

Nash

FOR

1948



GREAT CARS SINCE 1902



ONLY IN NASH CAN YOU GET THESE NEWEST ENGINEERING ACHIEVEMENTS

FOR years, automotive engineers have forecast new materials, new construction design, new performance standards for automobiles. Just a few months ago, one of the Industry's leading research figures predicted publicly the day when a full-size passenger car would go 25 miles or more on a gallon of gas.

True, those things are coming; but coming for *other* makers. They are here *today* for Nash.

Take the sensational Nash "600" for example.

Here is a car engineered and built on an entirely new principle — with far greater strength and safety . . . offering far more passenger room and luggage room . . . and with road-performance and solid comfort like you've never experienced. Yet this big car actually delivers better than 25 thrilling miles on a gallon of gasoline at average

highway speeds. That means 500 miles or more between fillings of the gas tank.

It has a "feel" all its own. Swift, easy, sure-footedly smooth. Steering effort is practically non-existent. There are individual soft coil springs at all four wheels.

It has a complete and *automatic* ventilating and heating system. Passengers have fresh, filtered air, without draft, dust or fogged-up windows.

It is amazingly quiet, and will *stay* that way.

Body *and* frame are one solid welded unit, rattle-proof and sound-proof. New Sand-Mortex soundproofing silences road roar and tire noise.

It is a *new* car . . . new in conception, new in design, new in manufacture. Yet into it has gone the finest quality learned in 45 years of building fine automobiles. All sheet-

metal is rust-proofed. There's full-pressure lubrication, chrome-alloy engine blocks, full-length water-jacketing, rifle-drilled connecting rods. Everywhere you look you see evidence that *this* is a Nash — built to last. And with all this, the Nash "600" is in the low-price field.

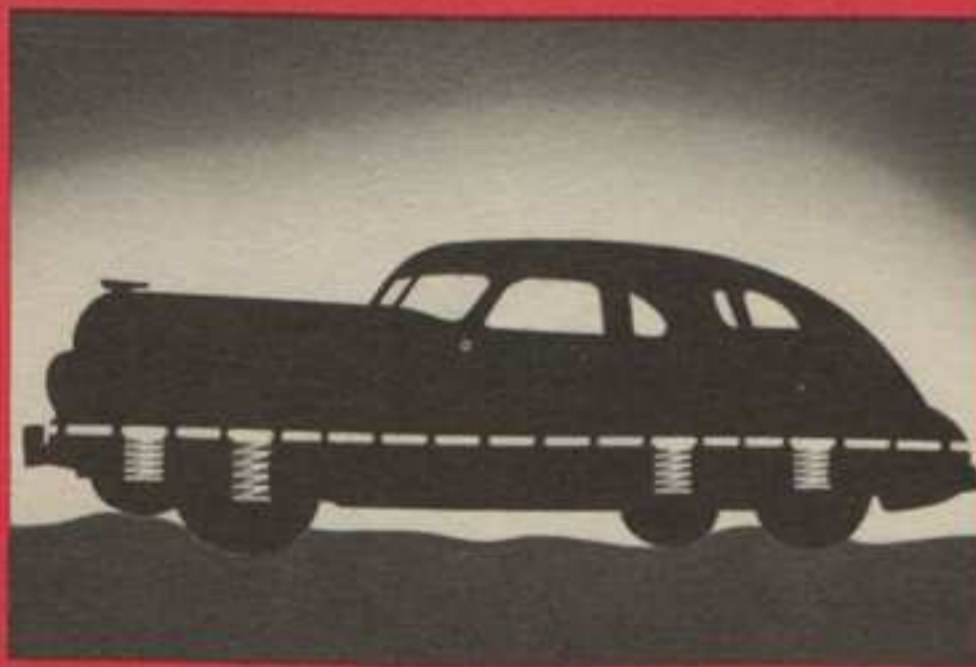
In its medium-price field, the Nash "Ambassador" is just as outstanding. There's power, performance, comfort and economy to give you a thrilling new idea of what an automobile can be and do. You'll love it every mile of its long and dependable life.

These newest developments, engineering achievements every one, are the forerunners of the postwar car of tomorrow. Nash has them — tested, proved, and ready for you — TODAY! That's why we can proudly say — "Nash . . . Pattern of Cars To Come."



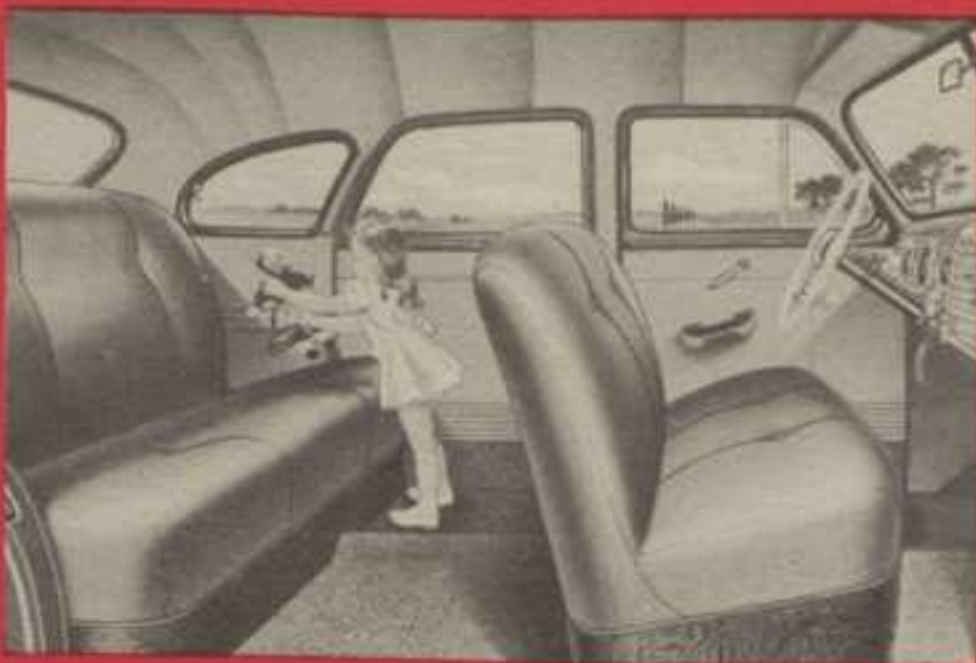
◀ **A NEW KIND OF BODY:** Product of Nash research and engineering, new Unitized Body-and-Frame sets the pattern for cars to come. Built a new way, frame and body is welded into a single steel-girdered unit, stronger and safer. 8000 spot-welds eliminate noise-making joints.

▶ **FAMOUS "CONDITIONED AIR":** In the Nash Weather Eye System, fresh outside air is filtered, warmed, and brought into the car under pressure. Stale air and smoke vanish like magic. No fogging of windows or chilling drafts. Safer, healthier, more comfortable. And it's all automatic!



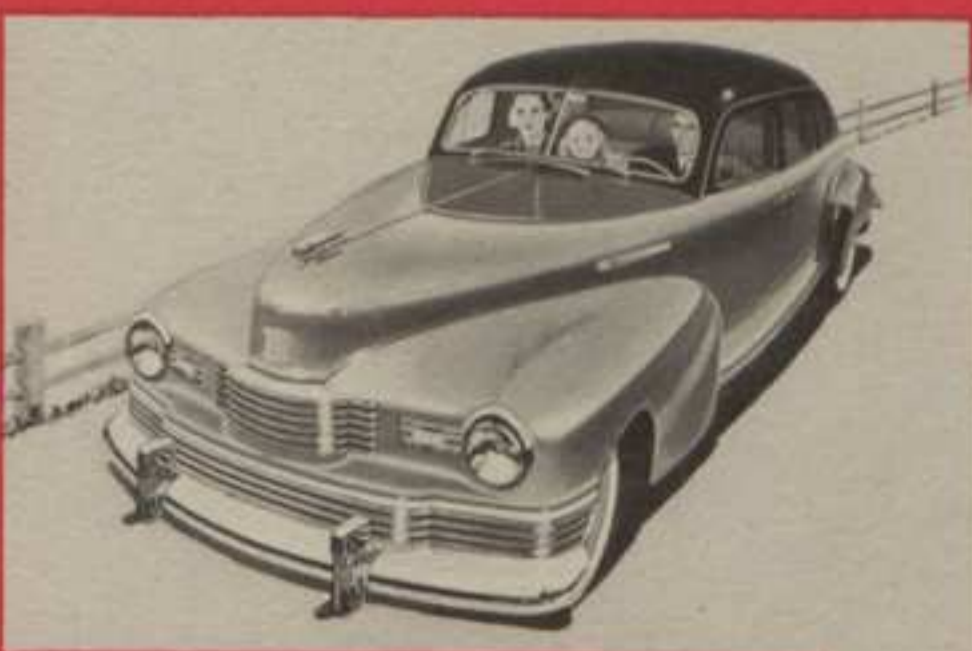
◀ **FOUR COIL SPRINGS:** In a Nash "600" each wheel is cradled by a soft coil spring. Smooths out the roughest trail, with a "hugs-the-road" security that takes the fatigue and fight out of long trips. Each wheel also has two-way directing hydraulic shock absorber.

▶ **A BIG DOUBLE BED:** Right in the back seat of your car you can have a big, comfortable double bed in three minutes time. What a boon for tourists and sportsmen . . . no tents, cots or bedding rolls to worry about . . . the luxury and comfort of your own bed, no matter where you are.



◀ **NEW ROOMINESS:** The new Nash body construction means more room for passengers, more trunk space for luggage. Seats are sofa-wide, interior provides plenty of leg-room, head-room, shoulder-room. No contortions to get in and out.

▶ **AMAZING ECONOMY:** Many cars claim economy, but in the Nash "600" it's built right in, result of Nash's exclusive construction. Only Nash advertises the assurance of definite figures . . . 25 miles or more on a gallon of gas at average highway speeds!



Nash

THE PATTERN OF CARS TO COME

THE
Nash
"600" SERIES

Nash Proudly Presents for 1948

Nash cars for 1948 are made in two great series—the Nash "600" in the low-price field, the Nash Ambassador in the medium-price field. Super and custom models are available in each series, with a deluxe business coupe in the "600" series only. All give you traditional Nash quality, rugged dependability and thrilling performance. All are fine cars . . . built to last.

THE
Nash
Ambassador
SERIES



6-PASSENGER BROUGHAM
Available in Super and Custom Models



*N*EW CUSTOM MODELS with special interiors are available in both the "600" and "Ambassador" series. Complete luxury and color harmony are the keynotes. Three different colors are offered to harmonize with exterior, and the result is both striking and beautiful. New interiors are in brown, blue and green. Cushions and seat-backs are of Vinylite leather and harmonizing cloth, divided by a narrow band. Instrument panels blend with the various color combinations by employing the same shades as used in the leather trim. The result is a complete creation of luxury and color harmony to delight the most discriminating.



4-DOOR SLIPSTREAM SEDAN
Available in Super and Custom Models



4-DOOR SLIPSTREAM SEDAN
Available in Super and Custom Models



THE THRIFTY L-HEAD
Nash "600" Flying Six Engine



THE POWERFUL VALVE-IN-HEAD
Nash "Ambassador" Engine



4-DOOR TRUNK SEDAN
Available in Super and Custom Models



DELUXE BUSINESS COUPE



4-DOOR TRUNK SEDAN
Available in Super and Custom Models



6-PASSENGER BROUGHAM
Available in Super and Custom Models

THE **Nash** "600" SERIES SPECIFICATIONS

Engine—L-head; exclusive sealed-in intake manifolds. Bore 3 1/4"; stroke 3 1/4"; displacement 172.6 cu. in.; taxable h.p. 23.44; developed h.p. 82 @ 3800 R.P.M. Tri-point rubber engine mountings. Isothermal fuel system; down-draft carburetor; dual automatic spark control; steel-strut aluminum pistons; four main bearings; fully counter-weighted crankshaft dynamically balanced by radio; vibration damper; full pressure engine lubrication (rifle-drilled connecting rods) of all pistons, pins and cylinders; cylinders with full length water jackets;

oil capacity 5 quarts; fuel capacity 20 gallons. **Chassis**—112-in. wheelbase; independent front suspension system, and coil springs at all four wheels controlled by two-way direct-acting hydraulic shock absorbers; torque tube drive with track alignment bar at rear. Full ball-bearing shockproof steering system with 20.5-foot turning radius. Super-hydraulic brakes; cast-iron drums. Synchro-Shift transmission with steering column control. 6.40 x 15 new-type Super-Cushion tires. Over-all length 199 1/2 in.

Body—Unitized all-steel; internal bridge-truss construction and integral chassis frame welded into one rigid twistproof, shakeproof unit. Completely insulated and soundproofed with Sand-Morex applied to body side panels. Weather-sealed doors. Body (inside and out), hood, fenders and all sheet metal Bonderized to prevent rust. Finished in high-gloss Permalux enamel. Exclusive Nash Weather Eye Conditioned Air System and Convertible (double) Bed equipment, optional extra.

Look at all the Equipment Included in the Factory List Price

All of the following factory features are on every model of the Nash Super and Custom models at no extra cost!

- Arm Rest—Both Front Doors
- Ash Receiver—Front and Rear
- Assist Cards
- Carpet Inserts in Front
- De Luxe Steering Wheel
- Dual Dome Light Switch
- Dual De Luxe Bumper Guards
- Dual Sun Visors
- Dual Tail Lights
- Dual Windshield Wipers
- Gravel Deflector
- Gravel Pads on Rear Fenders
- Hi-Ten Safety Glass Throughout
- Luggage Compartment Lights
- No-Draft Ventilation
- Plastic and Lacquered Grille for Radio
- Rear Quarter Ventilating Windows
- Rope Cord (4-Door Sedan)
- Sealed Beam Headlights
- Spare Tire and Wheel
- Stainless Steel Running Board Mouldings
- Voltage Control Generator
- Wrap-Around Bumpers

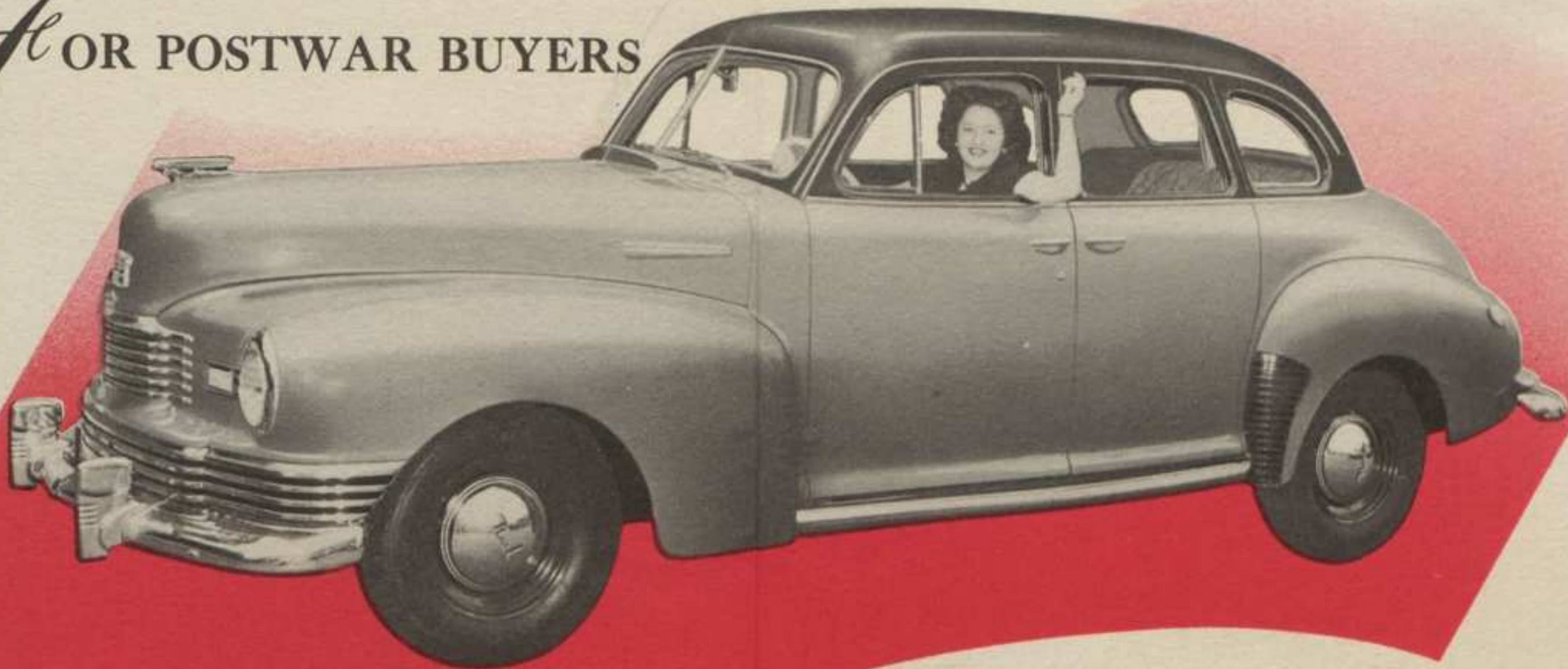
THE **Nash** AMBASSADOR SERIES SPECIFICATIONS

Engine—Valve-in-head; exclusive sealed-in intake manifolds. Bore 3 1/4"; stroke 4 1/4"; displacement 234.8 cu. in.; taxable h.p. 27.54; developed h.p. 112 @ 3400 R.P.M. 4-point rubber engine mountings. Isothermal fuel system; down-draft carburetor; automatic choke; dual automatic spark control; steel-strut aluminum pistons; four piston rings; full length water-jacketing. Seven bearing crankshaft with 66.34 square inches of bearing area; vibration damper; full pressure engine lubrication (rifle-drilled connecting rods) of all bearings, piston pins and cylinders; oil filter. Oil capac-

ity 6 quarts; fuel capacity 20 gallons. **Chassis**—121-in. wheelbase; independent coil spring suspension at front; semi-elliptic prelubricated leaf springs with metal covers at rear controlled by two-way direct-acting hydraulic shock absorbers. Dual arm-strut shockproof steering system. Rigid box girder frame with double thickness side rails. Super-hydraulic brakes; cast-iron drums. Front ride stabilizer. All-silent Synchro-Shift transmission with steering column control; automatic cruising gear (4th speed) with automatic overtake, op-

ditional extra. 7.10 x 15 new-type Super-Cushion tires. Over-all length—208 1/2 inches. **Body**—Unitized all-steel, strongly secured to rugged frame; internal bridge-truss construction. Completely insulated and soundproofed with Sand-Morex applied to body side-panels; spool-type rubber body mountings. Weather-sealed doors. Body (inside and out), hood, fenders and all sheet metal Bonderized to prevent rust. Finish—high gloss Permalux enamel. Exclusive Nash Weather Eye Conditioned Air System and sedan sleeping car conversion, optional extra.

FOR POSTWAR BUYERS



♪ The Big Swing ♪
IS TO Nash ♪

EVERYWHERE you look today, the swing is to Nash.

You've *seen* it yourself, time after time.

People who never before even drove a Nash are now enthusiastic owners . . . veritable *salesmen* for their proud new possession. On the highway, in every neighborhood, car after car is a sparkling new Nash.

You've *heard* it, too, in the "talk" all around you. Talk about the *power* of the sleek Nash "Ambassador," about the amazing *performance*

and unbelievable *economy* of the Nash "600." There's solid fact behind that talk.

And in city after city you've noticed the fine Nash dealers. Outstanding dealers everywhere are handling this new Nash today.

There must be a *reason* behind this postwar swing to Nash. Such solid acceptance, such record popularity, such enthusiastic ownership can't be accident . . . even during present conditions of short supply.

There *is* a reason . . . *good* and *sound*. It's all

in the way a Nash is built, the advantages it offers, the extra values underneath its flashing beauty. There are deep and fundamental improvements in the 1948 Nash . . . "Pattern of Cars To Come."

Today Nash production is breaking pre-war records, yet despite our best efforts there are still not enough cars to meet the demand. Maybe you can get other makes sooner than you can a Nash "600" or a Nash "Ambassador"—but you won't get the *thrill* of a Nash.

Ask any owner . . . and see!