

1902

Nash

1946

1902

Flash

1946



DURYEA

KING

FORD

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LELAND

MACAULEY

DODGE

CHRYSLER

JOY

CHAPIN

DURANT

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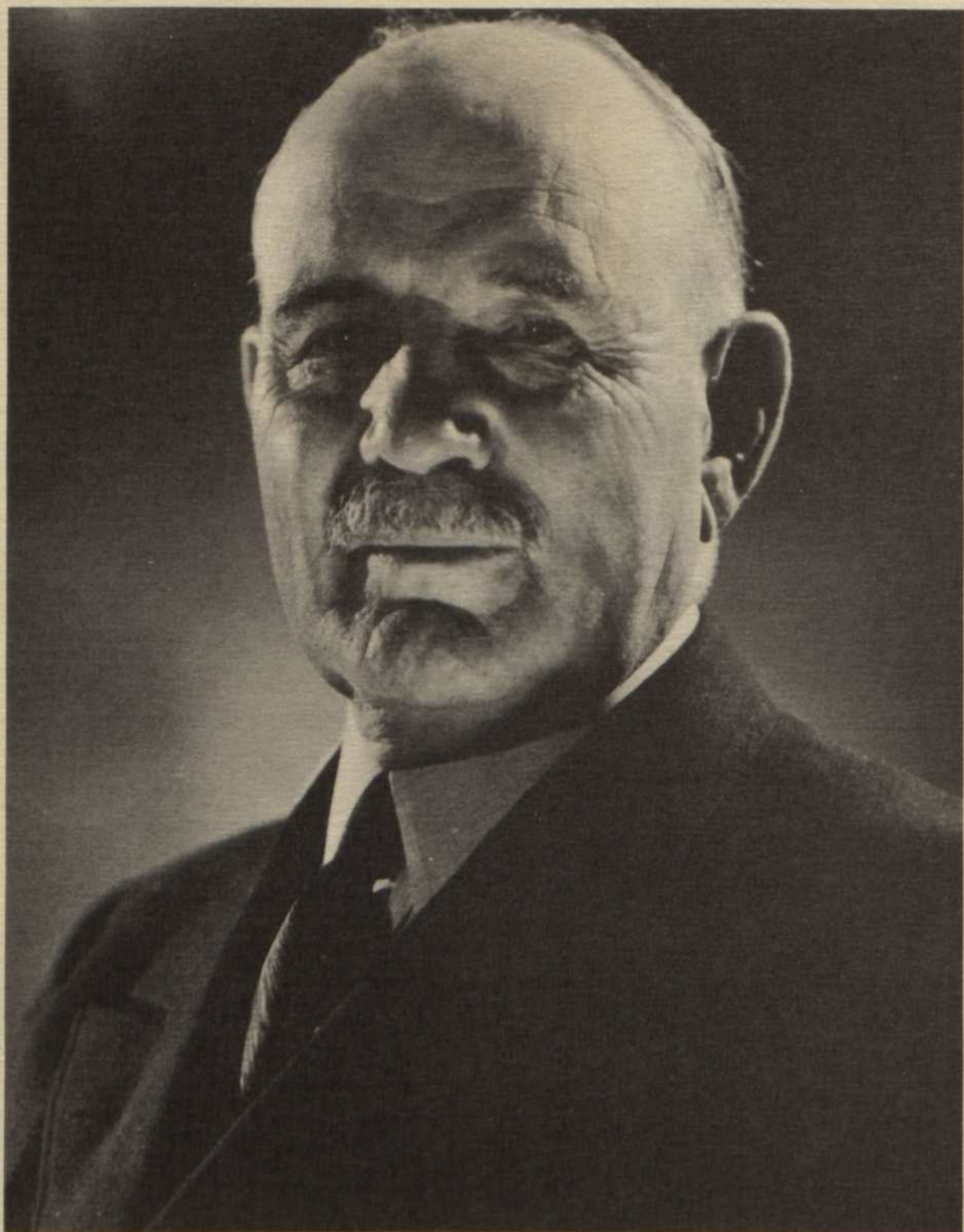


APPERSON

HAYNES

STUDEBAKER

SLOAN



CHARLES W. NASH
Chairman of the Board
Nash-Kelvinator Corporation

In 1881, he and R. Philip Gormully formed a partnership which later became the G & J Manufacturing Company.

About this time Jeffery invented the clincher bicycle tire. Known as the G & J tire, it was made of pneumatic rubber, and revolutionized the bicycle and its use. It was the predecessor of the clincher-type automobile tire. The G & J Tire Company was formed sometime in the 1880s to manufacture the product.



Thomas B. Jeffery and his son, Charles, were among the thousands who witnessed the famed Times-Herald automobile race in Chicago in 1895.

The race over, young Charles discussed with typical enthusiasm the possibility of building automobiles. His father, too, was interested.

In the next few years Charles drove and tested all makes of gasoline carriages, constantly devising ways to improve existing vehicles.



In 1899, Gormully and Jeffery sold their profitable bicycle business to the American Bicycle Company of Chicago, and turned their attention to the automobile.

While Thomas Jeffery in 1900 was searching for a plant in which to produce automobiles, Charles designed and built one with the backing of the American Bicycle Company.

On September 22, 1900, visitors to the International Exhibition and Race in Chicago saw for the first time this Jeffery-designed car. It was called the "G & J." Although it was not marketed, its design was the basis for the first Rambler.

On December 6, 1900, *The Kenosha Evening News* reported that Thomas B. Jeffery had purchased the Sterling bicycle plant of that city for \$65,000, and speculated that he was to use the plant for automobile production.

1902 RAMBLER



FORERUNNER OF MODERN NASH



This 1902 Rambler was manufactured in Kenosha, Wisconsin by the Thomas B. Jeffery Company, which became Nash Motors Company in 1916, with its purchase by Charles W. Nash.

SPECIFICATIONS

MODEL C

Style	Runabout	Width of body.....	32 inches
Price	\$750	Width of seat.....	40 inches
Serial No.	45	Height of carriage floor	
Passengers	2	from ground.....	26 inches
Horsepower	12	Height of seat from	
Top speed.....	25 mph	floor	17 inches
Weight	1,200 pounds	Bore	4½ inches
Wheelbase	72 inches	Stroke	5 inches
Wheel diameter.....	28 inches	<i>Optional equipment:</i> Acetylene gas or	
Tire diameter.....	2½ inches	kerosene oil lamps, as desired; enam-	
Width of tread.....	56 inches	eled sheet metal mud guards "complete	
Width of tread to outside		with bracket irons." A "Dos-a-dos"	
of hubs	63½ inches	extra seat attachment was an accessory	
Length of body.....	85 inches	costing \$25. This car was painted	
		Brewster green with fine red striping	
		and red running gear.	

The above car, in perfect mechanical condition, appeared in the Automotive Golden Jubilee Parade in Detroit, June 1, 1946.

1909 RAMBLER



PREDECESSOR OF MODERN NASH



This 1909 Rambler was built in Kenosha, Wisconsin by the Thomas B. Jeffery Company, which became Nash Motors Company in 1916, with its purchase by Charles W. Nash.

SPECIFICATIONS

MODEL 45

Style "Toy Tonneau"
Price \$2,500
Passengers 4
Horsepower 50
Top speed 40 mph
Weight 3,400 pounds
Wheelbase 123 inches
Cylinders 4
Bore and stroke 5x5½ inches
Wheels 36 inches
Rims Midley Universal
Tire size 35x4½ inches
Springs, front, semi-elliptic and rear, triple action, 52 inches long;

valves, overhanging, all on one side; crank case, one piece, side opening; ignition, jump spark (a Bosch magneto cost \$150 extra); transmission, selective type, adjustable roller bearing. The car has straight-line shaft drive, two-wheel brakes, a spare wheel and an inflated tire, and tools.

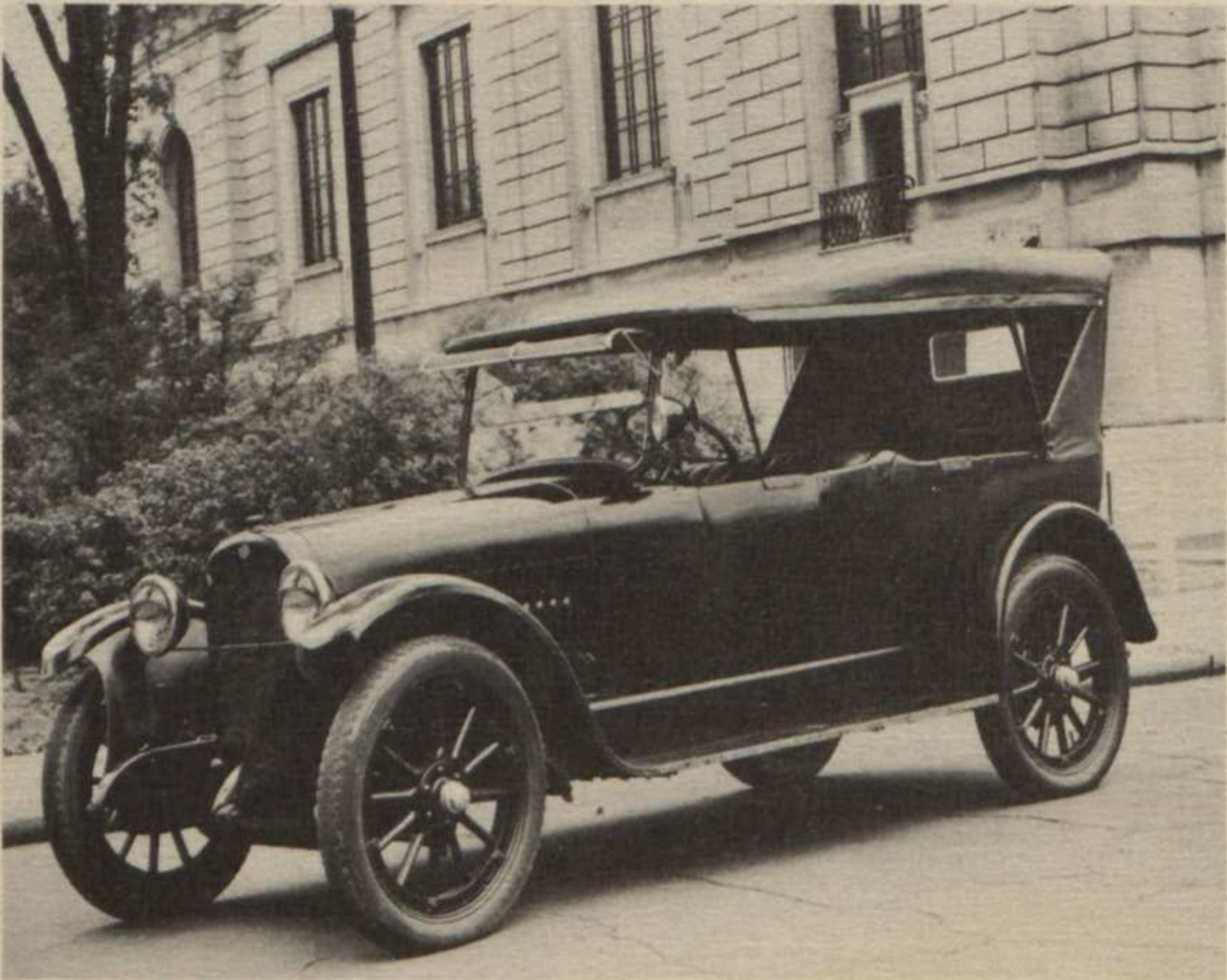
Optional equipment: Mohair top with side curtains and folding glass shield at \$150; two lens mirror gas headlights, two square oil sidelights and tail light, generator, horn, tools, pump and tire repair kit.

The above car, in perfect mechanical condition, appeared in the Automotive Golden Jubilee Parade in Detroit, June 1, 1946.

1918 NASH



FIRST NASH-DESIGNED CAR



This 1918 Nash was manufactured in the fall of 1917 by the Nash Motors Company, Kenosha, Wisconsin, which, the previous year, succeeded the Thomas B. Jeffery Company, producers of the famous Rambler and Jeffery cars. This model was the first Nash-designed car to be manufactured and sold under the Nash name.

SPECIFICATIONS

MODEL 681

Style Touring Sedan
Price \$1,395
Serial No. 104,173
Passengers 5
Horsepower 60

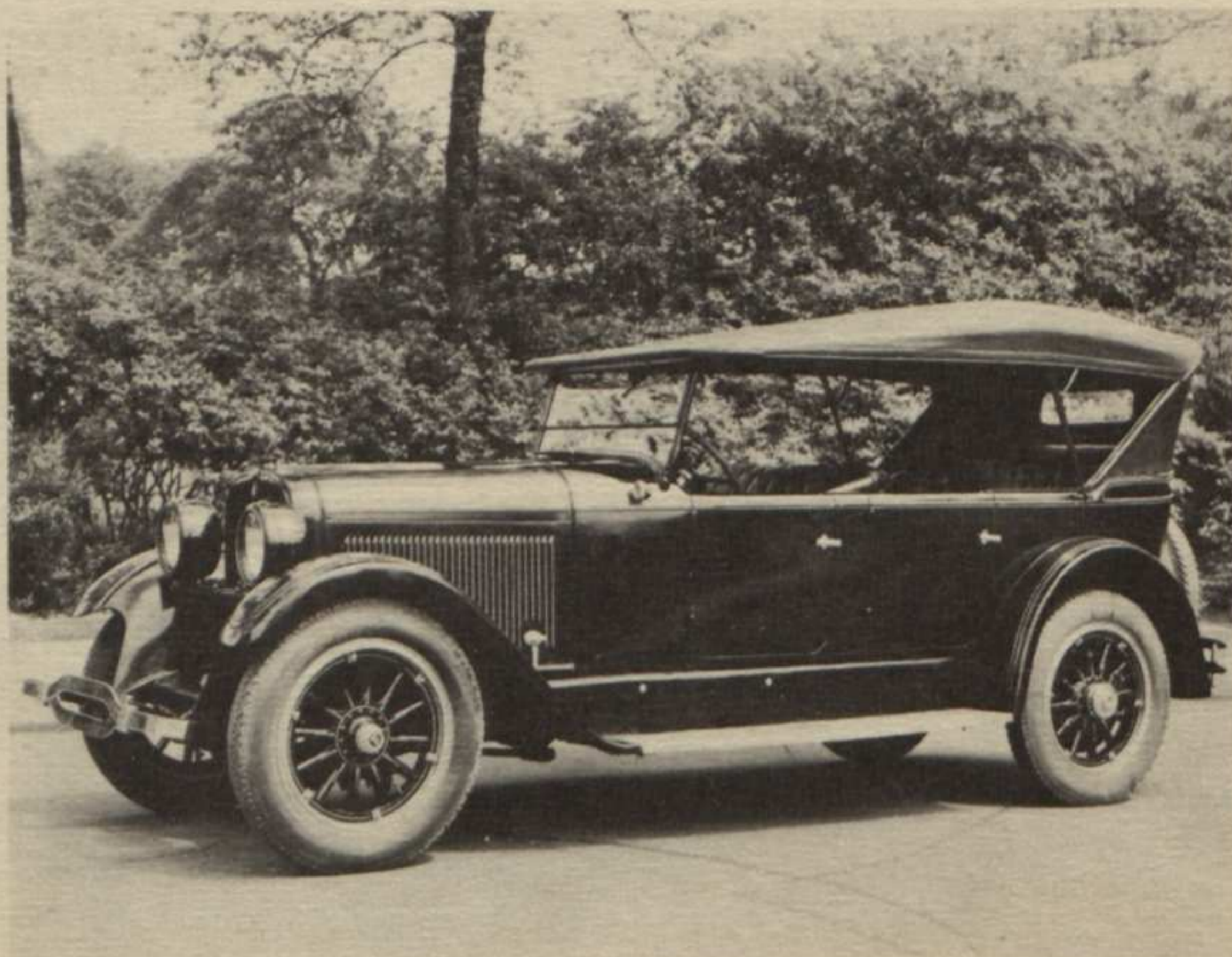
Top speed 75 mph
Weight 2,000 pounds
Wheelbase 121 inches
Cylinders 6
Bore and stroke..... 3 $\frac{1}{4}$ x5 inches
Tire size 34x4 $\frac{1}{2}$

The above car, in perfect mechanical condition, appeared in the Automotive Golden Jubilee Parade in Detroit, June 1, 1946.

1923 LAFAYETTE



A NASH PRODUCT

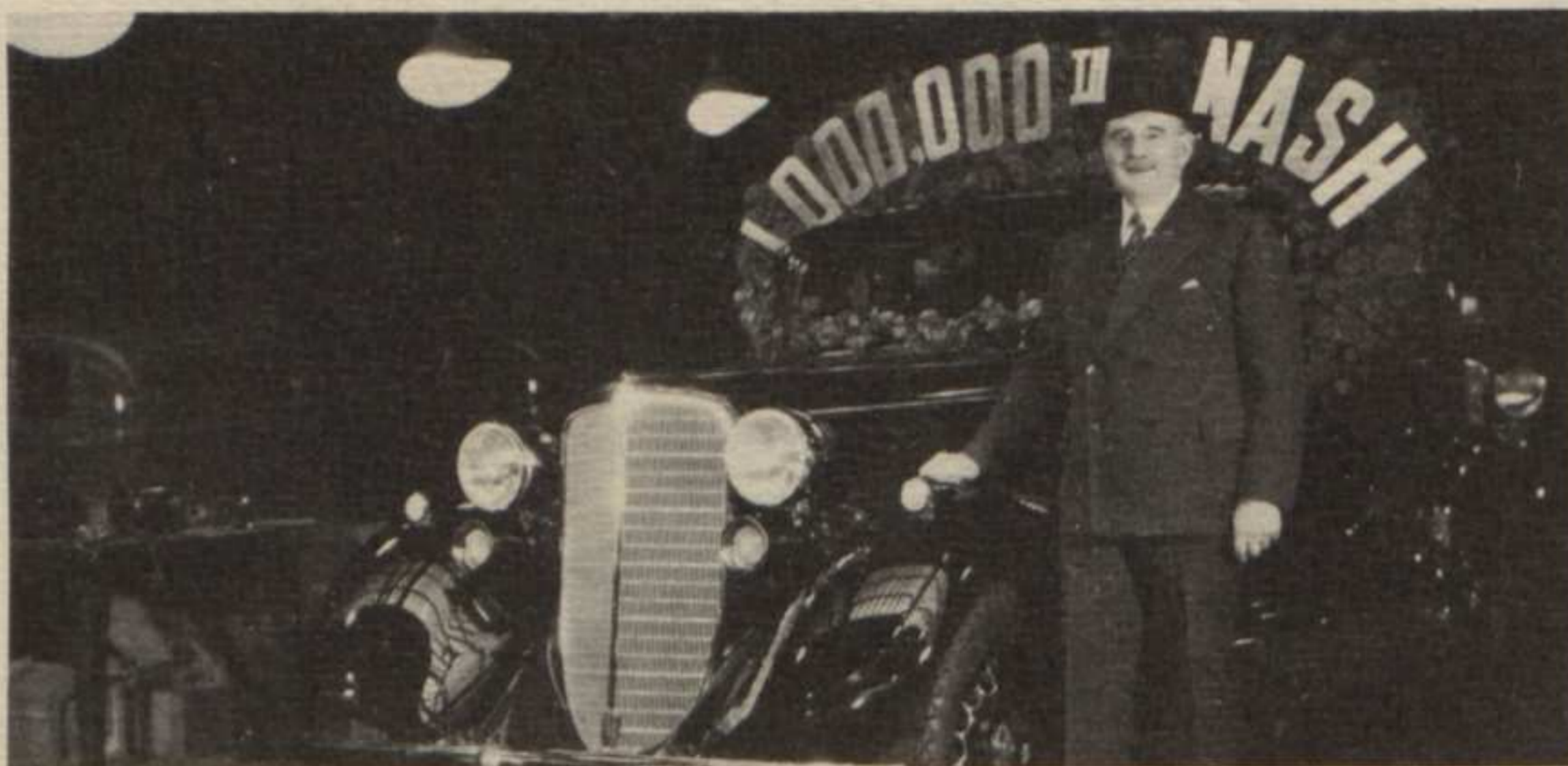


Charles W. Nash, founder of Nash Motors, was also president, from 1921 to 1924, of the LaFayette Motors Corporation, Milwaukee, which produced this 1923 LaFayette car. Typical of the few thousand LaFayettes built in the five years beginning with 1920, this model was one of the most expensive American automobiles of that day, selling for \$5,500.

SPECIFICATIONS

MODEL 134	Top speed	90 mph
Style Touring Sedan	Weight	4,200 pounds
Price \$5,500	Wheelbase	132 inches
Serial No. 3,246	Cylinders	8
Passengers 7	Bore and stroke ...	3 $\frac{1}{4}$ x5 $\frac{1}{4}$ inches
Horsepower 105	Tire size	33x5

The above car, in perfect mechanical condition, appeared in the Automotive Golden Jubilee Parade in Detroit, June 1, 1946.



CHARLES W. NASH
with the 1,000,000th Nash—produced in 1934.

In 1924 Nash Motors acquired the trade name and equipment of the LaFayette Motors Company which was founded in 1920 at Indianapolis. This company, of which Charles W. Nash was president from 1921 to 1924, was moved in 1922 to Milwaukee. It produced expensive cars, selling for more than \$5,000. Nash did not continue production of these but, in 1934, introduced a low-priced LaFayette which was manufactured until the Fall of 1940, when it was superseded by the Nash "600."

Adding to his plant facilities, Nash in 1924 purchased the plant of the defunct Mitchell Motor Car Company of Racine, Wisconsin. It was here, in the late '20s that the Nash

Light Six was built.

For its bodies Nash turned to the Seaman Body Corporation which, too, has a rich tradition going back a full century.

Seaman's "one hundred years of craftsmanship" (to be celebrated this summer as part of Milwaukee's Centennial) began when Alonzo Duretto Seaman arrived in Milwaukee late



ALONZO D. SEAMAN

In 1906, the Seaman plant was destroyed by fire, which in the end was a stroke of good fortune, because it led the way to the company's entering the automobile body business. The next factory occupied left extra space, which was rented to several small businesses, among them the Petrel Motor Car Company, which manufactured the Petrel, a friction-drive automobile.

Since automobile bodies of that day were made almost entirely of wood, it was natural that manufacturers would turn first to leading cabinet makers.

During the next decade, Seaman built thousands of bodies for various automobiles, including the Moline, Velie, Dorris, Columbia Taxicab, Kissel, F. A. L. and Rambler. Winter tops also were built in large quantity for Ford and Cadillac.

By the fall of 1917, Seaman began manufacturing Nash automobile bodies in quantity.

Soon it was apparent that orders from Nash Motors Company would occupy the full attention of the Seamans, and all other accounts for car bodies and telephone equipment were discontinued. In the fall of 1919, Charles W. Nash purchased a half interest in the

business, which was renamed the Seaman Body Corporation. Harold H. Seaman was elected president, with Irving Seaman, vice-president and treasurer. They are the grandsons of A. D. Seaman, the founder.



The Seaman organization continued to concentrate its entire production on Nash bodies, and, on July 16, 1936, was wholly acquired by Nash Motors Company, with purchase of the remaining stock.



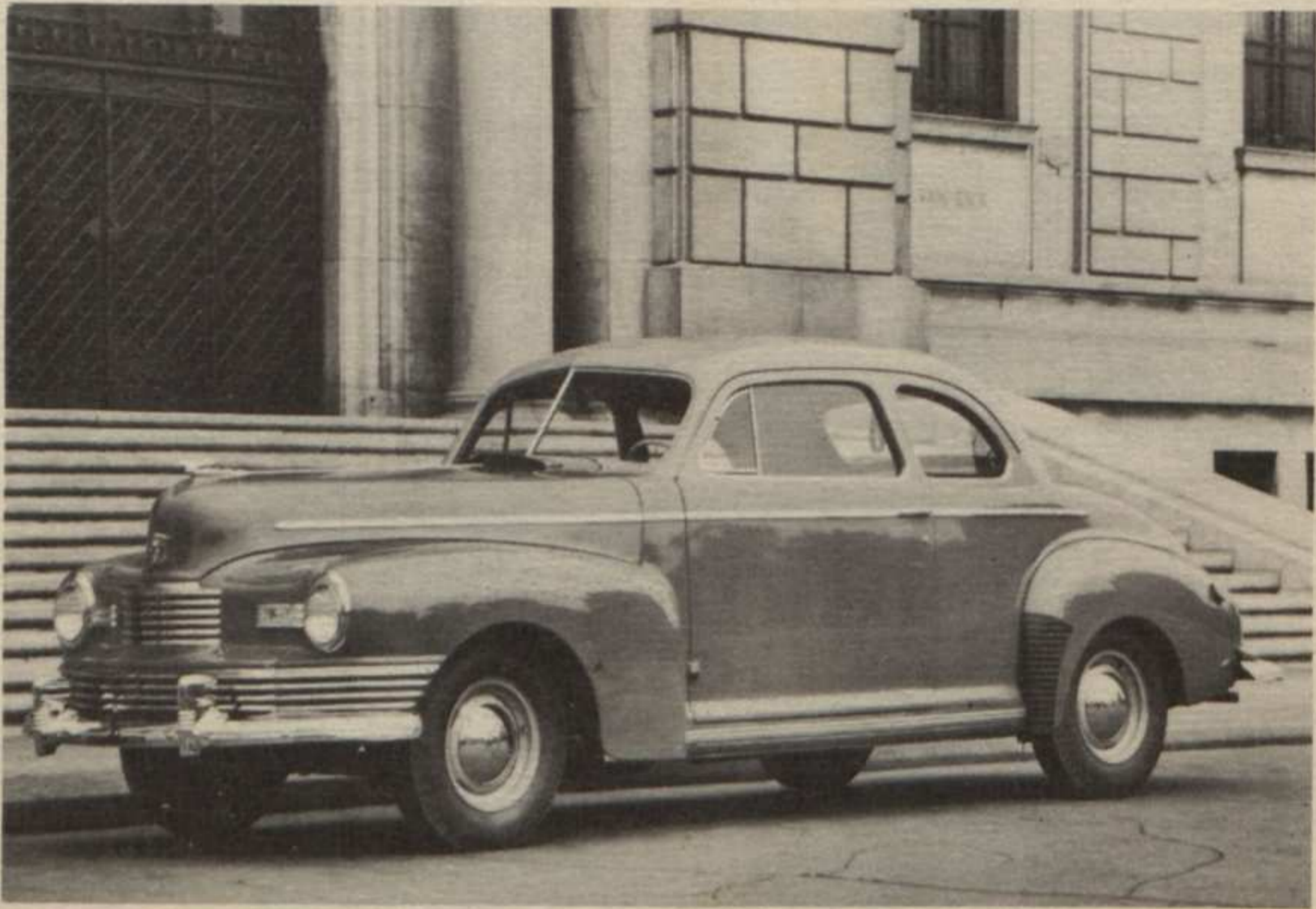
Although Charles W. Nash retired in 1930 as president of Nash Motors Company to become chairman of the board, he continued active management until 1936.

Then, at 72, seeking strong leadership for his business, he

1946



NASH AMBASSADOR



A comparison of specifications of the 1902 Rambler runabout and the 1946 Nash Ambassador brougham discloses the tremendous development in automobiles since the turn of the century. Only a few of the many automotive improvements are listed below.

COMPARISON

	1902 RAMBLER	1946 NASH
Weight	1,200 lbs.	3,370 lbs.
Horsepower	12	112
Cylinders	1	6
Bore and stroke	4½ x 5 in.	3¾ x 4¾ in.
Wheelbase	72 in.	121 in.
Body	wood	welded steel
Starting method	hand crank	electric self-starter
Steering mechanism	tiller	wheel
Lighting system	acetylene gas or kerosene	electric

The above car appeared in the Automotive Golden Jubilee Parade in Detroit, June 1, 1946

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Photo by Preston Sweet