

GET READY TO DRIVE A NEW KIND OF CAR



Flash!

Nash Wins in 1941
Gilmore-Grand Canyon Run
... Beats All Other
Six, Eight and Twelve
Cylinder Cars on
Economy!

(See page 7)



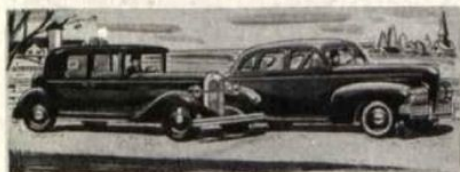
**A REVOLUTIONARY CAR
ENTERS THE
LOWEST-PRICED FIELD**

Thousands Change to the New Nash "600"! The First Car that Combines Economy of 25 to 30 Miles per Gallon with Thrilling Big Car Size, Comfort, Performance

IT COULD be said that America has waited years for this new kind of car. Ours is a nation on wheels. The automobile has become a family necessity, calling for a greater expenditure than any need beyond food and lodgings, totaling billions of dollars yearly.

Perhaps you've wondered, when balancing the family budget, why—with all the vaunted improvements—cars have not become *more economical*.

The car standing in your garage now



costs just about the same to run as the car you drove ten years ago.

Yet other transportation costs have gone 'way down! Modern, "streamline" engineering has made travel by train, plane and bus cheaper than ever before.

In the past few years, some "economy cars" have appeared. But, cut down in size, or substandard in performance, they have not sold widely . . . because Americans do not like to compromise.

Everyone *likes* a big car . . . the size and room of it . . . the power and performance of it . . . the riding "feel" of it . . . the pride of owning it.

That has been the stone wall barring your car maker's attempts to improve gasoline and oil economy.

Nash Spends \$7,000,000 for a New Kind of Car

Three years ago, Nash engineers started from a different viewpoint. They began plans for a *new kind of car*, built on the principles of the streamlined train and stratosphere plane.

They talked with these modern designers . . . secured their cooperation. And just as streamliner engineers had



"trained off" 70 tons of useless weight in the average coach, while making it *stronger* . . . so Nash engineers, too, found the way to an entirely new design for car bodies that were roomier, lighter, yet had more structural strength.

Nash Is Built as a Unit

They didn't stop there! With the backing of Nash's \$50,000,000 in resources, they went the limit . . . in designing everything *new* for this car. From its sensational Flying Scot engine down to the very springs in the cushions, this Nash is built as a *unit*. No "readapted" parts to save money—no trace of outmoded engineering. As such, this is the first completely new car in seven years!

Then, to give you a "heavy car" ride—Nash engineers went abroad and found a new-type front and rear coil spring combination used on cars in gruelling road races. As used on the Nash Ambassador "600", they are definitely superior to any type now used in America.

Hand in hand . . . new discoveries were made in seating, steering, ventilation. New methods . . . millions of dollars worth of machinery were installed in the big Nash factories at Kenosha, Wisconsin.

Thoroughly Proved by 3 Years of Road Testing

And the Nash Ambassador "600" grew from blueprint to reality—then to its final baptism of fire on one of the most gruelling road-tests on record.

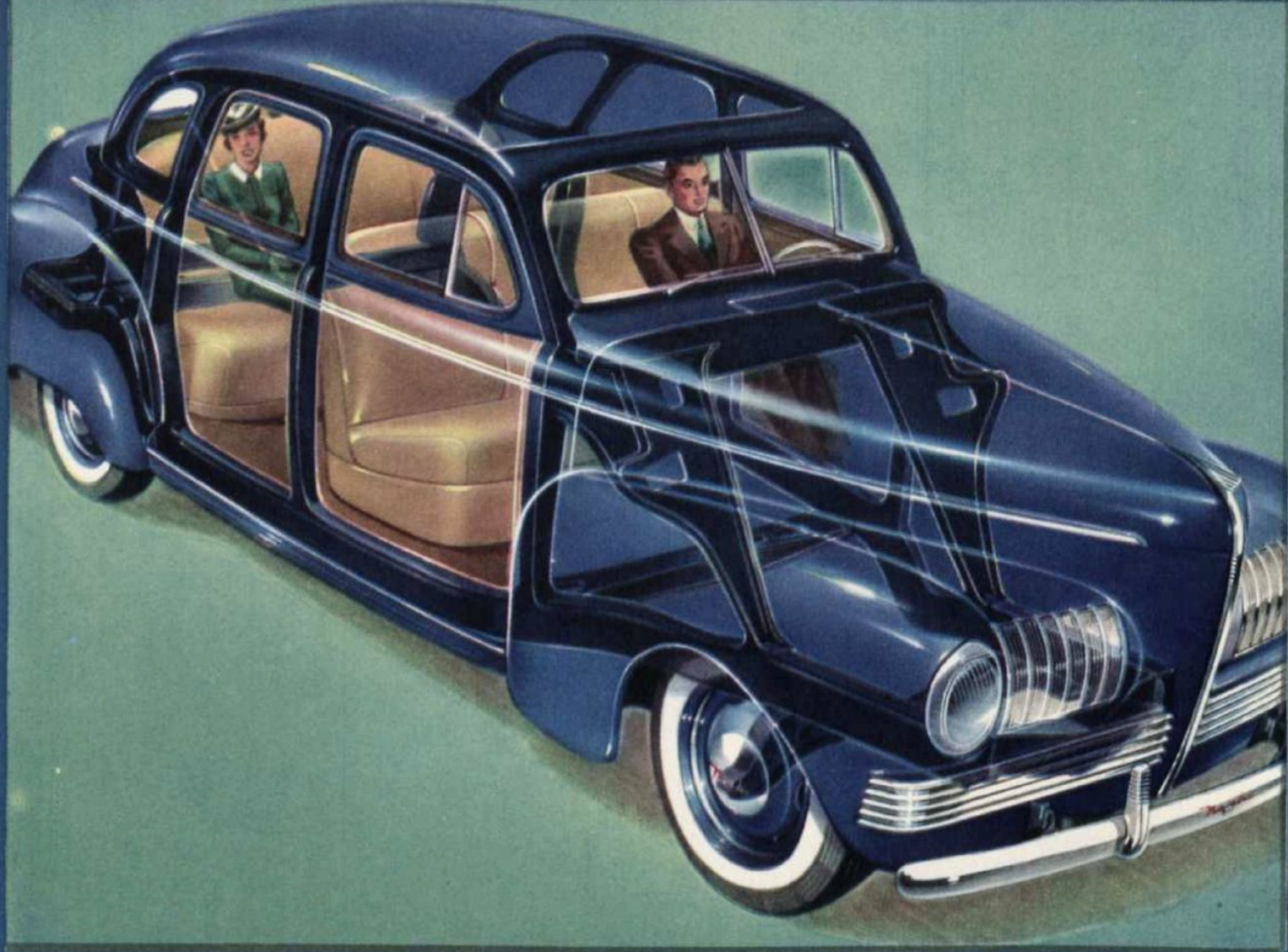
And today, you have it—the first car ever made that *combines* 25 to 30 miles per gallon economy, and the handling ease of a small car—with the size, comfort and luxury of a big, heavy car. The first low-price car with coil springs on all four wheels and new "Unitized" body-frame construction.

Even the well-filled pages of this catalog can cover only the highlights of a car that's so completely new in every detail. Read every page carefully; each contains valuable news.



Miles upon miles of assembly lines were replaced, millions of dollars of new machinery added to give Nash the most modern plants in the industry.

Go Nash for Engineering that is Years Ahead!



BUILT A NEW WAY TO GIVE YOU
GREATEST SEAT ROOM
AND A SAFER
“UNITIZED” BODY!

On Modern Aircraft and Streamline Train Principles, Nash Welds Frame and Body into One Rigid Unit of Tremendous Strength . . . Twistproof, Roomier, Quieter!

YOU'LL be amazed at the *bigness* of the Nash Ambassador "600".

It looks like a higher-priced custom car. Its streamlined body is long, low, sleek . . . "clean as a hound's tooth" of protruding hinges, lights, running boards or gim-crack styling . . . big, brawny looking from the front.

Yet—there's not one awkward or futuristic "freak" line in it.

Through doors as wide as those in your house, you step—on a cleverly concealed running board—into a modern, sunlit club lounge interior!

Wider windshields, deeper windows flood the interior with light . . . deep, luxurious divans invite you to rest.

You sink into seats that cradle your body on longer, deep-set springs . . . a scientific answer to the backache and sore shoulders of long trips.

And look at the width of the front seat! Nearly 58 inches . . . room for four when need be. And the spacious back seat is roomier than ever!

A roof so high you can stretch your arm 'way up. Luggage capacity that's truly amazing! There's generous extra space in all 1941 Nash body types.



Blue shows increased windshield area

Yet the most important story of all is concealed in the walls—a revolutionary kind of steel body surrounds you—a unitized body and frame construction—a mass of steel girders running around, over and under you, spotwelded into a single unit.

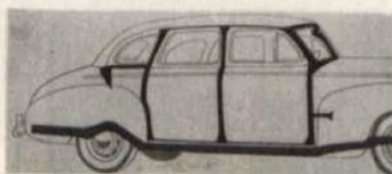
Stratosphere planes are built this way. So are the new streamliners. So is one \$1,300 car in America. Nash is first to introduce it in the lowest price field!



The widest front seat of all 1941 lowest-price cars! The seat is nearly 58 inches wide, almost as wide as your living room lounge. The rear seat also is roomier than ever.

The advantages are many. The Nash Ambassador "600" body is more rigid—strongest, pound for pound. It permits lowering the body without sacrifice of headroom.

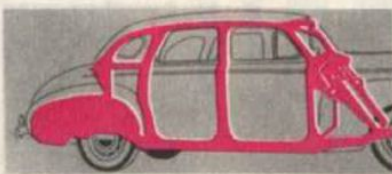
And you can *feel* and *hear* the difference in the Nash ride! Being one completely-welded unit, there are no separate parts to set up jiggles or annoying rattles.



See the difference in structural strength

(Above) Most cars have separate bodies and frames, bolted together.

(Below) New Nash unitized body-and-frame provides added strength.



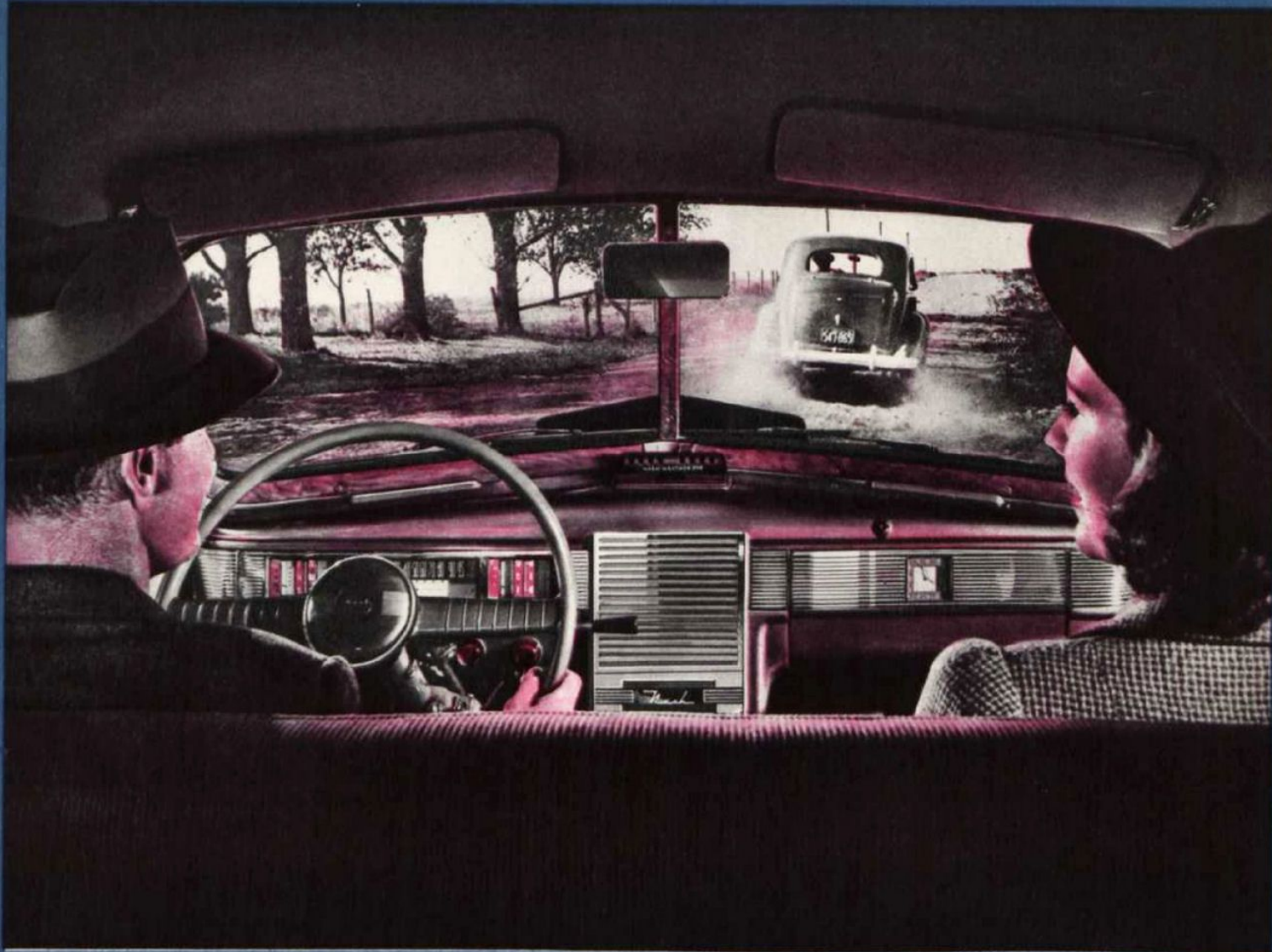
No road is as smooth as the rails of a railroad . . . but do you remember trying to write a letter on the old trains? Just as the new streamliners have given you a "jiggleless" ride by new unitized construction, so has Nash given you a practically vibrationless car.

As you round fast curves without sag or hesitation . . . as you cleave through "rough-going" like a bowsprit in a storm—you will realize here is comfort—here is security you never knew before.



Two new safety features. She steps on a skidproof concealed running board and opens a door with a new rotary latch.

Go Nash for More Room and Comfort!



25 TO 30 MILES
A GALLON—WITH
YOU AT THE WHEEL!

Nash First in Its Class in 1941 Gilmore-Grand Canyon 599-Mile Run and Delivers More Miles to the Gallon than Any Other Six, Eight or Twelve Cylinder Car in Any Class!

With Marvelous 4th Speed Forward, It Delivered 25.81 Miles per Gallon at an Average Speed of 42.6 M.P.H.

NEVER before has a car as big and roomy as the Nash "600" gone so far on such little gasoline! The engineering genius that has sent one Nash car after another to victory in the official A.A.A. Gilmore Economy Runs has brought forth the champion of all time.

In the 1941 run—from Los Angeles to Grand Canyon over 599 rugged miles of desert, mountain and heavy traffic roads—the amazing Nash Ambassador "600" turned in the highest mileage of any of the full-sized cars in the annual test! Most important, Nash's amazing record of 25.81 miles per gallon was made at high speed. The average speed for the run was 42.6 miles per hour—which means that for mile after mile this sensational new kind of car was rolling along at 50-60 miles per hour!

Good drivers all over America are duplicating results obtained in three years of engineering tests.



They report 25 to 30 miles a gallon, under normal driving conditions, on ordinary gasoline, at legal speeds—for this big Nash.

From 28 to 32 miles a gallon, when equipped with the Nash Fourth Speed Forward. Even 21 miles to a gallon at 70 miles an hour! And along with this almost unbelievable economy, the new Flying Scot engine also delivers amazing pickup and power. You can flash from 15 to 50 miles per hour in 12 seconds, high gear, and cruise at 60 and 70 miles per hour with plenty of extra speed in reserve, if you need it.

And this performance—which beats almost every "small car" economy record)



The secret of the amazing Nash Ambassador "600" economy lies in this revolutionary new engine, designed to create a perfect balance between engine power and car weight.

—is not achieved by skimping on power, size or interior roominess.



The five hundred pounds dead weight eliminated by new Nash construction is the equivalent of three extra passengers, which you don't lug around and pay for.

The Nash 6-cylinder Flying Scot engine attains its remarkable economy through high-compression and general all-around efficiency. Yet it requires no special fuel. Furthermore, it has the intake manifold sealed, so that the carburetor can be adjusted to the leanest fuel mixture for year-round use, regardless of weather conditions.

In all speed ranges, this remarkable engine retains its fine performance and extraordinary economy.

These figures are not just another "promise." Amazing as they are, we invite you to verify them yourself—behind the wheel—at your Nash dealer's today.

WHAT OWNERS SAY...

29.1 Miles per Gallon!

"Driving from Philadelphia to Williamsport, a distance of 204 miles, we are pleased to advise you that this car actually made the trip on seven gallons of gasoline."

Best Value Yet!

"My previous cars have been in approximately the same price range; and although I have always felt I got my money's worth in other cars, I'm a little doubtful of it now."

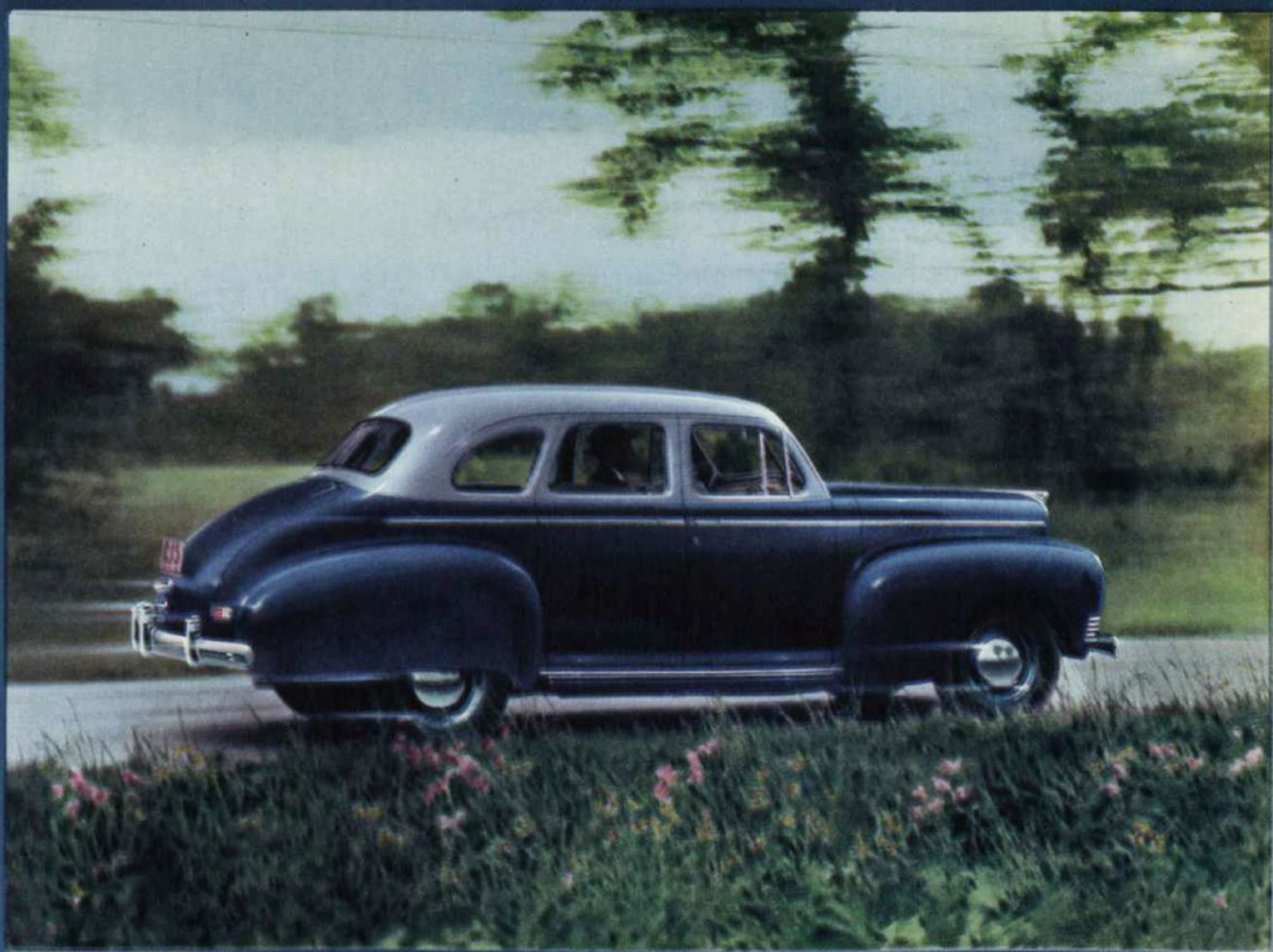
Pleased!

"Right from the start I averaged 30 miles per gallon in my new Nash, and considering this economy in driving, plus the beautiful appearance, roominess, and comfort for myself and passengers, I have a pride of ownership which I never experienced before."

Non-Stop for Gas!

"Filled the tank at Kenosha and came all the way to Cameron, Mo. I feel certain that with overdrive and a tank full of gas this car can be driven from Kenosha right on through to Kansas City."

Go Nash and Buy Less Gasoline and Oil!



**YOU'VE NEVER FELT
SUCH SPARKLING
PICK-UP AND POWER!**

STOP-WATCH FACTS: From 10 to 60 Miles an Hour in Less than 21 Seconds . . . Up to 80 Miles an Hour . . . with the Ultra-Smoothness of a Radio-Balanced Crankshaft

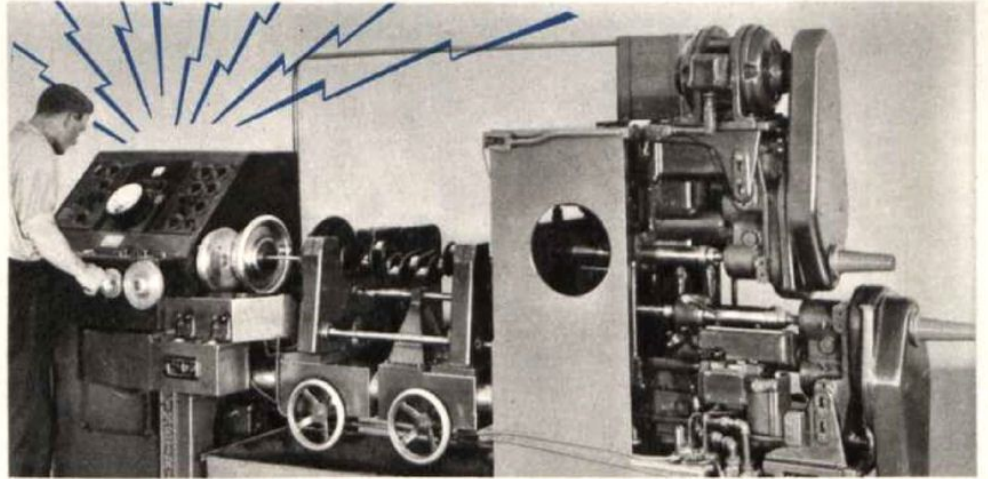
THE instant you step toe to throttle in the Nash "600", you realize that here is something new in power.

Listen. The engine is turning over as lightly and soundlessly as thistledown spinning in the air.

Precision-built? This engine would put to shame a 21-jewelled watch. Its crankshaft is radio-balanced by machinery which Nash is first to employ in the making of fine automobiles.

You click through the steering-post gearshift and in about 8 seconds you can break the law—but, wait 'til you reach that highway ahead where you can really let out the reins.

Watch what happens. From 10 M.P.H., the needle rushes up to 60 in less than



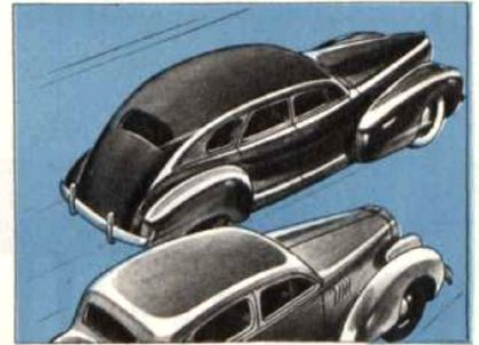
Balancing Crankshafts by Radio. Far in advance of present-day crankshaft balancing methods is this unique Nash machine that "listens out" the most infinitesimal vibration and corrects it. It contributes much to the ultra-smoothness of the Nash power plant.

New Fourth Speed Forward

Do you know what flying feels like . . . swift skimming over the earth?

You can find out now any time you try the Fourth Speed Forward.

Thrilling? Yes. It practically puts wings on this Nash. And it's Automatic so you don't have to lift a finger. At 35 you hear it "click." The engine seems to fade away—but you go faster . . . faster, without the slightest effort, as other cars labor along reluctantly behind you.



ahead—a car is in your way. You press the throttle quickly—and presto, your Automatic Overtake goes to work. Takes you out, around and safely away as quick as a wink.

Once you try it—this Fourth Speed Forward will be your way to travel. And why not? Look at the money it saves.

Your engine runs with 30 % fewer revolutions . . . uses up to 50 % less oil.

You get an extra 15%-25 % more mileage on your gasoline (28 to 32 miles per gallon now).

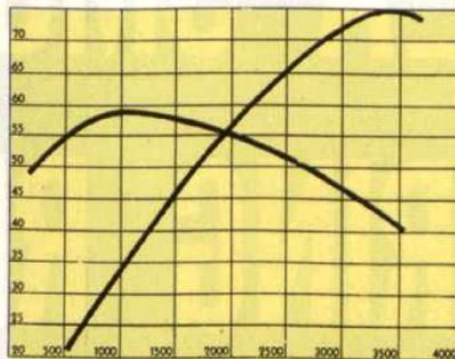
There's nothing like this Fourth Speed Forward . . . and what's more, it will save you money every mile you drive.



21 seconds. Then up to 75 . . . 80 . . . and still no feeling of strain.

This is performance that we have yet to see any other lowest-priced car match for smoothness, quietness, and flexibility.

Short turning radius is another great advantage with the new Nash. With effortless 2-way roller steering you can turn the car completely around in 33 feet . . . slip easily into small parking spaces.



The Flying Scot high torque engine develops a full 75 brake horsepower.

Suddenly, around a curve a hill looms

Go Nash for Better Performance at All Speeds!



**NOW_A SMOOTH
COIL SPRING RIDE ON
ALL FOUR WHEELS!**

Only Nash Has It! Revolutionary Springing System That Gives You Riding Ease and Roadability Never Before Offered in a Low-Price Car!

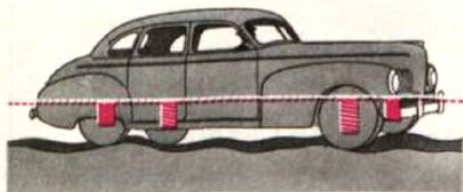
FORGET how comfortable other cars have seemed. Forget how smoothly you thought you were riding.

You're going for an entirely new kind of ride in the Nash Ambassador "600" A ride that will be a new experience.

Picture yourself sailing smoothly at sixty—over ruts and bumps that would ordinarily jar you to the teeth . . . sweeping around curves that would ordinarily set your tires squealing . . . skimming along as gently, silently as a sea gull circles in the air.

And you have a picture of what it's like to ride on soft, deep coil springs—on *all four wheels*. Actually, this amazing Nash seems to *lean* into the curves.

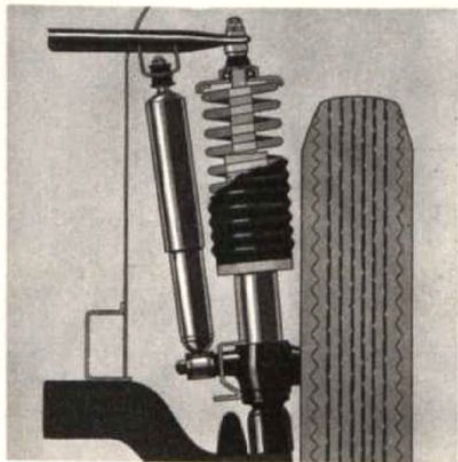
True, a few higher-priced cars have had this luxurious ride—but Nash is first to introduce it on a car in the lowest-price field. First to place this great comfort feature within reach of everyone.



The actual front spring construction is new in this country. Nash engineers "discovered" it at International Road Races . . . springing purposely designed for safe high speed riding over rough, winding roads and refined it to provide new smoother riding performance.

These coil springs are so sensitive that the pressure of your foot on front or rear bumper will depress them—yet, with six passengers, you ride in confidence.

The front wheels are independently suspended on soft, deep individual coil springs set around a rigid, perpendicular shaft extended from the body.



Front Coil Springs

These springs ride smoothly up and down this shaft on permanently lubricated roller bearings. As an extra comfort and safety factor, giant plunger-type hydraulic shock absorbers are mounted between springs and body.

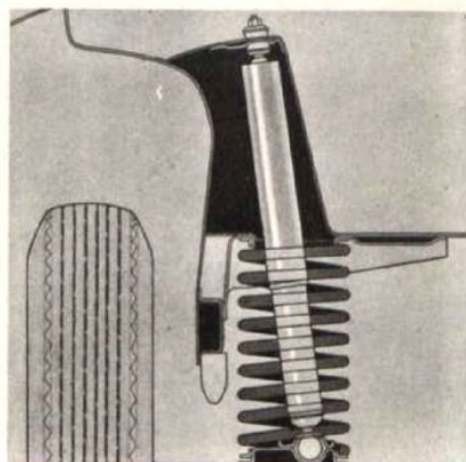
The "unsprung weight"—spring and wheel assembly—is less with this type. Therefore the wheels move easily—follow irregularities in the road without transmitting movement or bounce to the body.

Only Low-Price Car with Easy Two-Way Roller Steering

You will immediately notice the ease of the Two-way Roller steering. It's the first car under \$1,500 to offer anything like it.

Rear wheels also have individual coil springs, but with the hydraulic shock absorbers mounted *inside* the coils for double-soft springing. A special stabilizer bar prevents sidesway and lurching.

The Nash Ambassador "600" has a Torque-Tube drive, thus freeing the rear springs from all duties except to provide you with full riding comfort.



Rear Coil Springs

Starting and stopping, turning and parking, you can feel the difference in the safe, solid "drive" of the wheels. You're conscious, too, of a new kind of quiet—with none of the slap-banging or protesting from beneath that you noticed in cars in the past.

And the way you ride, low-slung . . . cradled between the axles, lets you travel in pleasant relaxation even on all-day cross-country trips.

Drive this Nash Ambassador "600" just half an hour and you'll agree that no car at any price you've owned equaled its easy riding and steering.



Nash engineers discovered this new type coil spring at European road races. They brought it to America and developed it for the big luxurious Nash Ambassador "600."

Go Nash for Riding Comfort Never Offered Before!

The NASH Ambassador "600" SERIES



NASH AMBASSADOR "600" FOUR-DOOR SLIPSTREAM SEDAN (Available in Special and De Luxe Series)

Imagine all this big-car size and luxury—in the *lowest price* field! Actually, this new Nash Ambassador "600" looks like a high-priced custom car. It's big and brawny up front. The streamline body is long and low and graceful, with no protruding lights or running boards . . . no unsightly hinges. And when you

step inside, you step on a cleverly concealed running board into a wide, roomy, sunlit interior. You sink into seats that cradle your body on longer, deep-set springs. You find it almost impossible to believe that you're in a low-priced car, available now in a wide range of body types and your choice of many standard colors.

Specifications

ENGINE—L-head; exclusive built-in inlet manifolds cast inside. Bore 3 1/4"; stroke 3 3/4"; displacement 172.6 cu. in.; taxable h. p. 23.44; developed h. p. 75 @ 3600 R.P.M. 4-point rubber engine mountings. Iso-thermal fuel system; downdraft carburetor; double automatic spark control; steel-strut aluminum pistons; four main bearing fully counterweighted crankshaft dynamically balanced by radio; vibration damper; full pressure engine lubrication (rifle-bored connecting rods) of all bearings, piston pins and cylinders; cylinders completely water-jacketed; oil capacity 5 quarts; fuel capacity 20 gallons.

CHASSIS—112" wheelbase; enclosed independent front suspension system and coil springs at all four wheels, controlled by two-way direct-acting hydraulic shock absorbers; torque tube drive with Axilizer alignment bar at rear. Full 2-way roller shockproof steering system with 33-foot turning circle. Unitized body and frame construction. Super-hydraulic brakes; cast-iron drums. Synchro-Shift transmission with steering column control. Automatic cruising gear (4th speed), optional extra. 16 x 5.50 silent ribbed tires. Over-all length 195 inches.

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-Mortex applied to body side panels. Weather-sealed doors. Body and fenders Bonderized to prevent rust. Finished

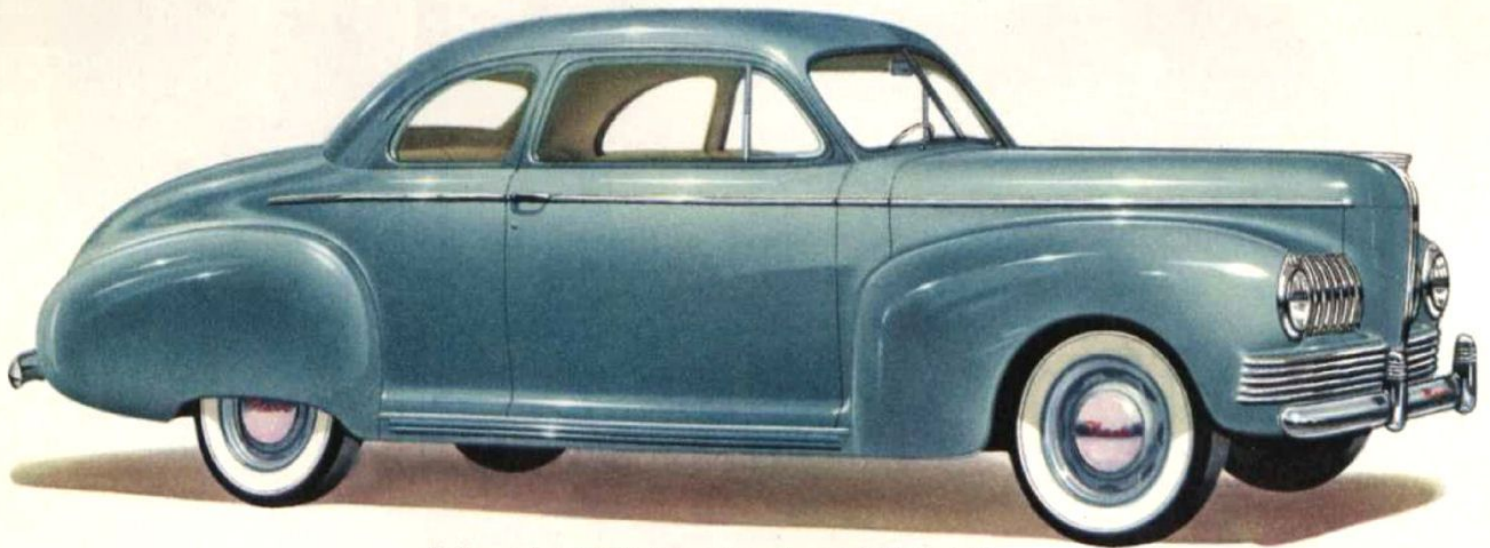
in high-gloss Permalux enamel. Exclusive Nash automatic Weather Eye conditioned air system and sedan sleeping car conversion, optional extra.

STANDARD EQUIPMENT—DE LUXE FOUR-DOOR TRUNK SEDAN . . . Hi-Test safety glass, chrome window reveals and running board mouldings, dual windshield wipers, sun visors and horns, assist cords and robe cord, front door arm rests, chrome instrument panel trim and speaker grille, de luxe steering wheel, instrument panel ash tray, rear seat ash tray, glove box door lock, No-Draft ventilation, ventilating rear quarter windows, rotary door lock, Sealed Beam headlights, dome light, voltage control generator, bumpers and bumper guards, gravel pads and deflector, spare wheel and tire.

ALL OTHER DE LUXE MODELS—Hi-Test safety glass, bumpers, bumper guards, dual windshield wipers, horns, sun visors, instrument panel ash tray, rear seat ash tray, robe cord and assist cords in sedans only, front door arm rests, dome light in sedan and coupe brougham. No-Draft ventilation, chrome radio speaker grille and instrument panel trim, glove box door lock, rotary door locks, Sealed Beam headlights, voltage control generator, gravel pads and deflector, spare wheel and tire.

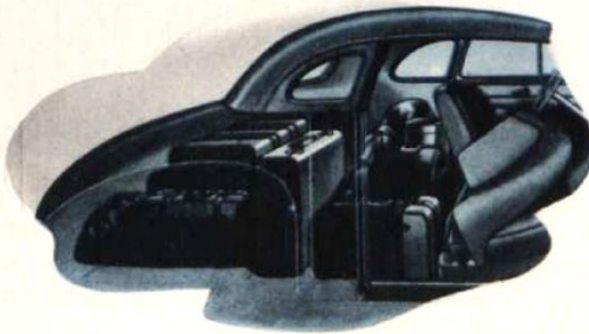
ALL SPECIAL MODELS . . . Hi-Test safety glass, bumpers, wiper, visor, horn, chrome radio speaker grille, No-Draft ventilation, rotary door locks, glove box door lock, dome light in sedan, Sealed Beam headlights, voltage control generator, gravel pads and deflector, spare wheel and tire.

Nash Motors reserves the right to change specifications, color, equipment and prices without incurring any obligation to adjust price or make changes on cars previously sold.

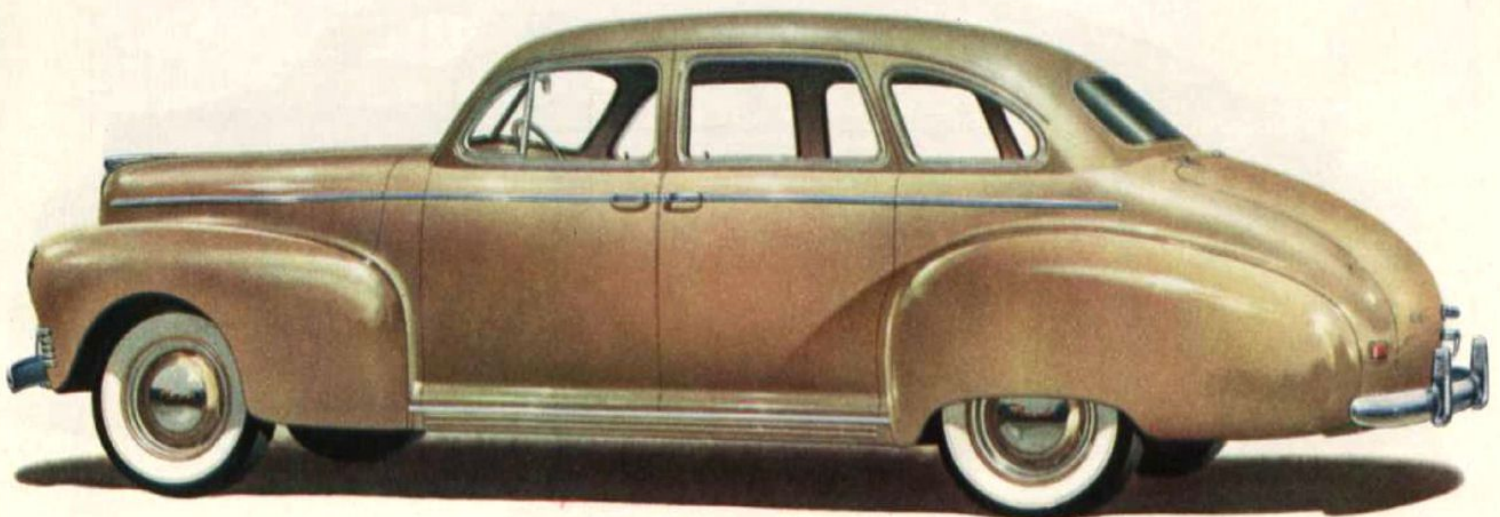


Ambassador "600" Coupe Brougham with full-width seats

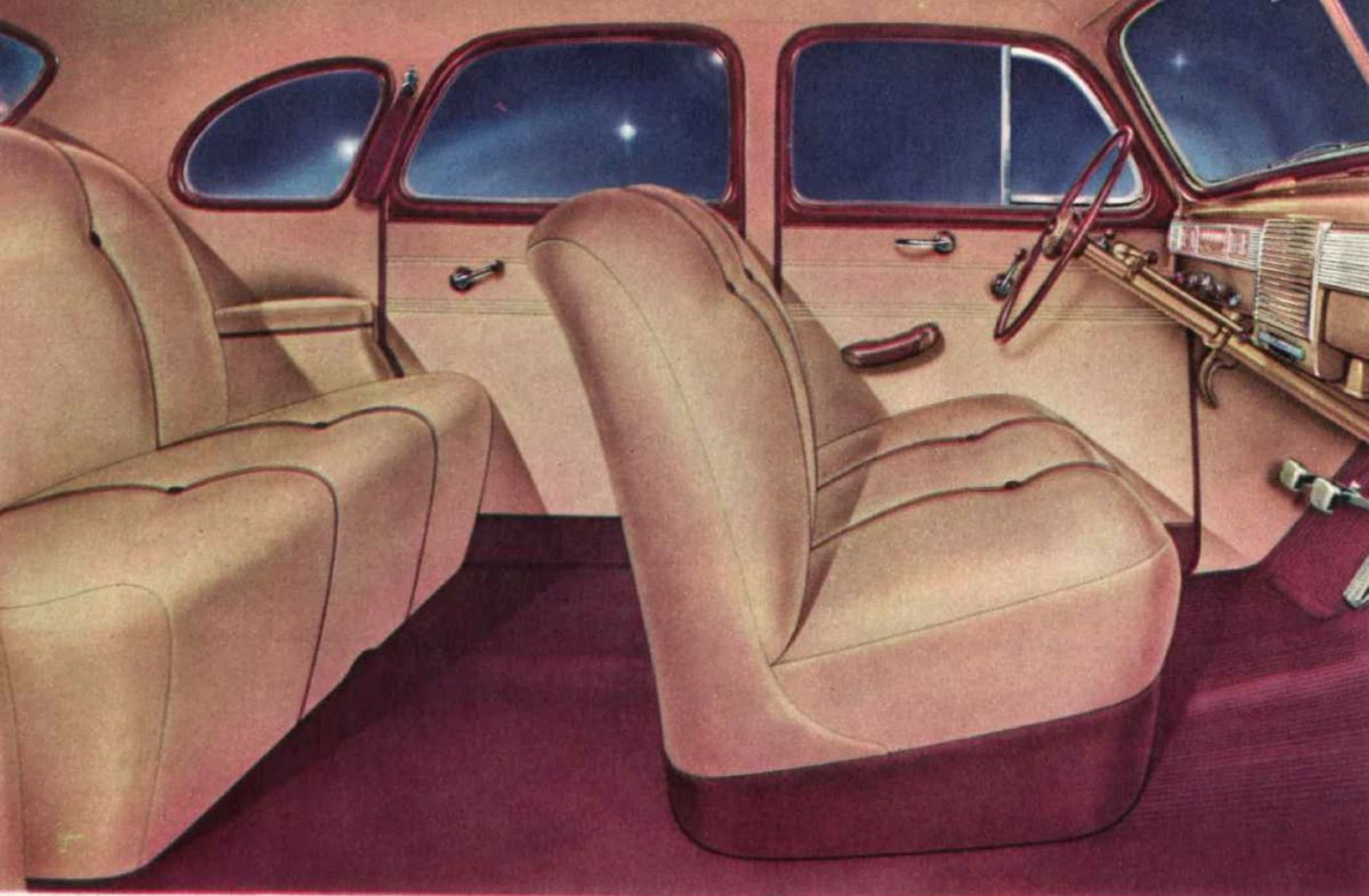
(Above) The long, low sleek Coupe Brougham is the perfect car for a small family with one or two children. No extra doors for little fingers to open. The rear seat is 57 inches wide and the front seat divides and folds down to permit easy entrance and exit to and from the rear compartment. (Right) Sketch shows you the 1941 Business Coupe's unbelievable carrying capacity. 27 ½ cubic feet in the rear compartment plus the ample additional room back of the front seat.



(Below) The De Luxe Ambassador "600" 4-door trunk sedan is completely equipped with chrome window reveals, running board trim moulding and complete de luxe interior appointments including a rich Tenite steering wheel with a horn ring. This is truly the most beautiful car in the lowest-price field. It has all the roominess, performance, durability and comfort of a big, expensive car plus the amazing economy and low first cost of a low-price car.

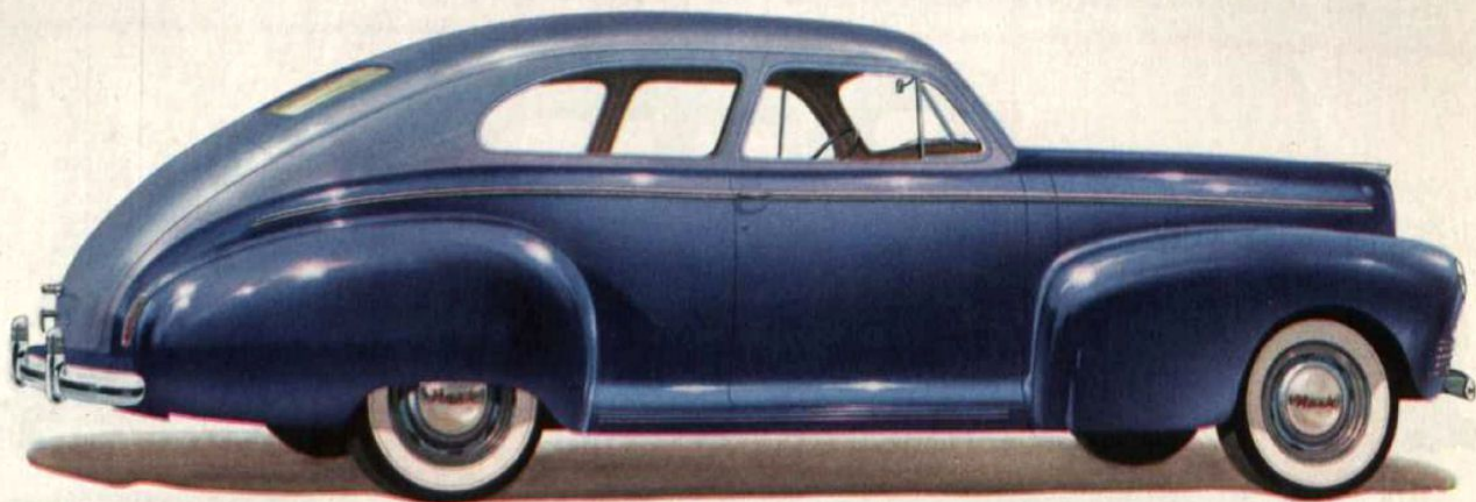


Ambassador "600" Four-Door Sedan with built-in trunk

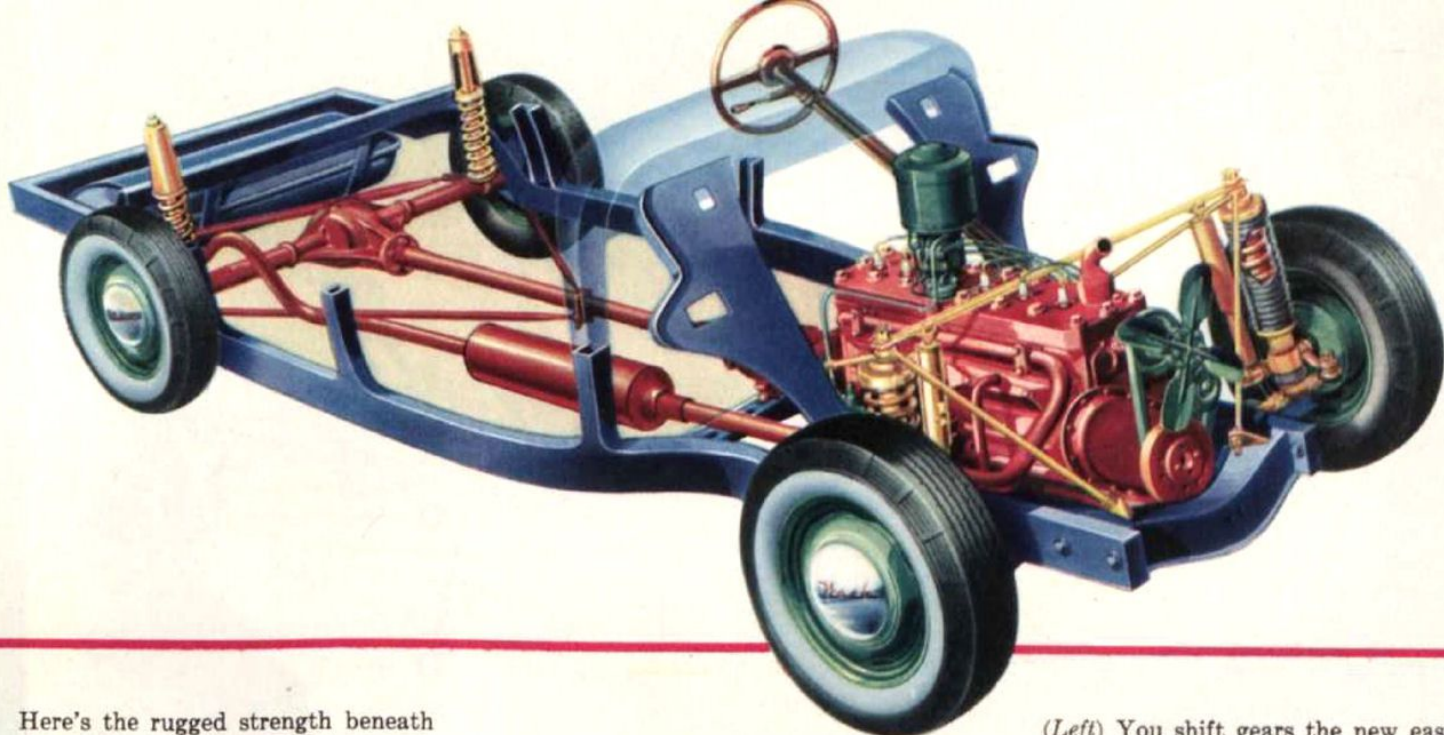


Comfort and luxury de luxe is yours in the beautiful salon interior of this big Nash Ambassador "600". Note the wide, roomy seats, almost as wide as your living-room lounge, the rich upholstery in smart Two-

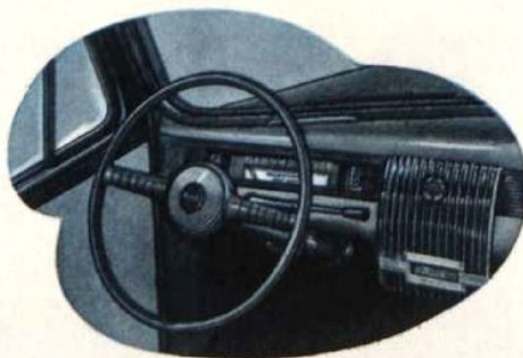
Tone styling and all the other conveniences—ash trays, assist cords, a robe rail, arm rests and a reading light. Here's complete appointments and quality craftsmanship at its best in a low-priced automobile.



*Ambassador "600" Two-Door Slipstream Sedan with built-in trunk
(Available in Special and De Luxe models)*



Here's the rugged strength beneath the beauty and luxury of America's newest low-priced car! This Ambassador "600" chassis (*above*) shows the coil springs on all four wheels, the new plunger-type shock absorbers, the bridge-truss frame that's welded into the body to form a single twist-proof unit. Note the heavy girder members between engine and front compartment. Stability, where most cars are weakest. Here, too, is shown the Flying Scot engine. Compare these great innovations with what you can get in other lowest-priced cars!



(*Left*) You shift gears the new easy way with this handy gear shift located on the steering column of the new Nash Ambassador "600". The lever operates through the familiar "H" pattern. Nothing new to learn. (*Below*) Here is the answer to a businessman's prayer. All the advantages of Nash's sensational 25 to 30 miles a gallon economy and amazing pick-up and power in a *big*, roomy coupe. Salesmen with large sample cases to transport from city to city say this is the perfect car for the job.



Ambassador "600" Business Coupe with spacious rear deck compartment



**BUY IT AND SAVE
YOURSELF \$70
TO \$100 A YEAR**

Imagine Going 500-600 Miles on a Tankful! Getting 20% More Mileage on Tires! Making Savings That May More Than Pay Your Cash Difference When You Trade!

IMAGINE . . . driving from Boston to Norfolk, Va.—and never stopping once at a filling station!

Imagine . . . making that business trip from Chicago to Memphis without adding a drop of gasoline or oil!

Imagine . . . going on a vacation trip from Cleveland to New York—on one filling of the gas tank!

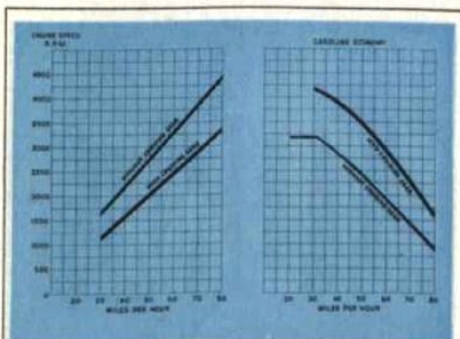
Sounds amazing—doesn't it? Yet these are the kind of trips you can make with an Ambassador "600" on one tank of gas, according to figures brought in by Engineering Drivers in day-by-day tests with the Fourth Speed Forward.

Your dealer can doubtless verify this with records made in your own part of the state.

You yourself, when you buy a Nash, will be given a Savings Book in which you can check the savings you make on trips, and in everyday driving.

What if we should say to you—"A new Nash Ambassador '600' is yours without a penny's cost"?

It's true. If you do the average amount



The Fourth Speed Forward is city-gear to cut in at 33 to 35 miles per hour. It reduces engine revolutions by 30% with proportionate savings in gas and oil. Driving cross-country from New York to San Francisco, with this cruising gear in operation, your extra gas mileage would mean the equivalent of free fuel from Salt Lake City to your destination.

HERE'S HOW WE FIGURE!

If you were the owner of an average car, and drove the average distance during 1939—then, according to the American Petroleum Industries Committee, you bought 724 gallons of motor fuel which cost you \$136, including taxes—an average of 18.8 cents per gallon.

Under the same conditions, the 1941 Nash Ambassador "600," with the Fourth Speed Forward, would require only 400 to 450 gallons. At 18.8 cents a gallon, this would save you from \$50 to \$60.

If you use the Nash Convertible Bed only 14 nights a year, you would save \$14 to \$25 in lodging costs.

With other Nash savings on tires, oil, lubrication . . . this would add up to a grand total of \$70 to \$100.

This is real savings . . . like money added to your yearly income.



The unitized body-and-frame construction not only means a Nash stands up better but you also enjoy a quieter car, year after year.

But that's just the beginning of Nash Ambassador "600" savings!

You Save Money Every Mile

Your tires wear 10% to 25% longer . . . 500 pounds of useless, dead weight have been engineered out of the car.

Your Nash coil springs on all four wheels will never present you with a bill for spring lubrication.

Your Nash engine, with full-length water-jacketing, keeps oil cooler . . . makes it last longer, so it lubricates better—cuts down engine wear.

Every piece of exposed sheet metal in this car is Bonderized (rustproofed). This is rare in the automobile industry.

Nash saves you money in the very beauty of the car.

The beautiful, sparkling finish is not the usual soft, quick-drying lacquer, but *Permalux* . . . a glass-like finish baked on at high temperature that *stays* beautiful.

Your dealer will explain more—show how every unit that goes into a Nash was designed to give you low motoring cost!

of driving, and if your present car can cover the down payment—it may easily work out that way. You should be able to save enough during the three or four years you will want to keep your Nash to more than meet the cash difference you'll need to trade. (See the table above.)

So—it's the money you don't spend that buys you a new Nash.

And it's fun to save money the Nash Ambassador way.

For instance, the Nash Convertible Bed not only saves lodging costs, it lets you really *enjoy* a vacation trip . . . lets you sleep safely and comfortably on your favorite hunting or fishing spot.

Go Nash - A New Car May Cost You Nothing!



ONLY NASH OFFERS IT TO YOU

**BIGGEST CAR FEATURE
IN 20 YEARS—
THE "WEATHER EYE"**

Famous Nash "Weather Eye" Turns Winter Into Summer...

Gives You Automatic Conditioned Air, Free of Dust and Drafts... Comfort No Other Car Can Match!

NOW—there isn't any winter any more—not for a hundred thousand owners of Nash cars.

When blizzards blow they drive without hats, coats or gloves, in perfect com-



fort... breathing in the heavenly-fresh, warm air of Nash's Weather Eye Conditioned Air System.

There has never been anything like it on any other car at any price before.

How does it work? Simply by turning a dial on the instrument panel, you "tune in" any degree of comfort you want. Warmth that floods evenly through the car—without drafts—back seat and front, floor level or shoulder level.

Warmth automatically maintained, by

the "Weather Eye" that uncannily out-guesses changing temperature, varying wind, speed, etc.

And it's warmth that's never stuffy, overheated, toxic. Air is continually replaced under slight pressure—the smoke of your cigarette—the moisture of your breath that would cause foggy windows—are whisked away.

High pressure windshield defrosters keep ice or fog from forming under severe conditions.

Even cigar smoke is taken care of—so that it always mysteriously disappears before the ladies in the back seat have a chance to complain.

Here's what it means to you.

You never need worry about drafts or

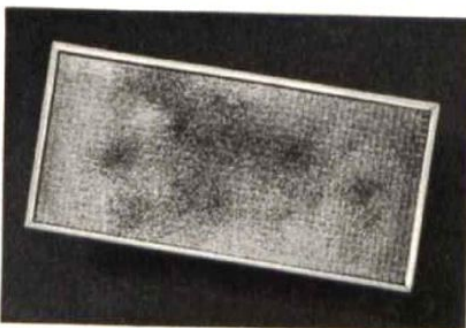


colds or sneezes... about being caught without a coat in a sudden cold spell.

You never need worry about falling asleep while you're driving—overcome by the hot, stale air from an ordinary

"heater," or dangerous monoxide fumes seeping into the car.

No—and you never need sit home again from November to March waiting for Old Man Winter to leave for the North. Now—you can get out and, for the first time, really enjoy driving all year 'round.



The dust filter in the new Weather Eye System excludes all dust, dirt and insects. This view of the filter shows trapped refuse that would have found its way into the interior of an ordinary car.



New Weather Eye System More Amazing Than Ever!

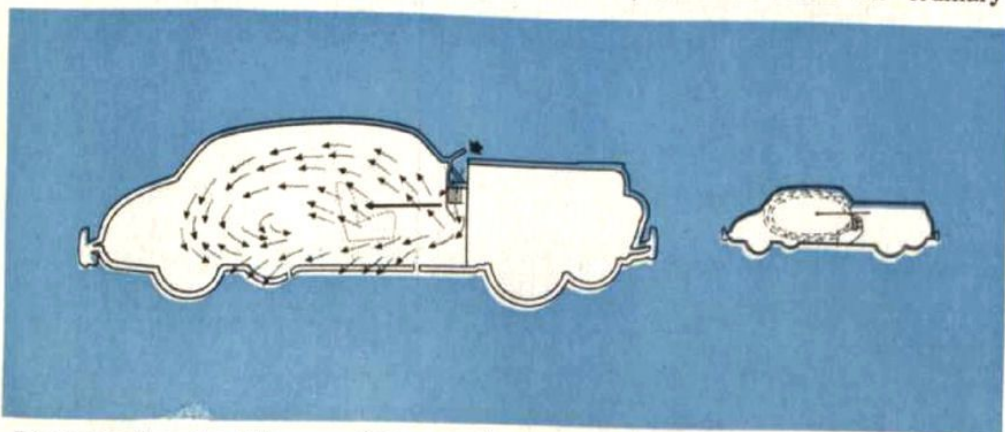
Imagine—for as little as the price of an ordinary car heater, having a Nash automatic Weather Eye.

It's greater than ever before! With the largest heating core ever put in an automobile, with more powerful silent fans, you get complete protection down to 10° below zero.

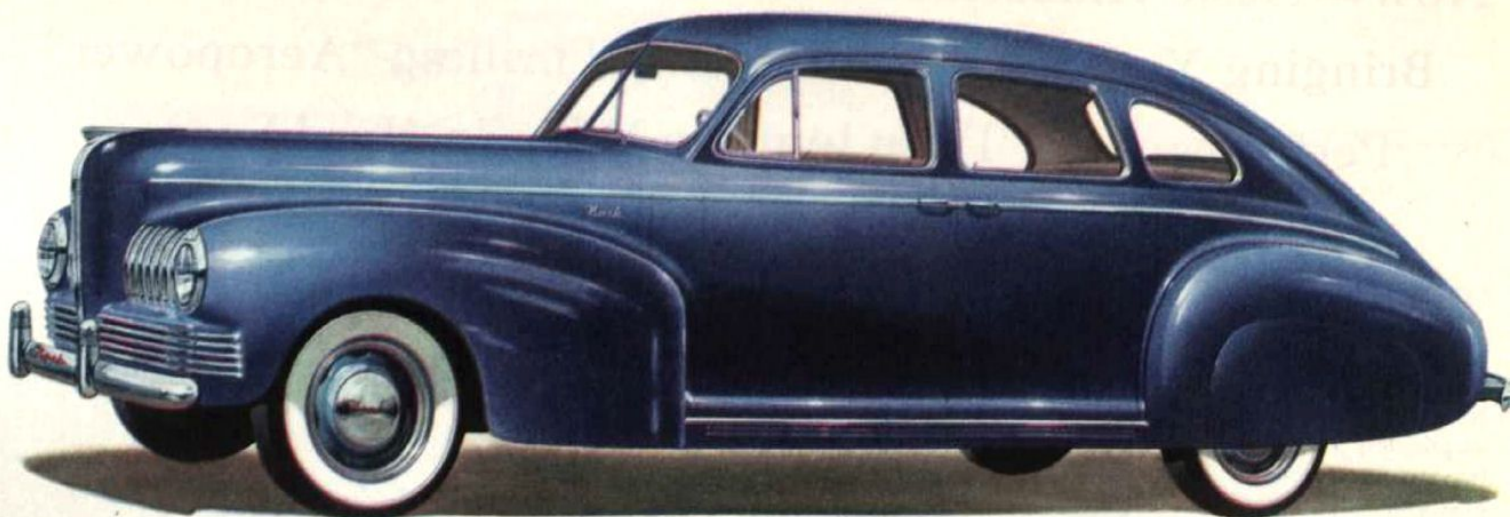
The conditioned air outlet is unusually wide, supplying much more conditioned air faster, and with more even distribution. A special damper enables you to secure a direct blast of air into the front compartment if desired.

And now the whole system is virtually concealed, out-of-the-way, built into the car itself. Only the controls on the instrument panel are visible.

The Nash-invented Weather Eye Conditioned Air System is exclusive; it cannot be duplicated in any other car. And therefore no other car at any price can offer you anything equal to the comfort you notice in the very first five minutes of riding or driving a Conditioned Air Nash.



Diagrams show the difference: Other cars in motion tend to form a vacuum that sucks in outside cold air, dust, etc., and toxic air from the engine compartment. Nash reverses this, "pumps" up a higher pressure inside with fresh conditioned air (on the same principle stratosphere liners use), and used up air is continually expelled. All this takes place at rates up to 600 cubic feet a minute without annoying drafts or danger of monoxide fumes.



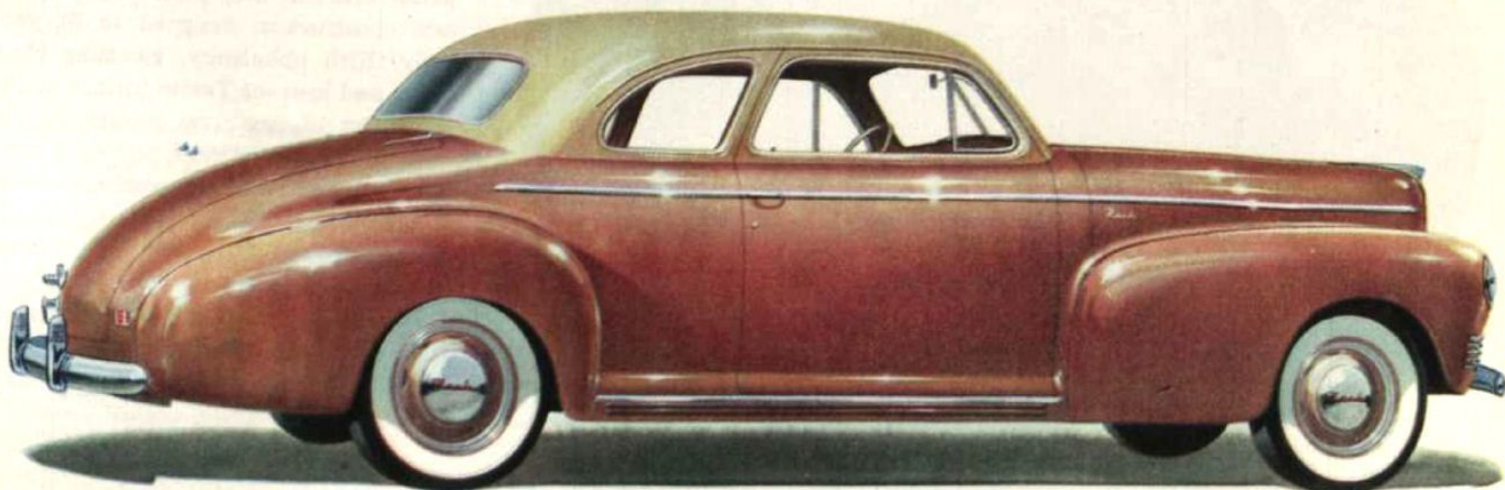
*Ambassador Six Four-Door Slipstream Sedan with built-in trunk
(Available in Special and De Luxe models)*

(Above) **SLIPSTREAM SEDAN.** Smooth Speedlined styling, a symphony in steel and chrome. The smartly-tailored rear deck conceals a spacious luggage compartment. Luxurious in every detail, every appointment. Choice of a wide variety of standard color combinations.



(Below) **COUPE BROUGHAM.** Big and impressive outside with room and luxury inside. A full 57-inch seat in the rear. Space for all the luggage you'll want to take on any trip. Choice of Two-Tone colors and rich broadcloth or Canda Cloth upholstery.

PRESTO! TOP LOWERS. No tugging, pulling or straining to get this new Nash Convertible Coupe top down ... or up. The mechanism is completely automatic. This lets you take full advantage of sunny weather. To lower, you simply turn two thumb screws at the top of the windshield, loosen the catch and then push a button on the instrument panel. Vacuum cylinders do the work in 12½ seconds. To raise, you push the button again. The vacuum cylinders do the work and you tighten the catch.

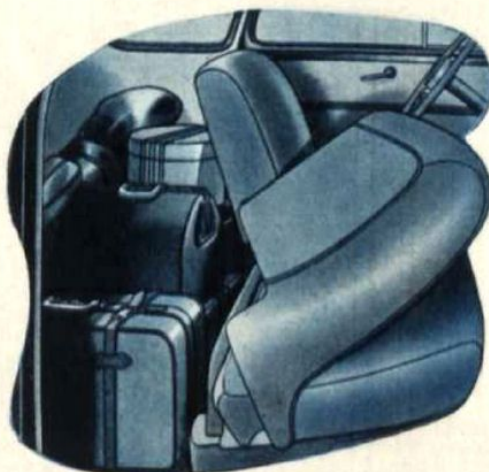


*Ambassador Six Coupe Brougham with full-width seats
(Also available in Special and De Luxe Business Coupes)*

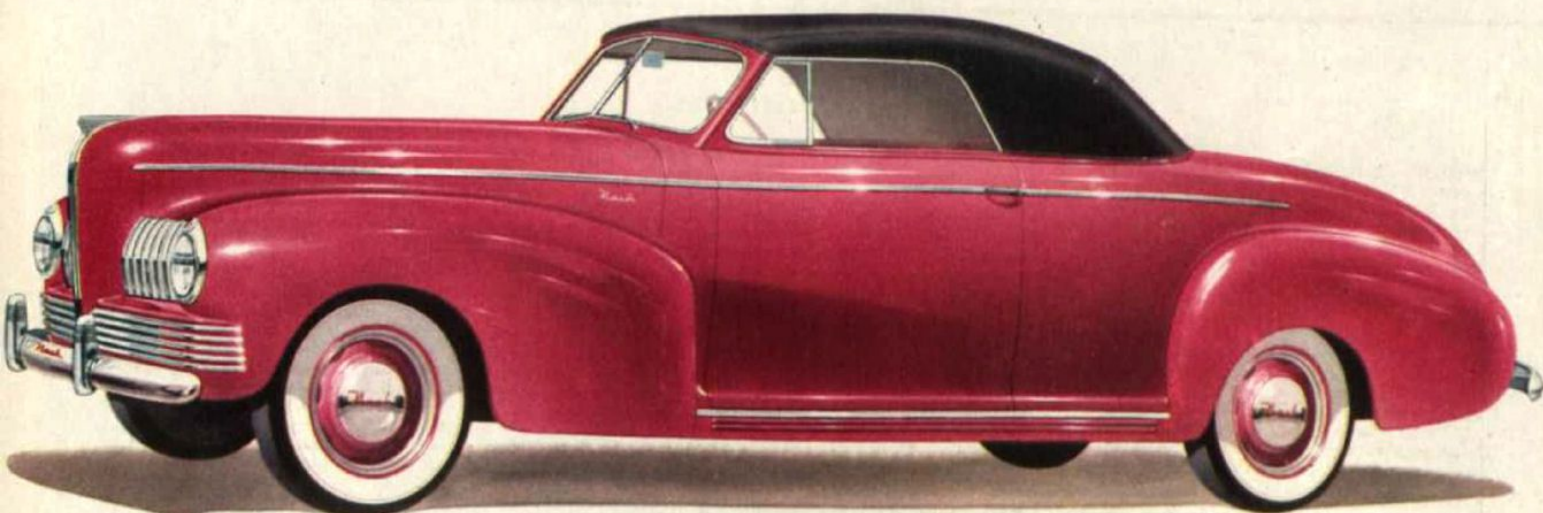


Ambassador Six Two-Door Slipstream Sedan with built-in Trunk

(Above) This trim new Ambassador Six Two-Door Slipstream Sedan is particularly favored where there are small children in the family. It's big and roomy all around and is distinctive in appearance. The extra wide three passenger front seat has a divided back which folds forward for easy entrance and exit. (Right) There's plenty of extra room behind the front seat in the Business Coupe for luggage, samples or golf clubs and the rear deck has $27\frac{1}{2}$ cubic feet of usable space—a car preferred by salesmen.

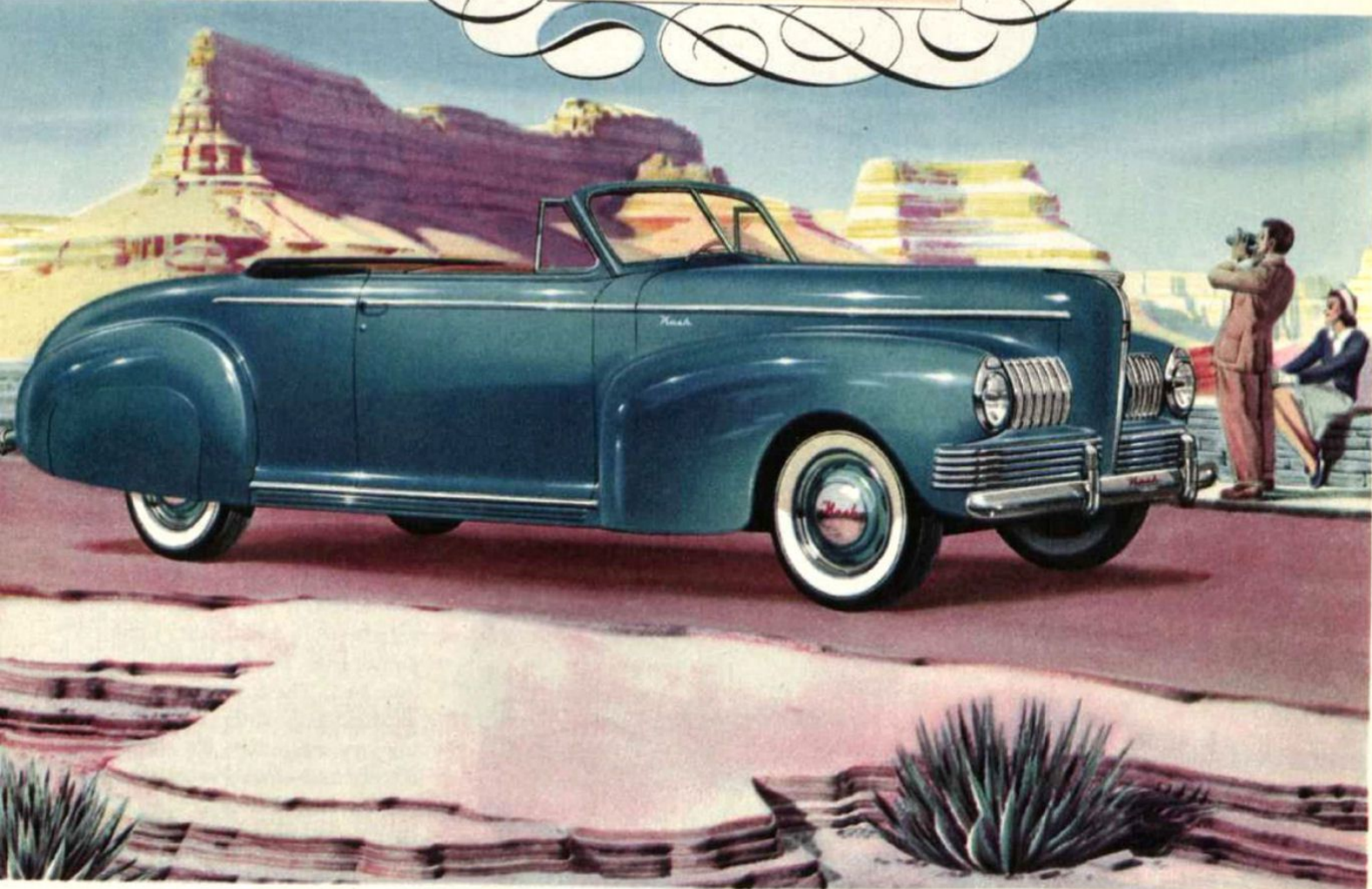


(Below). For the young in heart Nash has created this long, low, rakish "Country Club" sportster, the brilliant new Ambassador Six Convertible Coupe. It's cozy and comfortable with a wide front seat, luxury appointments and a roomy "inside" rear seat. The top raises and lowers automatically with no tugging, pulling or straining. To lower, you simply turn two screws at the top of the windshield, loosen the catch and then press a button on the instrument panel. Vacuum cylinders do the work.



Ambassador Six Convertible Coupe with automatic top

The NASH Ambassador EIGHT SERIES



NASH AMBASSADOR EIGHT CONVERTIBLE COUPE

Here's custom atmosphere and real luxury, tailored to your individual taste, in the finest automobile that Nash builds—the superb new Nash Ambassador Eight. Here's size and room and a wealth of de luxe features (included as standard equipment) that you can't get in other cars at twice the modest

price. Here's performance . . . and economy . . . unparalleled at comparable prices. And here again is an opportunity to select your own personal car from a wide choice of different models with streamlined styling, two-tone exterior color combinations and rich upholstery fabrics in quality cloth or Canda Cloth.

Specifications

ENGINE—Valve-in-head; built-in inlet manifolds cast inside. Bore $3\frac{1}{8}$ " ; stroke $4\frac{1}{4}$ " ; displacement 260 cu. in. ; taxable h.p. 31.2 ; developed h.p. 115 @ 3400 R.P.M. 4-point rubber engine mountings. Iso-thermal fuel system; dual down-draft carburetor; automatic choke; twin-ignition double automatic spark control; steel-strut aluminum pistons; four piston rings; full length water-jacketing. Nine bearing crankshaft; 83.17 sq. in. of bearing area; vibration damper; full pressure engine lubrication (rifle-bored connecting rods) of all bearings, piston pins and cylinders; oil filter. Oil capacity 7 quarts; fuel capacity 20 gallons.

CHASSIS—121" wheelbase; independent coil spring suspension at front combined with semi-elliptic prelubricated leaf springs with metal covers at rear controlled by two-way direct-acting hydraulic shock absorbers. Dual arrow-straight shockproof steering system. Rigid box girder frame; 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), optional extra. 16 x 6.50 silent ribbed tires. Over-all length 201 $\frac{1}{4}$ inches.

BODY—Unitized all-steel; internal bridge-truss construction combined with chassis sub-frame with box-section side rails. Body side panels completely insulated and soundproofed with Sand-Mortex; spool-type rubber body mountings. Weather-sealed doors. Body and fenders Bonderized to prevent rust. Finished in high-gloss Permalux enamel. Exclusive Nash automatic Weather Eye conditioned air system and sedan sleeping car conversion, optional extra.

STANDARD EQUIPMENT . . . Hi-Test safety glass, chrome window reveals and running board mouldings, dual windshield wipers and sun visors, dual horns, assist cords, rear seat ash tray, in sedans and coupe brougham; robe cord in sedans; front door arm rests; rear seat center arm rest in trunk sedan, front compartment ash tray; de luxe steering wheel in trunk sedan; ventilating rear quarter windows in sedans and coupe brougham, No-Draft ventilation with safety locks, Foam-Sponge seat cushions and front insert carpet (except in Special Sedan); cloth or Canda Cloth optional (leather in Convertible Coupe), dome light in sedans and coupe brougham, glove box door lock, rotary door locks, automatic choke, voltage control generator, Sealed Beam headlights, bumpers, bumper guards, gravel pads and deflector, spare wheel and tire.

Nash Motors reserves the right to change specifications, color, equipment and prices without incurring any obligation to adjust price or make changes on cars previously sold.

America's Finest Eight Now Sells at the *Lowest Price* in Nash History! Never Before Such Luxury, Distinctive Styling . . . Thrilling Performance at This Price!

LET your eyes take it all in—the bold, magnificent bigness of it . . . the lean, clean look of its hood, the action sparkling out of every chrome-framed line.

Listen to the soft, deep whisper of its 115 H.P. Eight-cylinder engine.

Then think of being its proud owner . . . for a sum of money scarcely more than you pay for a commonplace car.

Here is luxury, here is smartness, here is performance to compare with any fine car of any price you name.



Three-section Foam Sponge Seat Cushions afford individual seating comfort for all.

Compare . . . its thrilling Eight-cylinder Aeropower performance and smoothness against the usual L-head "six" or "eight"

that also sells in this same price field.

Compare . . . the wider seats, larger luggage compartment, the extra inches of head-room, leg-room, elbow-room a Nash Ambassador Eight avails you.

Compare . . . the quietness of Nash Sand-Mortex soundproofing against what your ears discover in other cars.

Compare . . . economy. The Ambassador Eight made an average of 21.1 miles per gallon in the gruelling 600-mile Gilmore-Grand Canyon Economy Run.

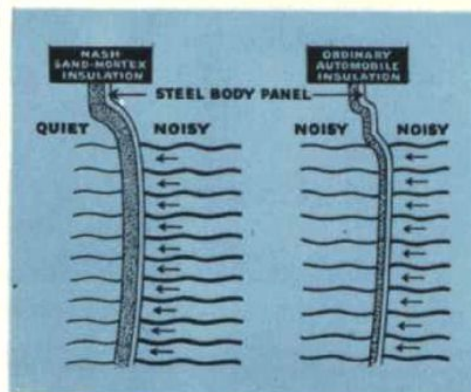
Compare the long life of its 9-bearing crankshaft against the usual four or five.

Compare . . . the fineness, the staunchness and the honest engineering represented in Nash rifle-drilled connecting rods, full length water-jacketing.

Ask if any other car near the price offers a Weather Eye Conditioned Air System, or a Convertible Bed. We will tell you now the answer is *No*.

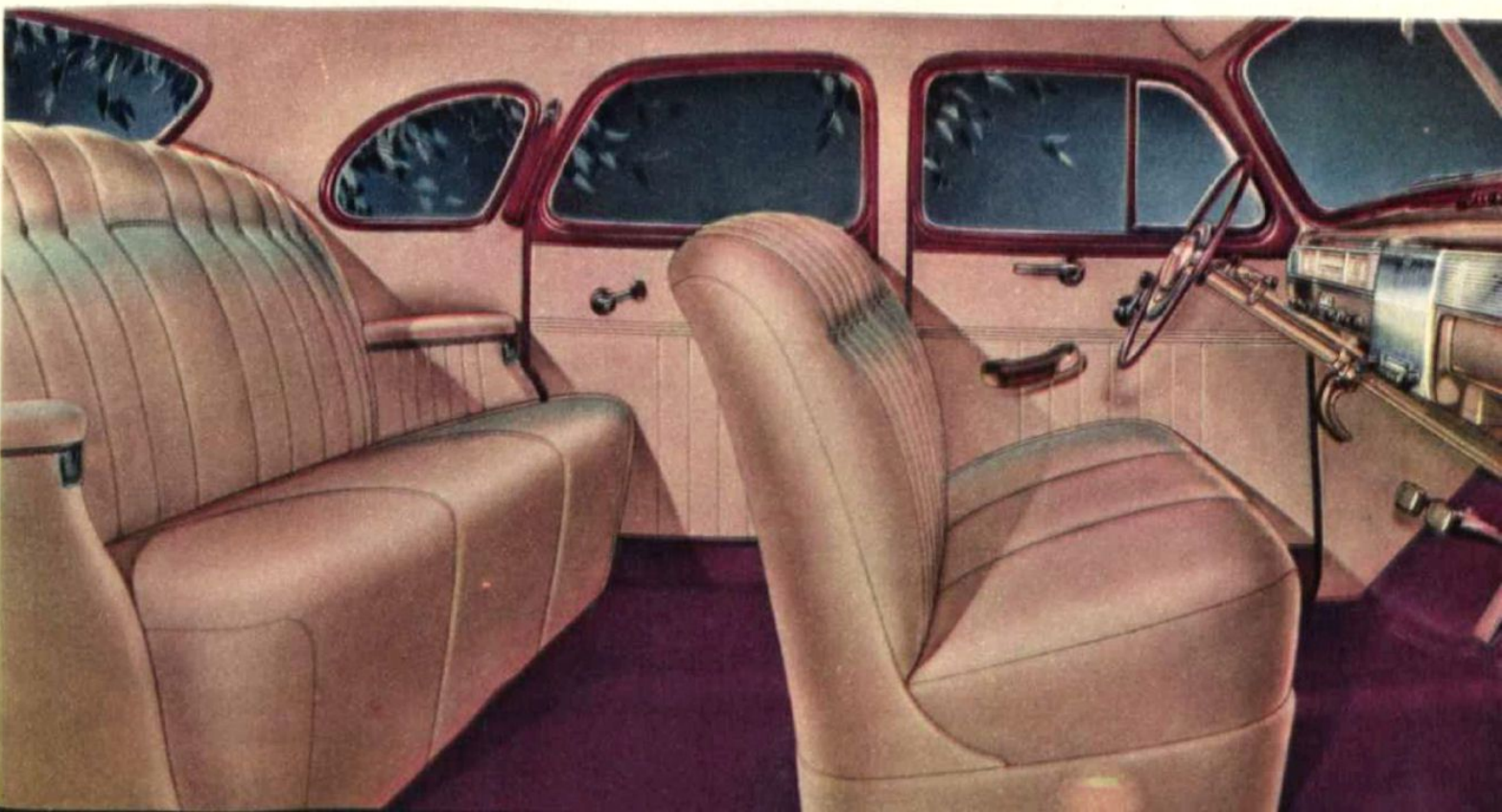
Look at the costly upholstery . . . the chromium window frames . . . the dozens of little niceties. Everything you could ask for, in an automobile, is here!

And the price? Not \$3,000 . . . or \$2,500 . . . but less than half that!



Sound waves go through solid substances, but are dissipated, foiled by the loose, grainy structure of Sand-Mortex. It is applied to the door panels and side panels. Exclusive Nash feature in all Nash cars.

LUXURIOUS SEDAN INTERIOR reproduced in full color (below) is exquisitely appointed with comfort and convenience features as standard equipment that are not often included in cars costing several hundred dollars more. The front seat is nearly five feet wide to comfortably seat three full-size people. The rear seat is equipped with a comfortable center arm rest that folds away when not in use.





*Ambassador Eight Four-Door Slipstream Sedan with built-in trunk
(Available in Special and De Luxe models)*

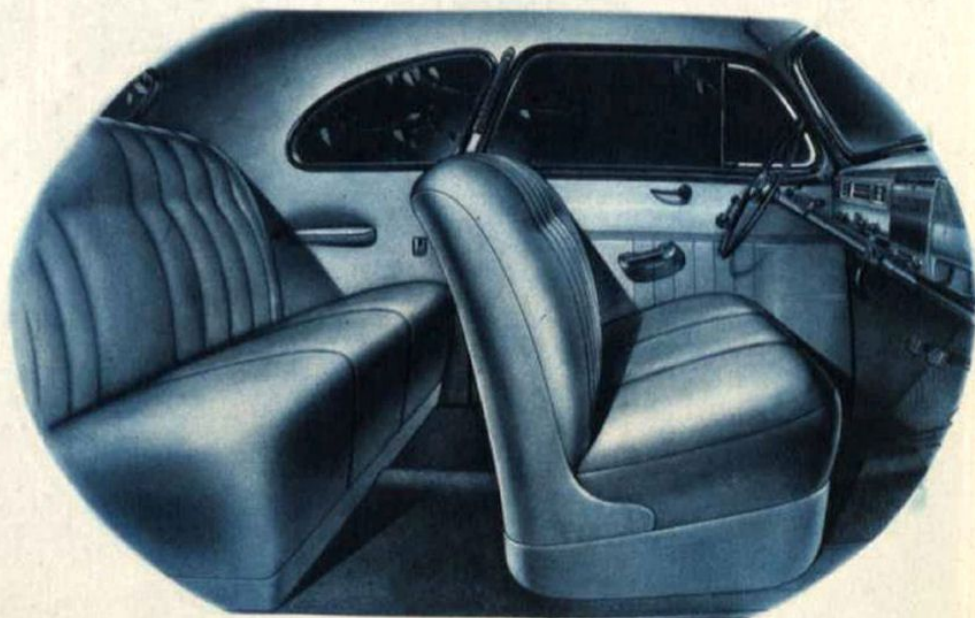
NEW HOOD LOCK. (Right) Now no one can tamper with your engine while you're away. This new inside hood lock, located on the instrument panel, prevents it. To lock the hood, you simply press it down and it locks automatically. To unlock, you pull the lever. In addition to protection against tampering, the new lock prevents the possibility of wind blowing the hood up while the car is in motion. Another Nash safety feature. Additional evidence of Nash superior engineering.

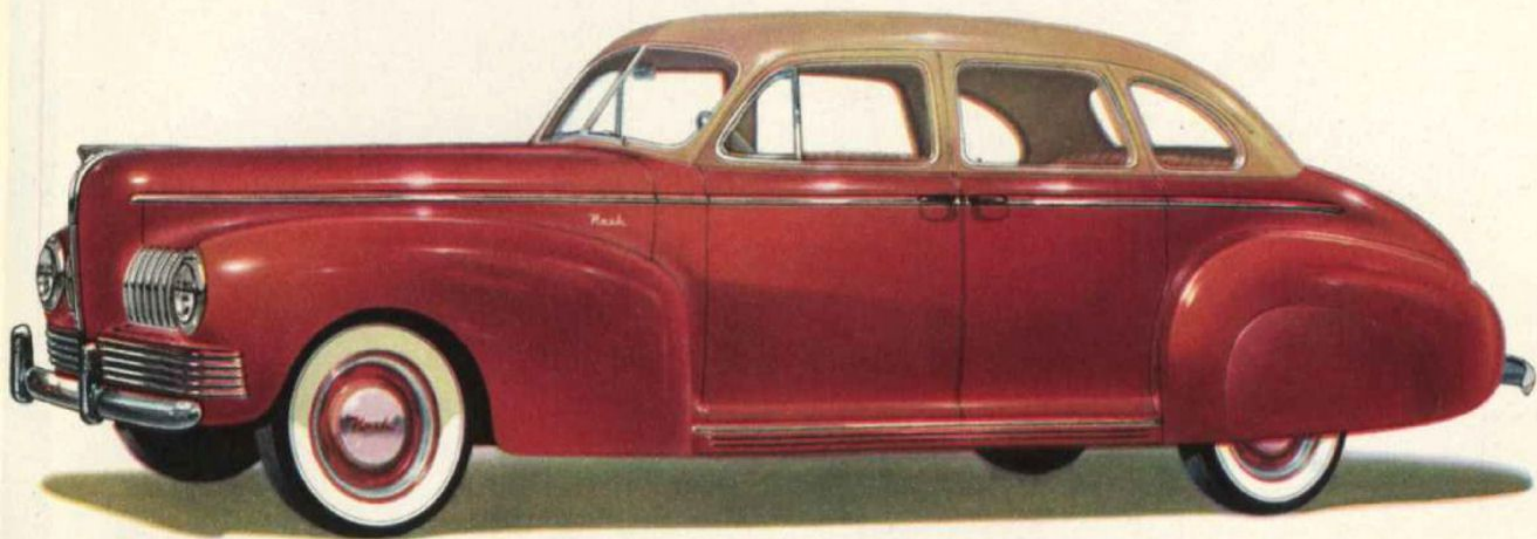


SLIPSTREAM SEDAN. In New York, in Hollywood, in smart circles wherever distinction is prized, this beautiful new Ambassador Eight Slipstream Sedan (Above) is recognized as one of the great style leaders of the year. The sculptured rear deck adds grace and charm to the smooth flowing body lines. Here's a model that proudly takes its place among the world's most beautiful cars, designed and built throughout for truly luxurious transportation. Available in both special and de luxe models.

COUPE BROUGHAM INTERIOR

As spacious inside as it is big and impressive outside. All the smartness of a coupe with the extra passenger space of a brougham. Full 57-inch width seat in the rear. Plenty of space for all the luggage you'll ever want on any trip. Rich, soft broadcloth or Canda Cloth upholstery. Twin ash trays, spring-type assist cords and adjustable rear quarter windows—all promote the comfort of rear seat passengers. This Coupe Brougham is the perfect car for a small family, for parents with small children.





Ambassador Eight Four-Door Sedan with built-in trunk

COUPE BROUGHAM. (Below) The ultra smart lines of a sports coupe with the dignity and seating capacity of a full-size sedan. The front seat is nearly five feet wide and the rear seat is a full 57 inches. Here's an informal, intimate car for town and country. Luxury appointments. Ventilating rear quarter windows. The seat back folds down to provide easy entrance and exit to and from the rear compartment. Perfect for families with small children. Master craftsmanship throughout, reflecting 25 years of quality standards.



TRUNK SEDAN. (Above) Here's comfort and luxury supreme, the finest motoring Nash offers today. This new Ambassador Eight Trunk Sedan gives you Foam Sponge seats as standard equipment. Carpeting both front and rear. New spring type assist cords and robe cord. A center arm rest (shown left) that folds down in the middle of the rear seat to create two luxurious easy chairs. When not in use this arm rest folds back into the rear seat to provide plenty of room for three large adults.



Ambassador Eight Coupe Brougham with full-width seats



**EVERY NASH SEDAN
TURNS INTO A
SLEEPING CAR!**

Five Minutes and Presto! Your Nash Sedan Becomes a *Private "Sleeper"* Turns Weekends into Vacations. *Ideal* for Sportsmen, Salesmen, Doctors

YOU'LL never know the full joy of living—and motoring—in America until you've taken your own private sleeping car on a cross-country trip or for a weekend in the woods.

With the new Nash, you can do it! You can go *when* you like, *where* you like and you can stop and sleep *when* and *where* you please. The famous Nash Convertible Bed, available now for all Sedans, makes it possible; gives you a comfortable bedroom on wheels.



Great for Sportsmen!

No need to wire ahead for accommodations or hunt up lodgings in a strange town on your vacation trip. No need to pack tents and other bulky camping equipment for a few days and nights "away from it all" in the back country.

You simply park your car at some pleasant spot beside the road or trail, take five minutes to make up your bed



and slip beneath the covers for a real night's sleep.

The rear compartment and the luggage space convert into a big double bed. There's plenty of room for two six-footers and ample luggage space besides. And you don't have to worry about bugs and insects. Special screens to keep out bugs are available with the bed equipment.



You merely roll down the windows, fit the screens into the openings and relax—as safe and snug as you are in your own bed-room at home.

Think of the advantage you have over the other fellow on hunting or fishing trips. You wheel to your favorite woods or stream the evening before. You get a full night's sleep on the spot and you're up with the dawn to fire the first shots or cast the first flies.

Sportsmen have discovered that the special construction for the bed makes possible a new way to carry dogs. They lift the back of the rear seat, as in making

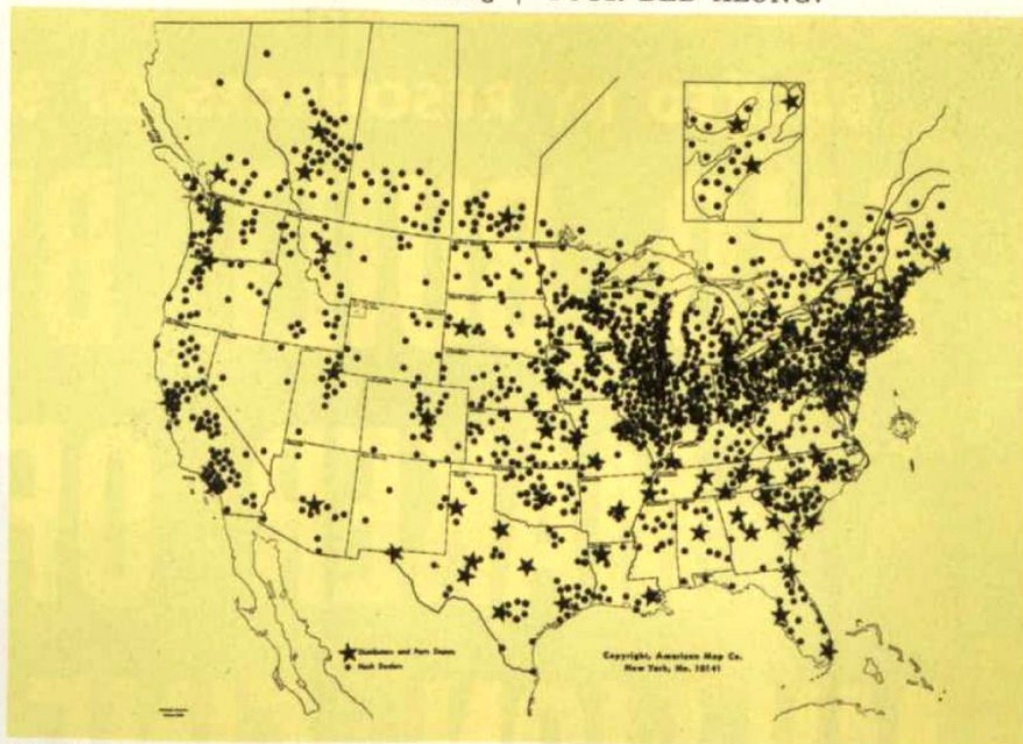
the bed, which opens the trunk into the car interior. A framed screen is fitted into the opening and the dogs ride comfortably in the big luggage compartment.

Ideal for Doctors, Campers!

If you're a salesman, covering a wide territory, think of the added convenience and the regular savings in your work. You'll never have to rush away from an order to find a place to sleep.

The new Nash "sleeper" is ideal for doctors and for police and fire departments. It makes a perfect ambulance car for transporting convalescents and for emergencies. And it's also a great all-around car for camps and resort owners. Records show that parents send their children—and go themselves—to camps that have the best equipment for comfortable, safe transportation.

GO NASH THIS YEAR AND TAKE YOUR BED ALONG!



NATION-WIDE NASH SERVICE at over 2,000 Nash dealers assures prompt, friendly, personal attention, wherever you travel. Your Nash "Owner's Service Policy" entitles you to free inspection, necessary adjustments and replacements during the warranty period.



BACKED BY RESOURCES OF \$45,000,000
AND BUILT BY THE
MAKER OF A
MILLION FINE CARS

Now Nash Engineering Brings You Ruggedness Famous for *Twenty-five Years . . .* Stamina That Gives You Record Low Operating Costs and High Resale Value!

HISTORY repeats itself. Out of the middle west, exactly a quarter of a century ago, came stories of a new kind of car built by a great engineer named C. W. Nash.

In those "get out and get under" days, when a trip out of town was a noble experiment—that Nash soon became a seven-day wonder. It could go *anywhere*—and it always got back. It pulled like a tractor, and it was well nigh indestructible.

Thus a legend was born . . . that a man never had to worry about an automobile built by Nash.

By sheer necessity, a Nash could not be a cheap car, to vie in the mad race for volume. Rather it found its market among the million or so American families who hold quality, service and ease of mind far beyond consideration of first price.

On this, our 25th Anniversary, America again sees a new kind of car bearing the Nash name. A car built to meet a new demand for greater economy. Automobiles built by new methods, with new machinery . . . engineered in advance of present-day standards. Yet, with all of the revolutionary advances, one old-fashioned principle still rules our factories . . . the original words of C. W. Nash . . . "*Build them to last.*"

This is something you will never understand until you own a Nash, and discover how the second hundred thousand miles blend imperceptibly with the first.

Because more fine car engineering goes into a Nash, you get more out of it—in longer life, and better resale value. The industry's official Books on Resale Allowances show you what your Nash is worth from year to year—prove that Nash's way of building cars is best.

FAMOUS NASH FIRSTS

Today, the list of Nash contributions to American motoring is a vivid outline of a great industry's progress over a period of 25 years.

Here are some Nash developments:

Rubber engine mountings. Flexible clutch plate. Streamlined rear body panels. Complete body insulation. Twin-ignition, valve-in-head engines. Sealed check valve in radiator. Synchronized springing. Downdraft carburetor on valve-in-head engine. Enclosed mechanism on valve-in-head engine. Chilled cast-iron valve tappets. Roller-type steering gear. Manifold-sealed engines. Clutch pedal starting. Sand-Mortex insulation. Conditioned air for winter driving. All-steel body with seamless steel top.



Hypoid gears in the rear axle, with taper roller bearings, add longer life; permit a lower center of gravity. Nash quality.



Step on the clutch and the engine starts. This clutch pedal starter disengages the transmission and prevents false starts. The battery never turns the gears over in cold, stiff grease.



Every cylinder and piston pin is continuously lubricated under full pressure.



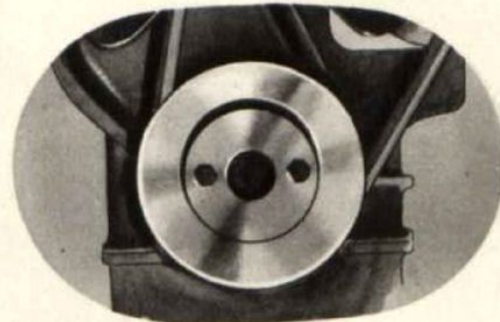
Body and fender finish stays beautiful with Bonderite, proved seven times more resistant to rust.



Full-length water-jacketing is an expensive car feature, but every Nash cylinder is so protected. Prevents uneven heat expansion . . . lowers oil temperature, lengthens engine life.



Nash doors shut with one finger. This rotary door latch catches and holds securely. New door stay check holds the door wide open, when desired.



This torsional vibration damper, used on all new Nash Ambassador cars, neutralizes twisting forces caused by power impulses and, thus, eliminates annoying low-speed vibration.

**"See Me Before You Buy Any
Car at Any Price..."**

**And
You'll GO NASH THIS YEAR!"**

"You've just read the biggest news in the automobile industry, the news that answers your need for more economical transportation in the face of higher taxes and rising prices.

"You've seen the new Nash features, features designed to add immeasurably to your motoring comfort and to cut operating costs as well.

"Now, I want you to *TRY* this great New Nash car . . . *before* you buy any car at any price!

"If you want the most economical *BIG* car on the road . . . if you want to buy in the very lowest-price field, the new Ambassador '600' is the car you want. If you're looking for the finest six-cylindereed performance in the low-price field, your car is the Aeropowered Ambassador Six. Or, if it's real luxury you want with the 'custom' atmosphere of a \$2,500 car for less than half that amount, then the car for you is the Ambassador Eight.

"No matter what you want . . . what you're prepared to pay . . . you'll find there's a new Nash Ambassador to fit your exact needs.

"Call me today. I'll bring your car around and show you how much you can save *NOW* on every mile you drive!"

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