER CARS ON THE ROAD

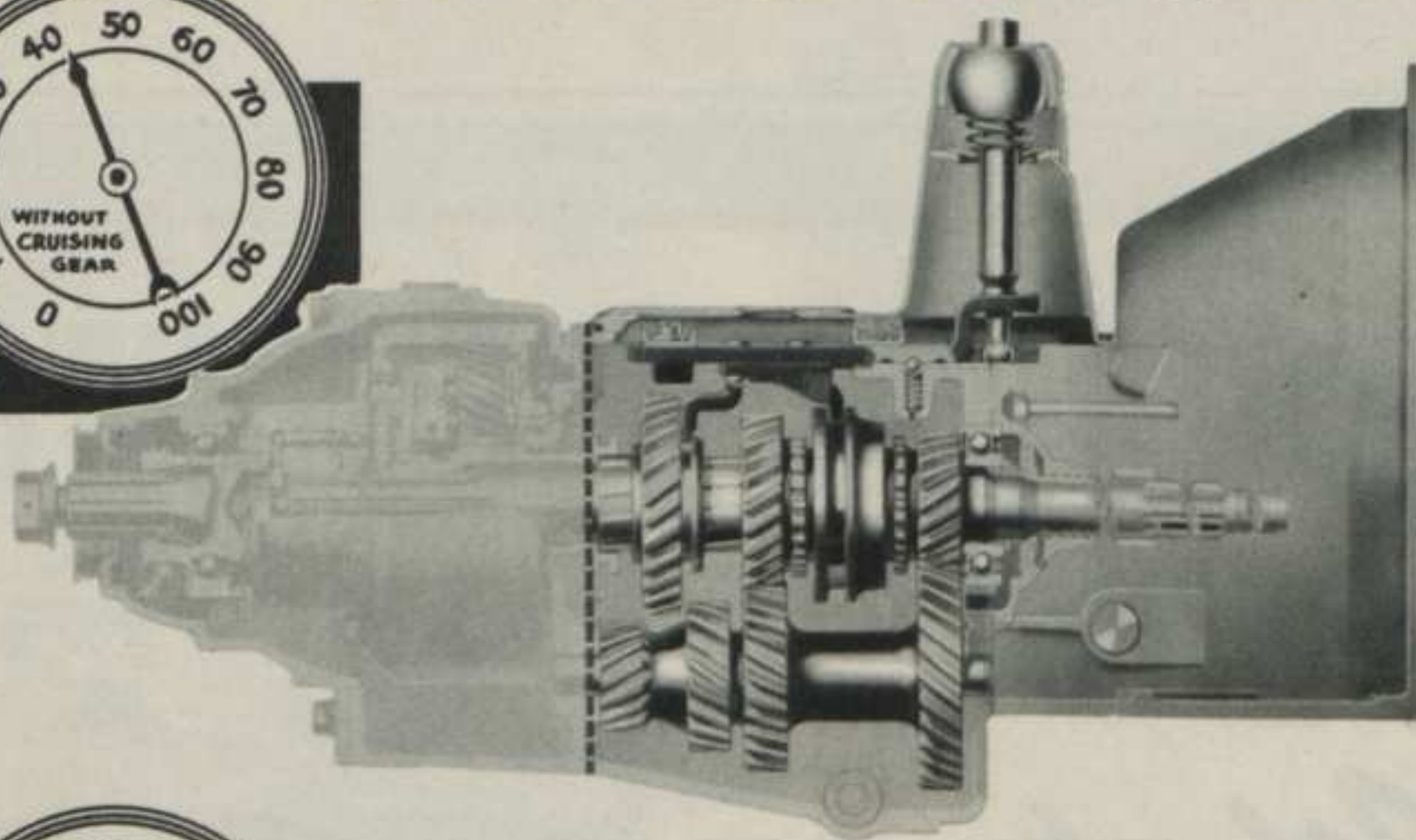
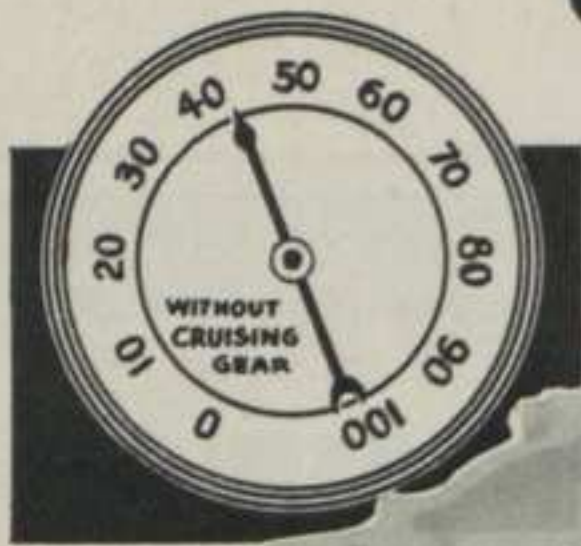
With almost magic ease you sweep past other cars on the road. Nash Cruising Gear also provides a dual ratio for hill-climbing and acceleration with an overdrive SECOND GEAR attaining up to 70 miles an hour in a few seconds . . . with smoothness and ease that is a revelation to experience!



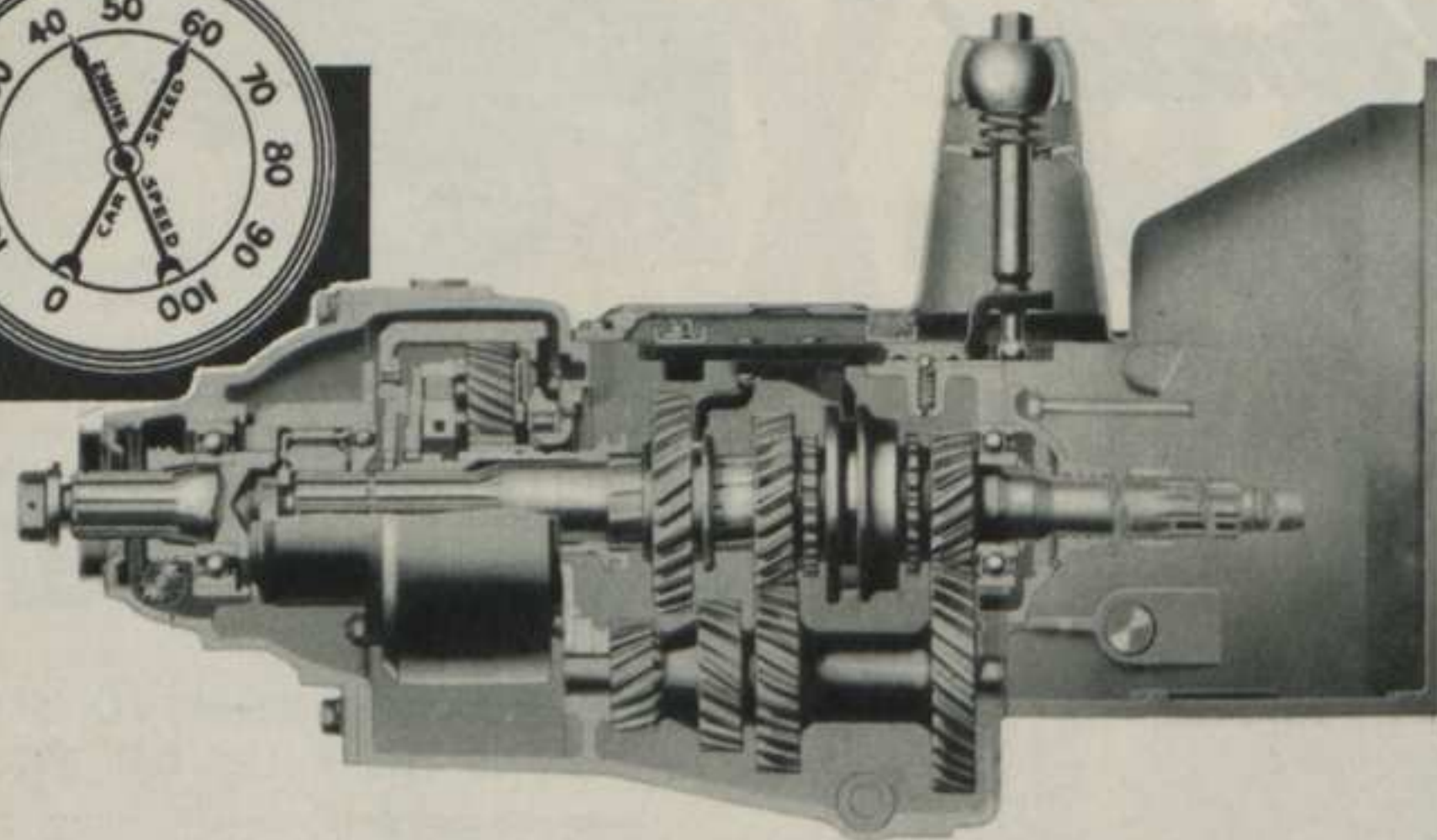
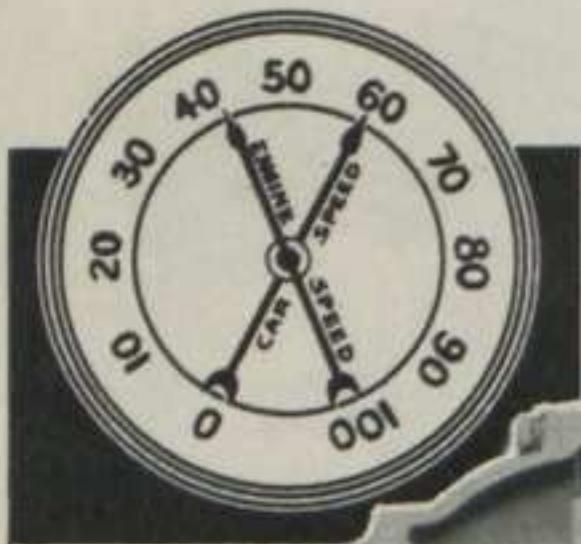
YOU FEEL RELAXED AND RESTED AFTER LONG DRIVES

Cruising Gear climaxes the features that contribute to Nash's "fatigue proof" ride. At 30% reduced engine speed, vibration and pulsation are totally absent and you arrive at your destination feeling fresh and relaxed even after longest trips.

X-RAY SHOWS HOW EXTRA GEAR SAVES ENGINE WEAR

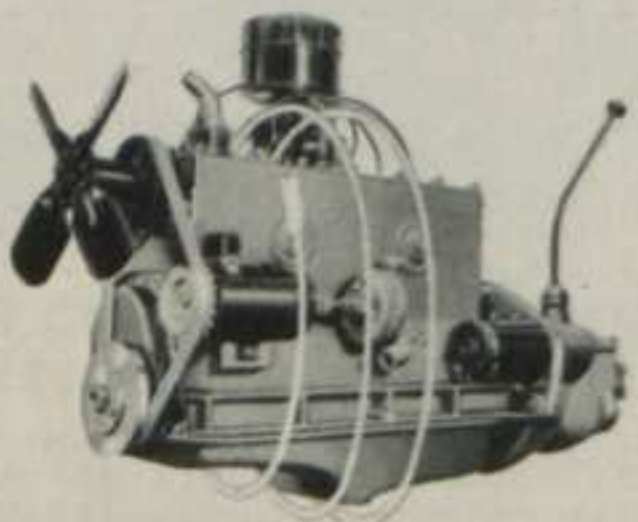
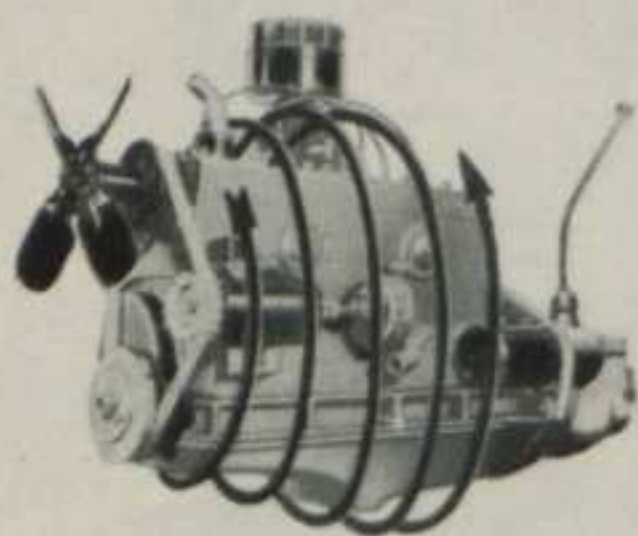


IN LOWER SPEED RANGES, CAR IS DRIVEN THROUGH REGULAR GEARS



CRUISING GEAR ENGAGES AUTOMATICALLY... REDUCES ENGINE REVOLUTIONS—PROLONGS MOTOR LIFE

IT'S JUST SIMPLE ARITHMETIC



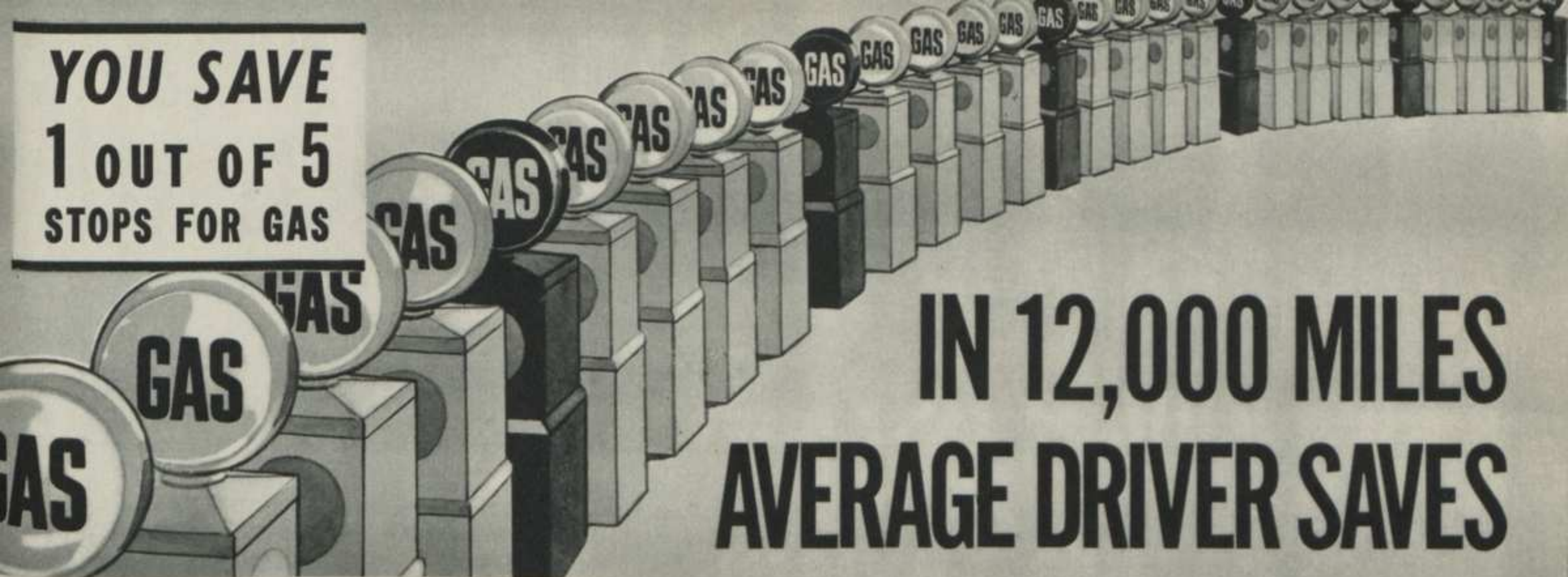
WITHOUT CRUISING GEAR

in operation your engine makes 4.1 revolutions to 1 turn of the wheels... requires more gas and oil at high speed, runs faster.

WITH CRUISING GEAR

in operation the same engine makes only 2.9 revolutions to 1 turn of the wheels. The difference: 30% less effort and engine wear at cruising speeds.


**YOU SAVE
1 OUT OF 5
STOPS FOR GAS**



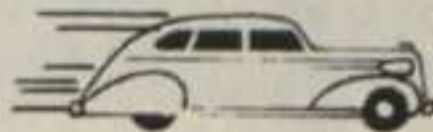
**IN 12,000 MILES
AVERAGE DRIVER SAVES**

180 GALLONS OF FUEL WITH NASH FOURTH SPEED FORWARD

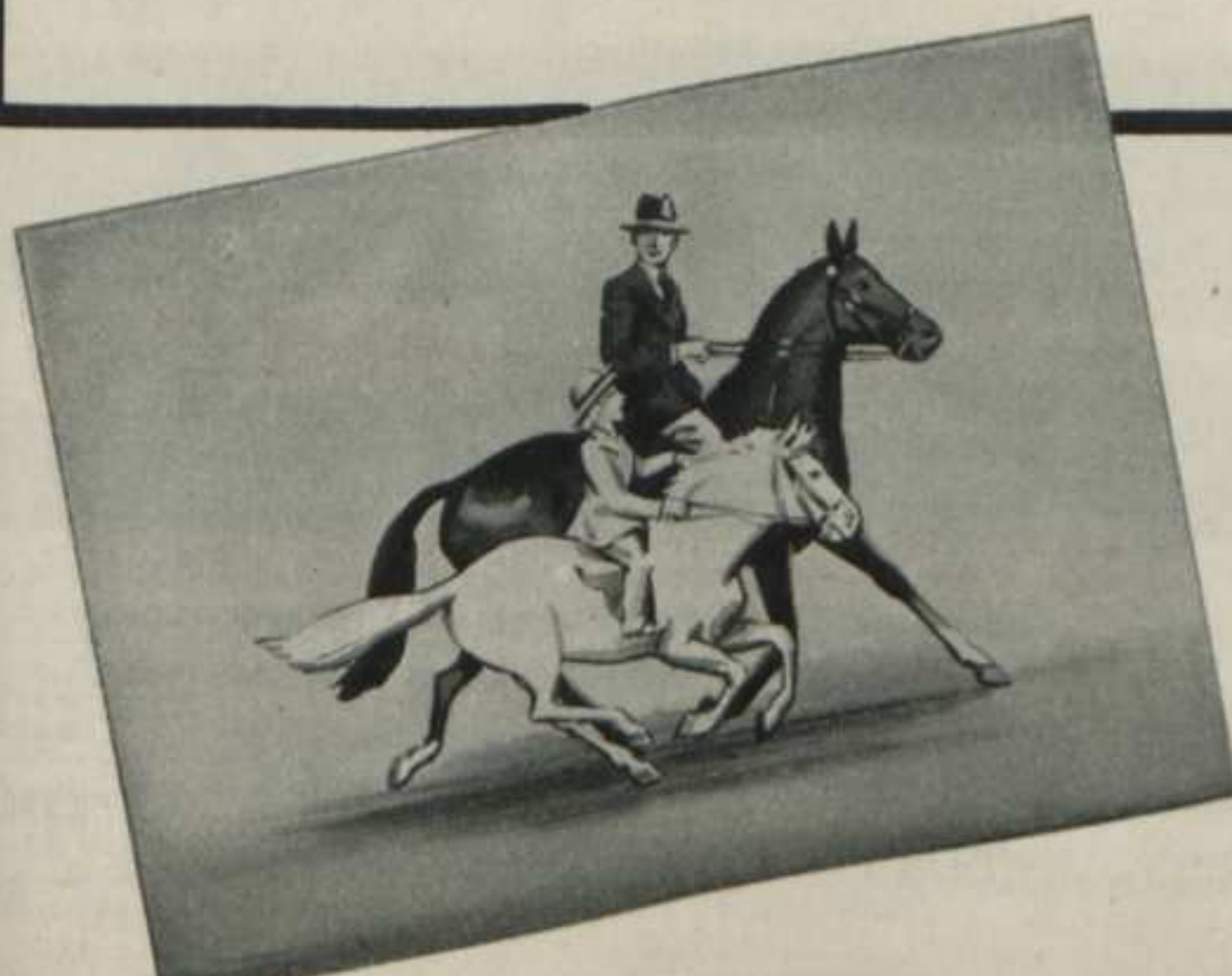
**In effect, you get two gallons *FREE* with every
10 gallons of gas you buy!**

Without CRUISING GEAR 

**A CAR CAN GO ONLY THIS FAR
ON A GALLON OF GASOLINE**

BUT *With* CRUISING GEAR OPERATING 

**THE SAME CAR CAN GO THIS FAR ON
A GALLON OF GASOLINE**

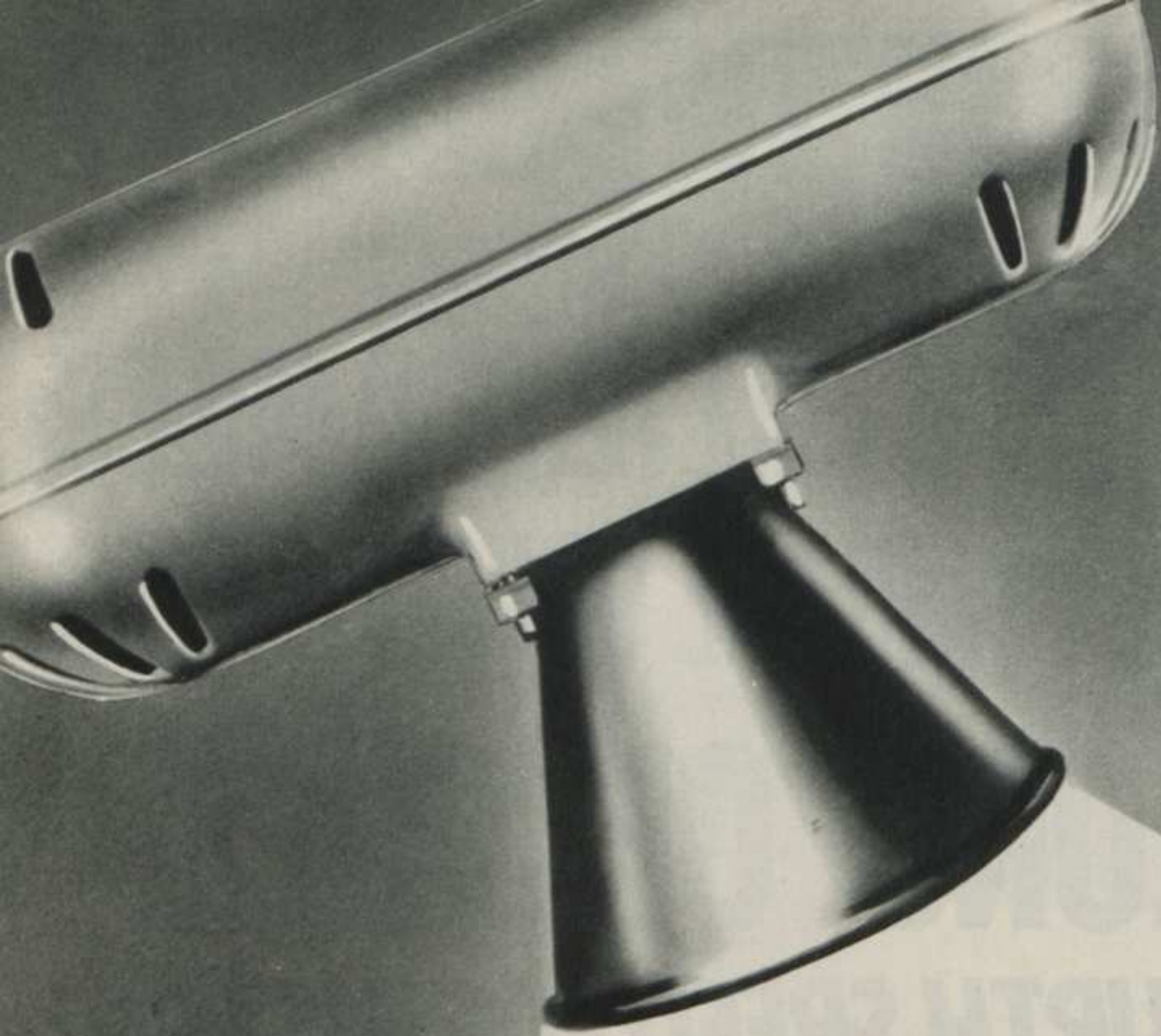


Without Cruising Gear the engine of a car might be compared to a short-legged pony that must take 4.1 steps to cover a given distance.

With Cruising in operation the engine of your Nash or Nash-Lafayette is like a long-legged racing horse that covers the same distance in less than three easy strides.

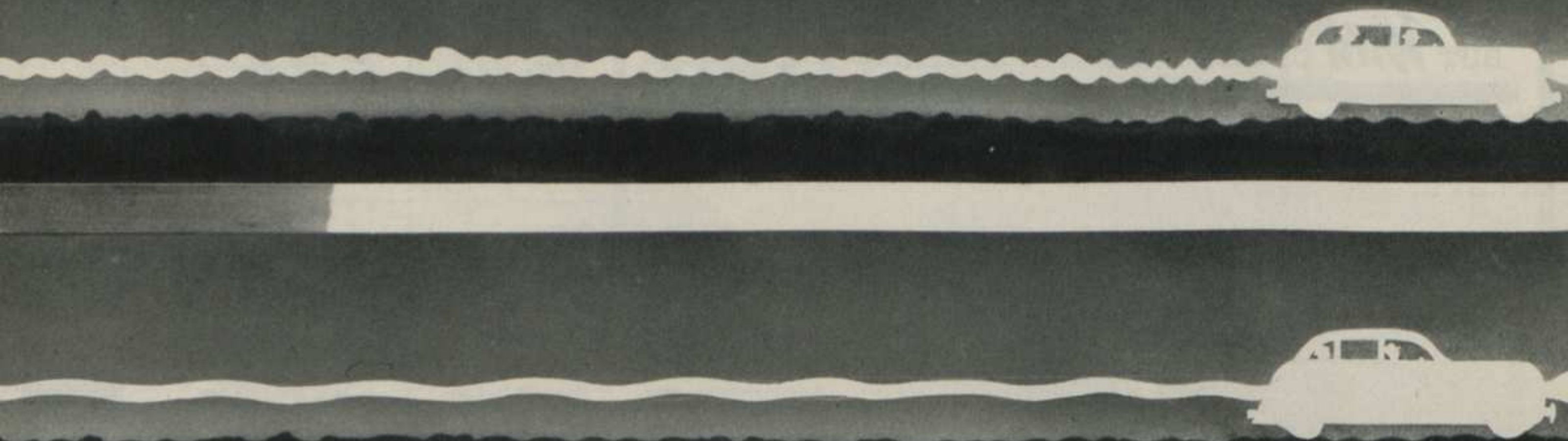
SCORE CARD

	Cruising Gear Optional		Cruising Gear Optional
NASH LaFAYETTE		Chrysler Royal	
Chevrolet Mstr. De L.		DeSoto Custom	
Dodge		Hudson CC-6	
Ford V-8—85		Oldsmobile 80	Auto. Trans.
Hudson "112"—90		Packard 6	
Mercury		Pontiac De Luxe 8	
Oldsmobile 60		NASH AMB. 8	Std. Equip.
Oldsmobile 70	Auto. Trans.	Buick 60	
Plymouth De Luxe		Chrysler Imp.	
Pontiac Quality 6		Hudson 8	
Pontiac De Luxe 6		Lincoln-Zephyr	
Studebaker Comm.		Packard 8—120	
NASH AMB. 6		Studebaker Pres. 8	
Buick 40			



X-RAY

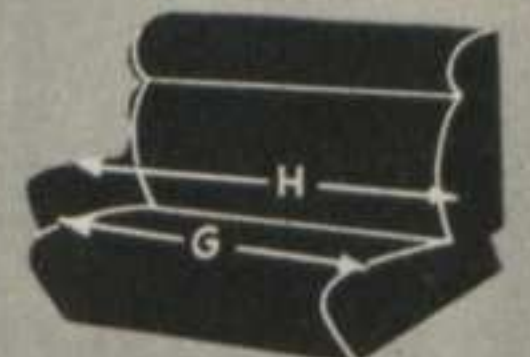
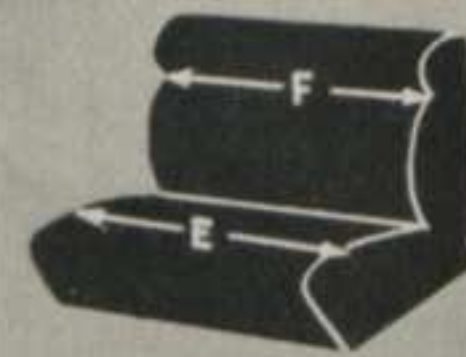
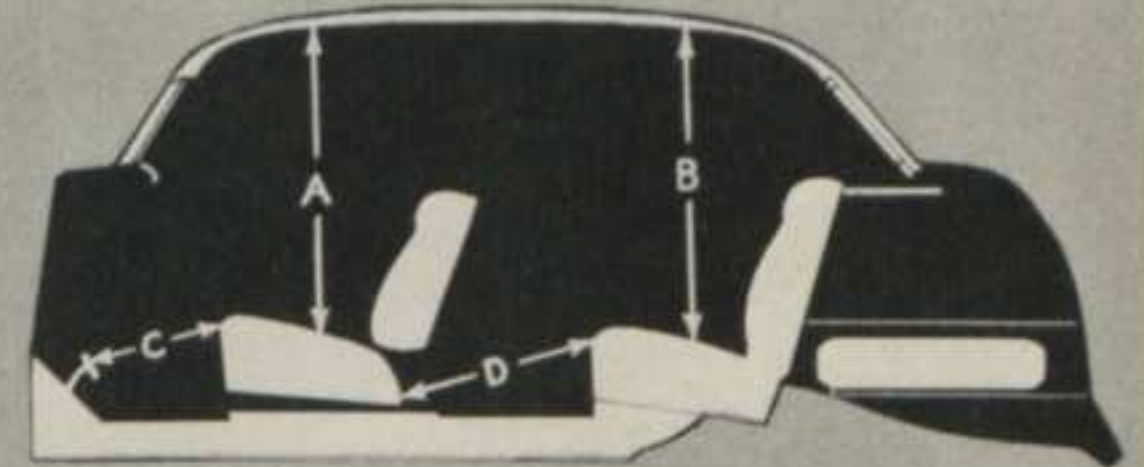
TELLS SECRETS OF MODERN CAR COMFORT



Illustrations above reveal how engineers "photograph" the riding qualities of a car. A time exposure of a moving car with a fixed light on the side traces a white line on the film, which records the jarring movements of a car

on the road. Compare the slightly wavy line in the picture at top (which illustrates the Nash comfort ride) with the jittery, erratic line below characteristic of the discomforting jolts recorded in many older model cars in daily use.

THE INSIDE STORY OF RELAXED AND RESTFUL RIDING



WILD CLAIMS CAN'T FOOL A TAPE MEASURE!

X-RAY QUICKLY TELLS THE STORY

	SEATING WIDTH FRONT E	SHOULDER ROOM FRONT F	HEAD ROOM FRONT A	LEG ROOM FRONT C	SEAT WIDTH REAR G	ELBOW ROOM REAR H	HEAD ROOM REAR B	LEG ROOM REAR D
NASH—ALL SERIES	54"	55½"	38"	18¾"	50"	60¾"	36"	26"
Chevrolet Master De Luxe	50"	53"	36"	17"	46½"	55½"	36"	23"
Dodge	54"	54"	39½"	17¼"	48¼"	55¾"	36¾"	20"
Ford V-8—85	50"	51"	37"	18"	50"	52¼"	36"	17"
Hudson "112"—90	54"	57"	35¼"	16½"	47½"	58¼"	35½"	20"
Mercury	55"	55"	37"	19½"	49½"	57"	36"	17"
Oldsmobile 60	49¼"	52"	35½"	18"	46½"	56"	36¼"	22"
Oldsmobile 70 and 80	54"	55"	35½"	16"	48"	56¼"	35"	20"
Plymouth De Luxe	51¾"	54"	37½"	17"	48½"	56½"	36"	20"
Pontiac Quality 6	51½"	52½"	34¼"	17½"	46½"	55¼"	35¼"	22¾"
Pontiac De Luxe 6	54"	55"	34¾"	18¾"	48"	55½"	35"	20"
Studebaker Comm. and Pres.	53¾"	54"	37"	17¼"	47"	57"	34"	18"
Buick 40 and 60	54"	55"	35"	18¾"	47¾"	56½"	35"	21"
Chrysler Royal and Imperial	53½"	54½"	37½"	17¾"	48"	55½"	36"	19½"
DeSoto Custom	54"	53¾"	38½"	17"	48"	55¼"	36½"	20"
Hudson CC—6 and 8	55½"	56½"	38"	16½"	47½"	58½"	35¾"	20"
Packard 6 and 8—120	54"	55½"	36½"	18½"	47¾"	60¼"	34¼"	20"
LaSalle V-8	54"	55½"	35½"	18"	47½"	56"	34½"	21"
Lincoln-Zephyr	55¾"	56¼"	35"	18"	51½"	55¼"	35¼"	24"

X-RAY REVEALS "MUSTS" OF MOTORING COMFORT



1 MID-SECTION SEATING
All seats cradled in Middle Zone, well ahead of rear axle . . . "Shockline" prevents pitching, bouncing and fatigue

2 EQUAL RATE SPRINGING FRONT AND REAR

3 BALANCED WEIGHT DISTRIBUTION

Equalized on all four wheels as well as front and rear wheels, for bounce-free, levelized riding comfort

ACTUAL WEIGHT		ON EACH WHEEL ABOVE
RIGHT FRONT . . .	918	LBS.
LEFT FRONT . . .	918	LBS.
RIGHT REAR . . .	892	LBS.
LEFT REAR	892	LBS.
TOTAL . .		3620 LBS.

Shows How Nash Synchronized Pre-lubricated Springs Combine Knee-Action Advantages

—with the extra safety of a strong front axle



COMPARE—

How Nash with one wheel on the curb preserves the level position of the body in the same manner as the "knee action" car illustrated at right. The Nash synchronized, pre-lubricated springing makes possible the use of a strong front axle.

Special spring leaf lubricant gives Nash springs uniformly soft and resilient action. Spring leaf inserts of lubricated bearing metal reduce friction, insure quiet, easy action for thousands of miles.

40% LONGER REAR SHOCKS

Super double-acting hydraulic shock absorbers 40% larger than last year mounted at right angles to the frame provide better spring control . . . utmost comfort.



NASH-BUILT CARS ALONE HAVE THESE LEVELIZED RIDING FEATURES

Nash's famous Ride Stabilizer combines with synchronized pre-lubricated springs, longer rear shocks and "Sea Leg" shock absorbers at the front to give the finest roadability on wheels. The "Sea Leg" shocks are mounted at an angle to absorb both up-and-down movement and sideways as well. It is a combination that not only provides extra comfort but a definite safety factor against accident, the majority of which in highway travel occur on curves.

X-RAY SHOWS COMFORT EXTRAS IN NASH-BUILT LUXURY RIDE



CHAIR-HEIGHT SEATS—CORRECT POSTURE SEAT CUSHIONS AND SEATS



CHAIR-HEIGHT SEATS



WIDER REAR DOORS

For correct posture and restful comfort while riding, scientific experiment has proved that car seats should be chair height—high enough to keep the tip of the spine on a level with the knee. But only cars, which have extra head-room, like Nash, can give you chair-high comfort.

Nash's adjustable seat provides perfect comfort for tall or short drivers. It slides back and forth but the angle of the seat can be changed as desired.

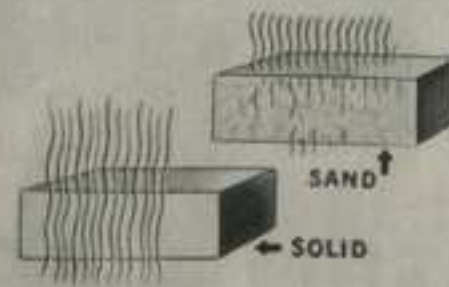
Here's further proof of Nash's extra comfort. Compare these two doors. See how one has been cut down so that there is hardly room to get your feet through at the floor line. Now look at the big Nash door. Not only plenty of room to enter and leave, but in extra wide Nash doors you can lower windows all the way for perfect summer ventilation.

NEW SPONGE FOAM SEATS MADE OF RUBBER THAT BREATHES!

Imagine soft billowy seats of Sponge Foam rubber that are more comfortable than your favorite arm chair at home! So soft is Sponge Foam that it readily adapts itself to the human body so you SIT IN the seats not on them...relieving nerve pressure and muscle tautness—a source of riding fatigue. Made of pure rubber and composed of thousands of interconnecting air cells, these cushions actually breathe and are comfortable the year 'round. *Std. equipment on the Ambassador Eight.



X-RAY SHOWS HOW NASH ENGINEERS THE QUIETEST CARS EVER BUILT!



The combination of exclusive Sand-Mortex insulation, Fabreeca Spring Mountings and double cowl insulation pads make Nash cars the quietest on the road!

SCORE CARD

	Sponge Foam Seats Optional	Sand Mortex Sound-Proofing	Double Cowl Insulation	Fabreeca Spring Mountings	Score Total
NASH LaFAYETTE*					4
Chevrolet Master De Luxe					0
Dodge					
Ford V-8—85					
Hudson "112"—80					1
Mercury					0
Oldsmobile 60 and 70					0
Plymouth De Luxe					0
Pontiac Qual. and De L. 6					0
Studebaker Commander					0
NASH AMBASSADOR 6					4
Buick 40					0
Chrysler Royal					0
DeSoto Custom					0
Hudson C.C. 6					1
Oldsmobile 80					0
Packard 6					0
Pontiac De Luxe 8					0
NASH AMBASSADOR 8	Standard				4
Buick 60					0
Chrysler Imperial					0
Hudson 8	Standard				1
LaSalle V-8					0
Lincoln-Zephyr					0
Packard 8—120					0
Studebaker President 8					0

*Double cowl insulation and Fabreeca spring mountings on De Luxe Series Lafayette and Ambassador Six and Eight.



X-RAY

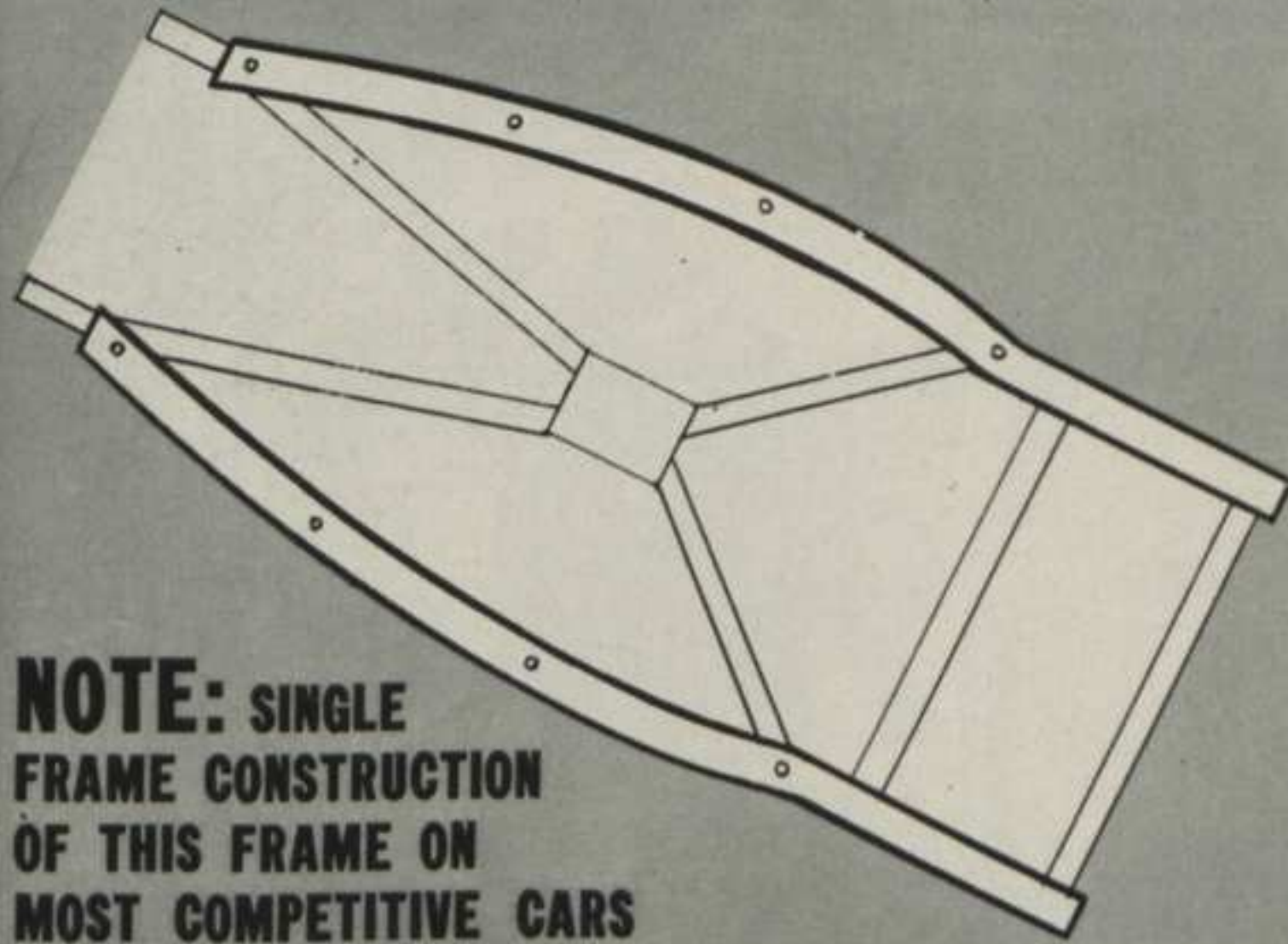
COMPARES SAFETY FACTS



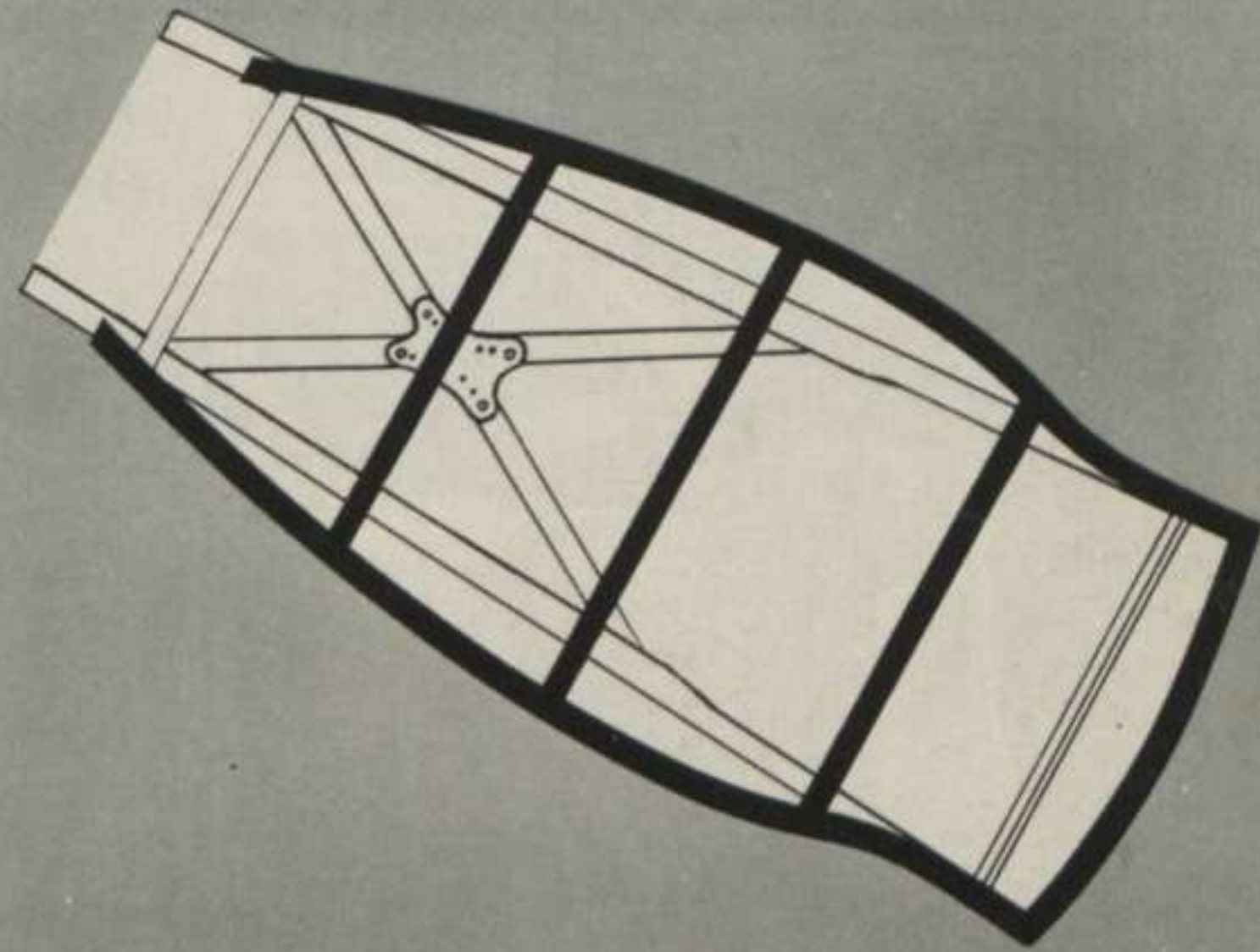
YOUR FAMILY

**DESERVES THE
WORLD'S SAFEST
MOTOR CAR**

X-RAY SEES AMAZING DIFFERENCE IN FRAMES



NOTE: SINGLE FRAME CONSTRUCTION OF THIS FRAME ON MOST COMPETITIVE CARS



PLACED UNDER A BODY, THIS FRAME LEAVES THE ENTIRE REAR END BEYOND THE AXLE WITHOUT SUPPORT



NASH DOUBLE FRAME STRONGEST, MOST RIGID CONSTRUCTION IN THE INDUSTRY

In most cars, the body is mounted directly on a frame with **CURVED** members, which lack the strength of box-type members. Note, in the diagram at right how Nash employs a **DOUBLE** frame — attaching the body to a curved unit which is then secured to a box section frame, producing a twist-proof foundation that is the most sturdy and rigid in the industry.

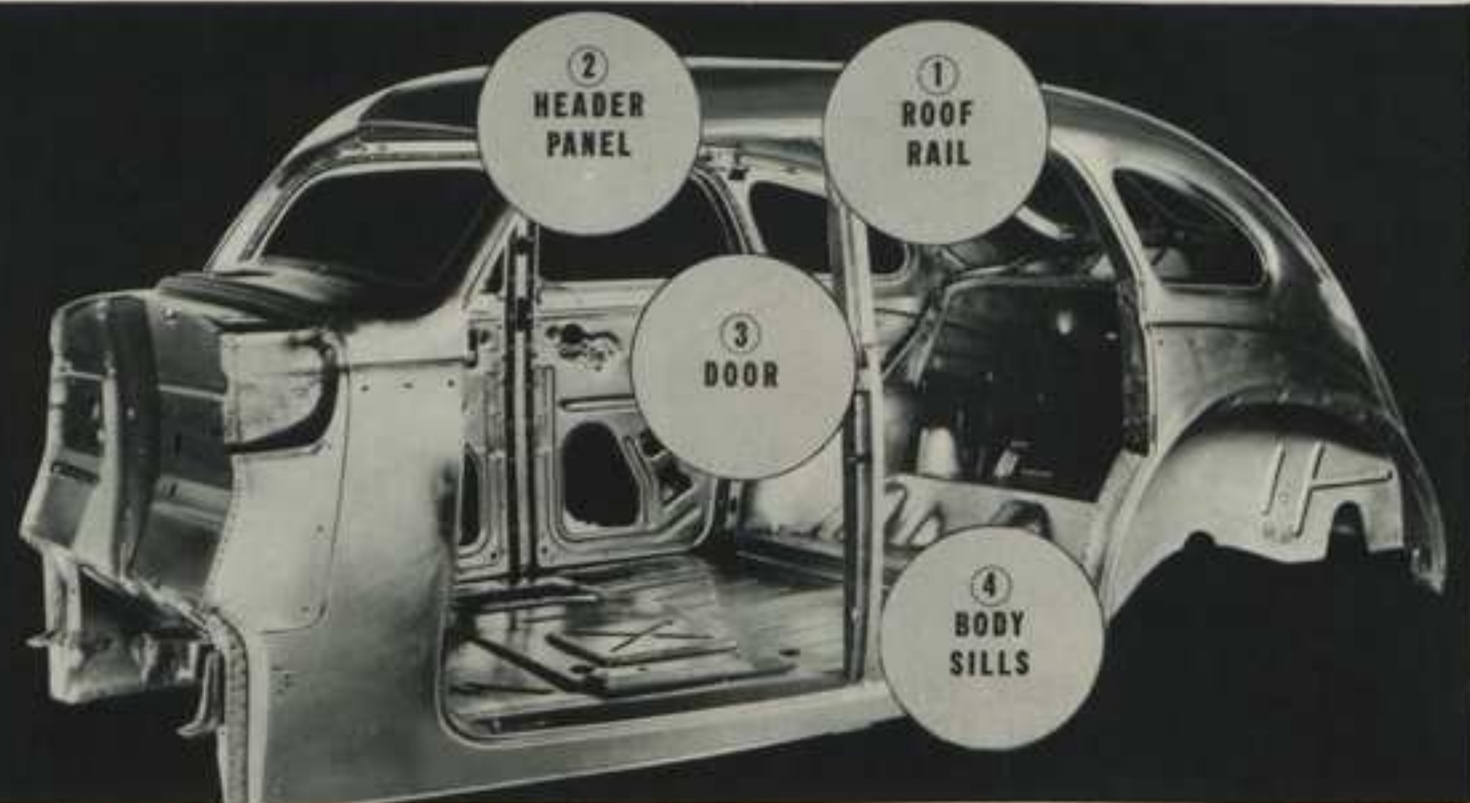
SCORE CARD

	FULL LENGTH FRAME	DOUBLE FRAME CONST.		FULL LENGTH FRAME	DOUBLE FRAME CONST.
NASH LaFAYETTE	■	■	DeSoto Custom	■	■
Chevrolet Master De Luxe	■	■	Hudson CC6	■	■
Dodge	■	■	Oldsmobile 80	■	■
Ford V-8—85	■	■	Packard 6	■	■
Hudson 112—90	■	■	Pontiac De Luxe 8	■	■
Mercury	■	■	NASH AMBASSADOR "8"	■	■
Oldsmobile 60 and 70	■	■	Buick 60	■	■
Plymouth De Luxe	■	■	Chrysler Imperial	■	■
Pontiac Qual. and De L. 6	■	■	Hudson Eight	■	■
Studebaker Comm.	■	■	LaSalle V-8	■	■
NASH AMBASSADOR "6"	■	■	Lincoln-Zephyr	■	■
Buick 40	■	■	Packard 8—120	■	■
Chrysler Royal	■	■	Studebaker Pres. 8	■	■

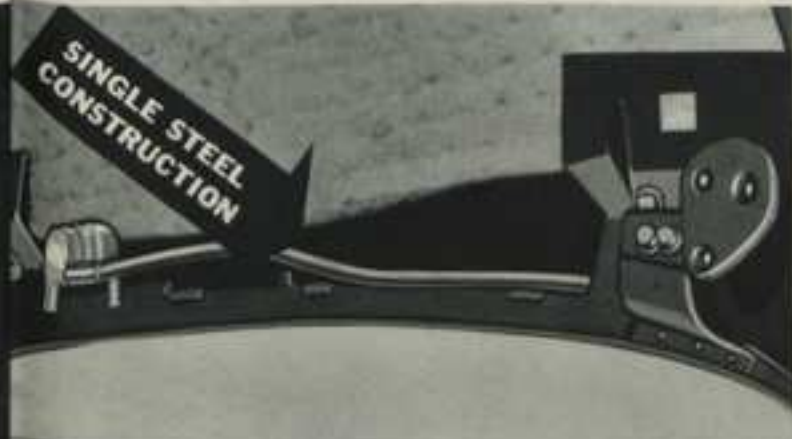
NOTE: THE REAR BUMPERS ARE ATTACHED DIRECT TO BODY

X-RAY BARES VITAL WEAKNESSES OF SOME "ALL-STEEL" BODIES

NO CAR BODY IS SAFER THAN ITS WEAK SPOTS (CHECK THEM ALL CAREFULLY!)



X-RAY COMPARES HEADER PANELS
CHOOSE FOR SAFETY!



The front header panel in a steel body is subjected to great stress in case of accident. Would you feel that the narrow header panel above provided sufficient protection for you and your family?

Nash uses the strongest double steel crch header panel ever built into an automobile body. Note the width and sturdiness of this unit pictured above. Compare it with the narrow type of header panel.

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X-RAY COMPARES ROOF RAILS Choose for Safety

NASH-BUILT WIDE BODY SECTION ROOF RAILS

Safety first is a good rule! As an example of the greater strength and protection that Nash builds into its bodies, compare the wide, heavy complete Nash box-section roof rail construction shown at left with the frail flange type method shown at the right. Nash provides strength where it is most needed—to better resist twisting strains and insure greater protection in case of severe impact. The X-Ray reveals Nash's extra value in roof rail construction . . . which provides extra safety.



X-RAY COMPARES TWO STEEL DOORS



X-RAY COMPARES TWO BODY SILL TYPES



See with your own eyes that Nash cars have the strongest body sill construction found in any car. The cross-section photo at left shows Nash using complete box-type

construction, the sturdiest known. At right, you see the U-channel type used by most other manufacturers, and which is not at all comparable for strength or rigidity.

SCORE CARD

	BOX SECTION ROOF RAILS	DOUBLE WINDSHIELD HEADER	BOX SECTION BODY SILLS	TOTAL
NASH LaFAYETTE	1	1	1	3
Chevrolet Master De Luxe	0	0	0	0
Dodge	0	0	0	0
Ford V-8—85	0	0	0	0
Hudson "112"—90	0	0	0	0
Mercury	0	0	0	0
Oldsmobile 80 and 70	0	0	0	0
Plymouth De Luxe	0	0	0	0
Pontiac Qual. and De L. 6	0	0	0	0
Studebaker Commander	0	0	0	0
NASH AMBASSADOR 6	1	1	1	3
Buick 40	0	0	0	0
Chrysler Royal	0	0	0	0
DeSoto Custom	0	0	0	0
Hudson C.C. 6	0	0	0	0
Oldsmobile 80	0	0	0	0
Packard 6	0	0	0	0
Pontiac De Luxe 8	0	0	0	0
NASH AMBASSADOR 8	1	1	1	3
Buick 60	0	0	0	0
Chrysler Imperial	0	0	0	0
Hudson 8	0	0	0	0
LaSalle V-8	0	0	0	0
Lincoln-Zephyr	0	0	0	0
Packard 8—120	0	0	0	0
Studebaker President	0	0	0	0

X-RAY SCANS BRAKES... FOR SIZE, POWER, SAFETY!



POWER TO STOP!

Nash super-hydraulic brakes are noted for their ease of operation and equalized action. Pedal pressure is so light that only a touch is required to command the full stopping power of braking system. Equalized action at all wheels assures positive, smooth, straightline stops—every time!

HOW BIG FOR THEIR "WEIGHT CLASS" ARE MOTOR CAR BRAKES?

X-RAY REVEALS FACTS ON LEADING CARS

JUST ANY HYDRAULIC BRAKES Won't Do for Today's Swift Traffic

NASH SUPER-HYDRAULIC BRAKES

Foolproof perfection of operation has finally brought the entire industry to the principle of hydraulic brakes. But there is a vast difference in the size and efficiency of hydraulic brakes employed by various manufacturers. Nash uses big, husky, super-hydraulics with exceptionally high proportion of braking area to car weight, as an extra factor of safety. In fact, the braking capacity of Nash cars equals that of many 1½-ton trucks. This additional braking surface results in more positive car control, increased lining life and thousands of extra miles without adjustment plus the assurance of operating ease and greater safety.

CONVENTIONAL HYDRAULIC BRAKES

The chief deficiency of conventional hydraulic brakes is small brake lining surface and the use of inadequate brake drums. On the following page compare the larger braking area of Nash cars with the various competitive makes.



NASH
AMBASSADOR SIX



NASH LaFAYETTE
Ford V-8-85
Mercury
Oldsmobile 80
Packard 8



Buick 40
Chevrolet
Dodge
Chrysler Royal
DeSoto Custom
Hudson C. C. 6



Hudson 112-90
Plymouth De Luxe
Olds. 90 and 70
Pontiac 8
Pontiac 8
Studebaker Comm. 150 sq. in.



NASH
AMBASSADOR EIGHT

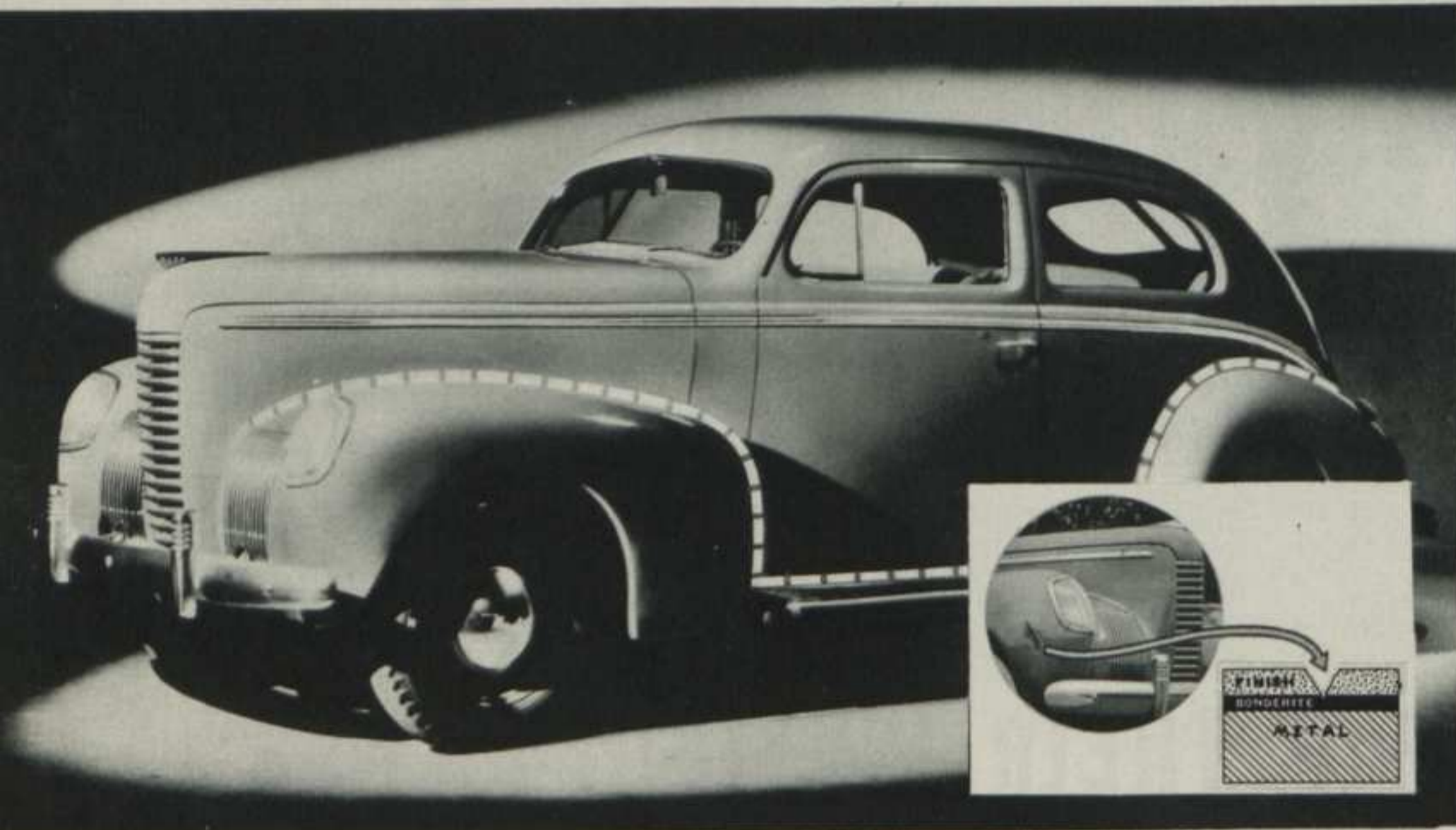


Buick 60
Packard 8-120
LaSalle V-8
Chrysler Imperial



Hudson 8
Lincoln-Zephyr
Studebaker Fleet 8

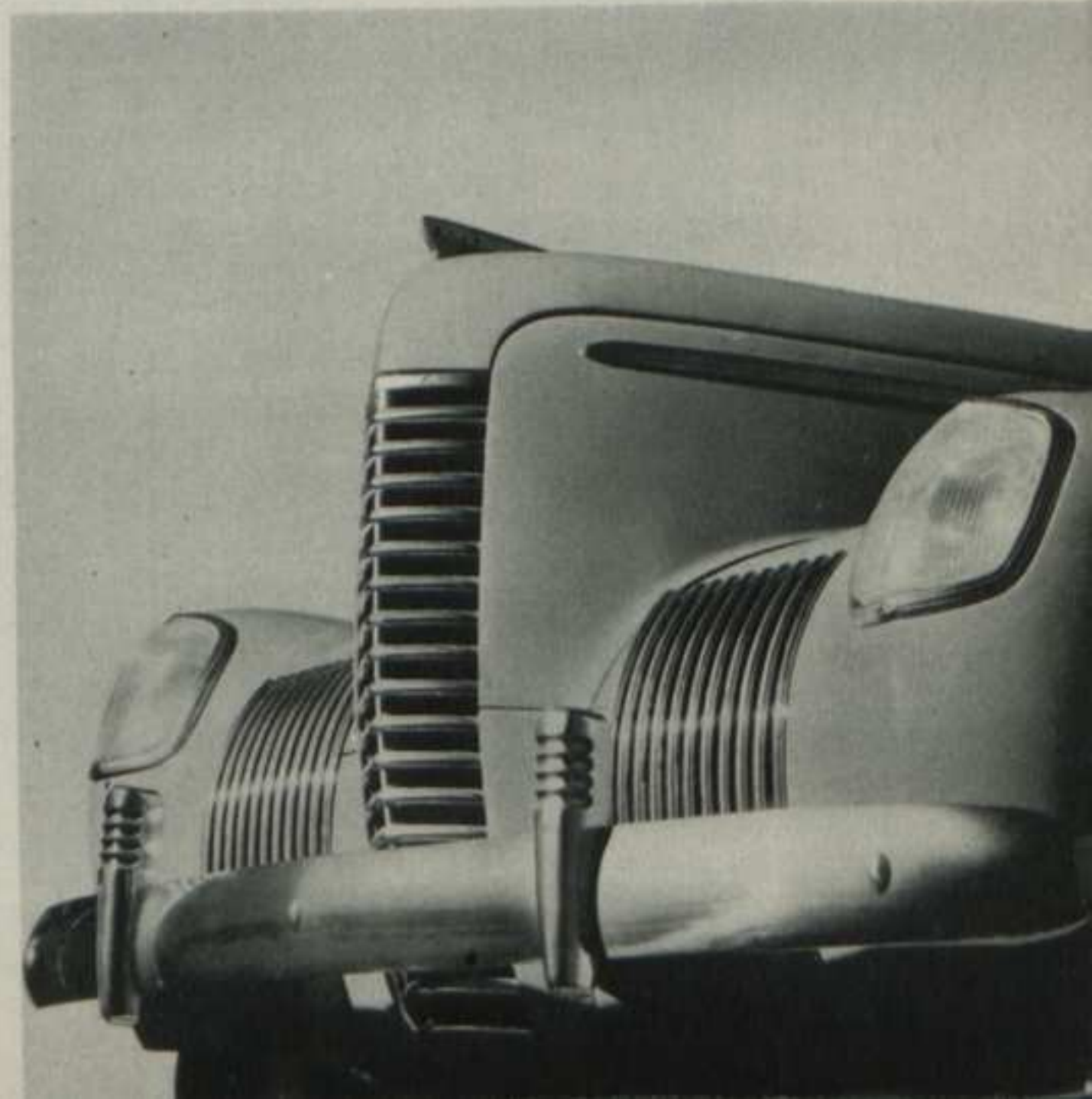
X-RAY COMPARES NEW RUSTPROOF ENAMEL



**NASH CARS
ARE FULLY
RUST-PROOFED**
Fenders, Body
and All Sheet
Metal

Bonderizing Adds Long Life in Body Finishes **SAVES OWNERS REPAINTING COSTS**

Nash's Bonderizing process rust-proofs all sheet metal parts, such as fenders, radiator shell, hood and entire body, insuring lasting beauty of the enamel finish. In most cars Bonderizing stops at the fender-line. Nash's complete Bonderizing prevents the spread of rust underneath the finish and eliminates cracking, chipping and peeling of the finish. It keeps your Nash new looking for years and increases resale value.





X-RAY

LOOKS AT EXTRA VALUES AND FEATURES



I WOULDN'T
TAKE \$200 FOR
MY BED-CAR
FEATURE IF I
COULDN'T GET
ANOTHER ONE . .

NO-ROL
ON HILLS . . . IS
A SAFETY
CONVENIENCE I
WOULDN'T GIVE UP
FOR ANY MONEY



NASH'S
DOUBLE FRAME
SPELLS MORE
VALUE, SAFETY
AND LONG LIFE
IN MY CAR

CLUTCH STARTER
IS A REAL
DRIVING HELP AND
A SURE SAFEGUARD
AGAINST
THE DANGER OF
STALLING

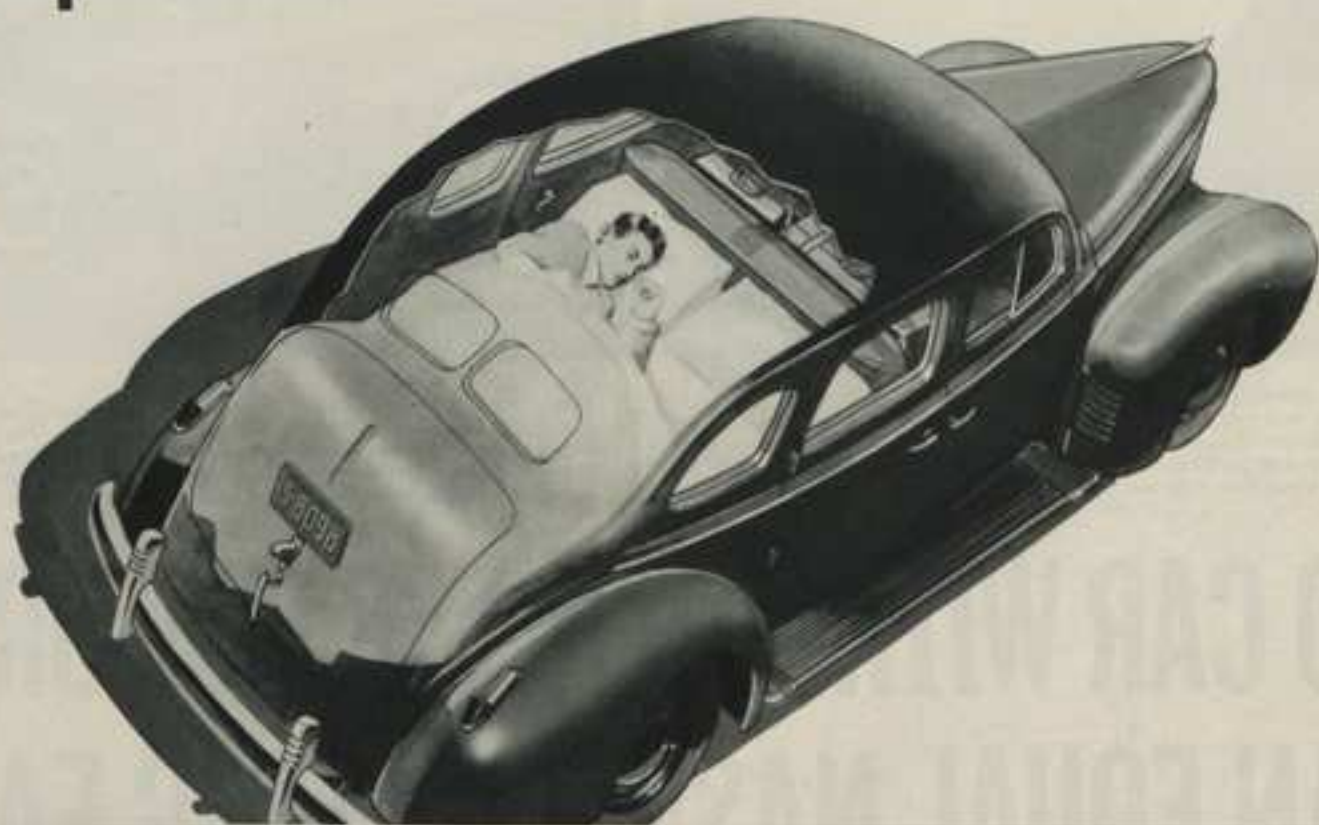


ALL NASH SEDANS EASILY MADE INTO SLEEPING CARS

An Exclusive Money-Saving Convenience for Sportsmen—Salesmen—and Vacationers



COOL AND AIRY
WITH TRUNK AND
DOORS OPEN—SNUG
AND WARM WITH
THEM CLOSED



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BEDTIME ANYWHERE—IN YOUR NASH CONDITIONED-AIR "HOME ON WHEELS!"

Going to the
FAIRS this year?
Here's a Money-Saving
Feature You'll Really
Enjoy!

If you're going to the New York or San Francisco fair this year, you can travel comfortably and sleep in a Nash—and get more enjoyment out of your journey — you save money as well.

Tourists, hunters, fishermen will find the new Nash a real "home on wheels" with an ever-ready double bed wherever they pitch camp. Nash alone gives you this "bed-in-a-car" feature, available in five minutes time.

No tents, cots or bed-rolls to bother with. Just swing into your camping spot and in a few minutes time you have the snuggest, most comfortable sleeping compartment imaginable, protected from weather and insects. And like a land-going yacht, you have space for everything — clothes, baggage and toilet accessories.



A few minutes after selecting your camping site for the night your Nash can be easily converted into a big double bed.



With this bed in a car feature you can sleep where you like and easily save \$25 to \$100 per year!

FISHERMAN'S BEDTIME STORY . . . NASH STYLE



Fishermen, Hunters . . . no need to get up and drive to your favorite spot. Nash bed feature permits you to camp in "location!"



The self starter button is located right under the clutch—just step on the pedal and you start in a flash, especially in cold weather with less battery drain. This means your car is always in neutral when you start — no danger of unexpected starting with the car in gear. You can also keep your right foot on the brake and start easily on the hills.

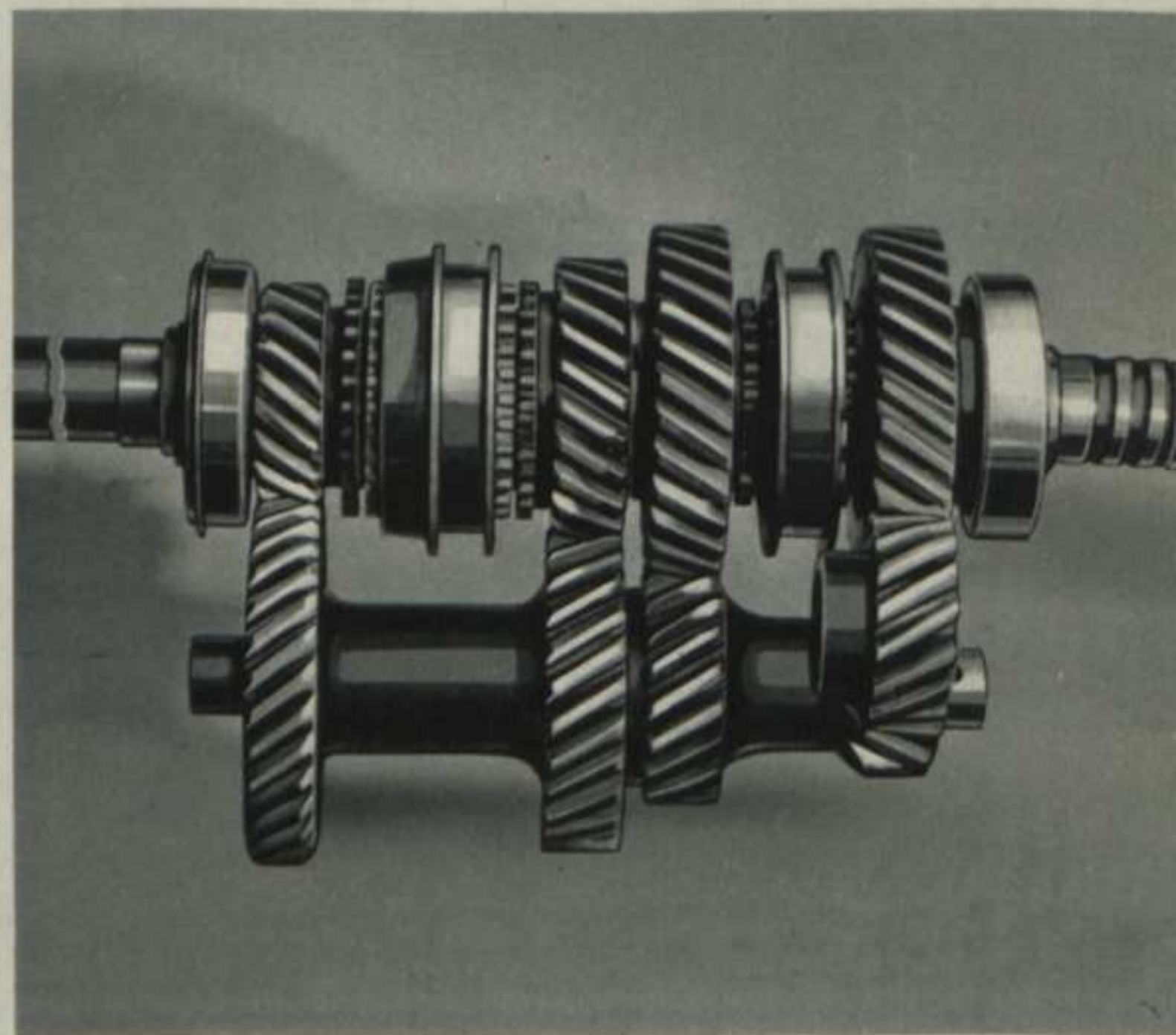


Nash "No-Rol" is useful for car control when stopping on inclines. Just apply brake and clutch in usual manner. With "No-Rol," your brakes remain in the applied position as long as the clutch pedal is pressed down. This enables you a free foot to the accelerator while the clutch pedal holds the brakes. (Optional extra on all models.)

NO CAR WITHOUT THESE FEATURES CAN EQUAL NASH'S DRIVING EASE

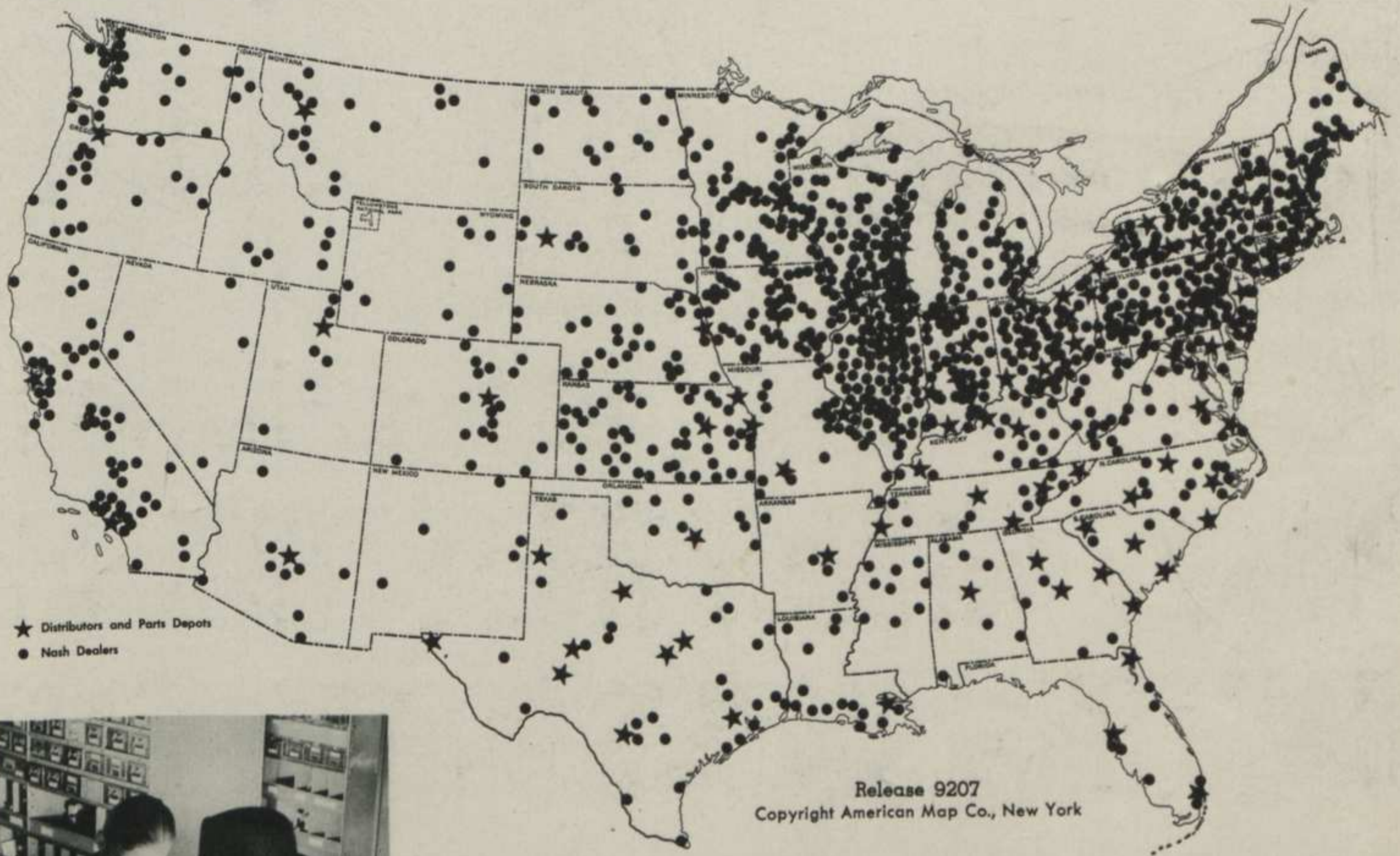


Nash's new Steering Post Shift is mounted in a ball bearing tube, which gives free-rolling action in every direction. The Nash shift is connected with the transmission by a rigid mechanical linkage rather than wires and pulleys used in other shifts. You experience a more solid feeling with Nash steering post shift!



All Nash cars, equipped with steering post shift have 100% constant-mesh transmission—which includes low and reverse as well as the usual second and high. With this fine car feature teeth are always in mesh for all gears—so shifting is easy, no matter how cold the weather or thick the transmission grease.

NASH SERVICE with 1800 Stations and 80 Parts Depots is Nationwide



HERE'S YOUR NASH SERVICE POLICY

It Protects You Everywhere!

Nash nation-wide service — with more than 1,800 authorized dealer's service and 80 distributor's parts depots — enables Nash owners to secure good service throughout the country. Factory-approved flat rate charges cover 99% of all repair work, assuring you fair and uniform service prices.

Wherever you go — traveling, or through change of residence — your Nash "Owner's Service Policy" protects you. This policy — covering free inspection, adjustments, check-ups, service charges and any necessary parts replacement during the warranty period — is one of the most comprehensive and generous offered by any manufacturer today.



All facts, figures data, etc., used in the X-Ray System were secured from regular, reliable trade sources such as automotive trade journals, manufacturer's catalogues, specification sheets, etc. While all information has been carefully checked for accuracy, correctness in every detail is not guaranteed.

NASH MOTORS

DIVISION OF

NASH-KELVINATOR CORP.

DETROIT, MICHIGAN