

*Custom
Models
for
1948*



Superb Beauty and Color Harmony

The utmost in Luxury and Color Harmony are the keynotes of the superb new Nash Custom Models. Each exterior body color has a harmonizing or complementary interior, with instrument panel and fittings to match. The complete ensemble combines the distinctive beauty and luxurious comfort of the finest traditions of custom design.



A distinctive new Sherwood Green, carried through instrument panel and interior trim, is one of the available new Custom Interior colors.



Among Custom Interior color choices is the rich, luxurious Temple Brown with handsome instrument panel colored to match perfectly.



The Neapolitan Blue Custom Interior and matching instrument panel offer distinctive harmony with complementary exterior shades.

Recommended Exterior Colors

Black - Canterbury Gray Dark
Guiana Green - Newfoundland Gray
Everglade Green - Golden Tan Light

Two-tone Combinations:

Winterleaf Brown and Golden Tan Light
Newfoundland Gray and Guiana Green
Canterbury Gray Light and Dark
Guiana Green and Everglade Green

Recommended Exterior Colors

Black - Marlin Blue
Sunset Maroon - Newfoundland Gray
Strata-Blue - Golden Tan Light
Guiana Green - Everglade Green

Two-tone Combinations:

Platinum Blue and Strata-Blue
Canterbury Gray Light and Dark
Guiana Green and Everglade Green
Newfoundland Gray and Guiana Green

Recommended Exterior Colors

Black - Newfoundland Gray
Sunset Maroon - Strata-Blue
Marlin Blue - Golden Tan Light
Canterbury Gray Light

Two-tone Combinations:

Winterleaf Brown and Golden Tan Light
Canterbury Gray Light and Dark
Platinum Blue and Strata-Blue

Nash

1948

CUSTOM MODELS Available in both "600" and Ambassador Series

ANNOUNCING THE ULTIMATE IN DISTINCTIVE CUSTOM MODEL MOTOR CARS



EXTRA-VALUE FEATURES OF NASH CUSTOM MODELS

Sofa-soft foam sponge cushions.
Electric clock in glove compartment door.
Automatically-controlled courtesy lights in front compartment that illuminate the step when doors are open.
Automatically-controlled dome light in rear compartment operated by switch in rear doorjambs.
Custom tailored robe cords with foam rubber inserts. (4-Door Sedan)
Assist cords.
Cigar lighters and ash trays in both front and rear.
Padded and lined glove compartment.
Center arm rest in rear seat. (Available at slight extra cost.)
New type, softer riding Super-Cushion tires—white side walls optional at slight extra cost.
De luxe steering wheel, full horn ring.
Dual sun visors.
Dual tail lights.
Dual windshield wipers.
Luggage compartment lights.
Rear quarter ventilating windows.
No-draft ventilation.
Carpeted luggage compartment.

For those who desire the finest in motor car luxury, distinction, comfort and appointments, Nash presents its new 1948 Custom Models.

Here is the ultimate in beauty and color harmony, reflecting discriminating taste in design, tailoring and materials.

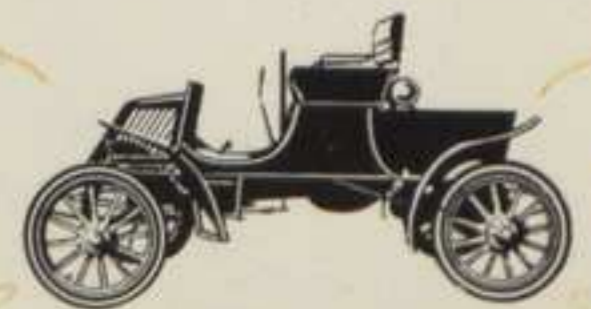
Your first glance at these sparkling beauties will tell you that these are cars apart . . . the "hits" of the boulevard and the broad highway. And as your eye rests on the distinctively modern two-tone interiors with their advanced appointments and features, you'll know at once that Nash Custom Models are designed for elegant occasions.

Cushions and seat backs are tailored of top-quality broadcloth and the new easily cleaned, scuff-proof plastic leather in a choice of three attractive colors to harmonize with the exteriors. The soft seat fabric is neutral to blend perfectly. Side walls, head linings, assist cords and fittings complement the upholstery. An attractive harmonizing leather roll design on the doors below the garnish moulding is carried through the center pillar and rear quarters to add to the over-all beauty. The instrument panel matches the leather in color and even in texture through the use of a new Di-Noc graining of the metal.

The scientific seat cushion construction of Nash Custom Models assures solid comfort, even for the largest passengers. The firm leading edge of both front and rear cushions gives proper leg support. And the individually wrapped coil seat springs and foam sponge cushions afford the ultimate in restful relaxation even on an all day trip.

The Custom Models are the natural result of the Nash tradition of building quality motor cars. You feel this quality in the thrilling performance of these fine cars. You note it in their amazing economy . . . more than 25 miles to the gallon at average highway speeds in the Nash "600." You appreciate it in the velvety Nash riding comfort . . . the spacious interiors, wide seats and extra leg room . . . in the magic of Weather Eye Conditioned Air, the exclusive Nash feature that warms, filters and circulates the air—banishes smoke and dust—keeps windows clear.

Give yourself the joy of owning a new Nash Custom Model—in either the "600" or Ambassador Series—the motor car of *extra value!*



GREAT CARS SINCE 1902



Great Cars Since 1902