



AMERICAN MOTORS

*Rambler, Jeffery, Nash,
Ajax, LaFayette, Hudson, Essex, Templane,
Ambassador, Marlin, Metropolitan,
Rebel, AMX, Javelin*

FAMILY ALBUM



Published by Public Relations Department

AMERICAN MOTORS CORPORATION

First Edition
February, 1969

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American Motors Corporation itself is a young company, having been formed May 1, 1954, yet its family tree has deep roots and many branches. Its development, in fact, has paralleled the birth and growth of the dynamic American automobile industry since the turn of the century.

This family album chronicles that story with a total of 563 photographs of the automobiles and other motor vehicles produced within a span of nearly seven decades by today's American Motors and its many predecessor companies.

Even the American Motors Family Album has its predecessors. An outgrowth of the Rambler Family Album and the Nash Family Album* published earlier, this automotive "roll call" has been issued periodically since 1951. It is designed for students of automobile history and for antique-car restorers.



One of the most unusual photographs in American Motors' archives is one showing the 1897 Rambler prototype which appears on page 6. A tiller-driven vehicle with a rear engine, it was hand-built in his bicycle factory in Chicago by Thomas B. Jeffery. An English-born inventor, he had achieved fame with his invention of the clincher tire in the 1880's (leading to the development of the G & J pneumatic tire) and his development of the railroad velocipede which predated the hand car. Jeffery was best known, however, for his popular Rambler bicycles, which he built in Chicago from 1879 to the turn of the century, when he turned his full attention to the infant automobile industry.

After his purchase of the old Sterling Bicycle Company factory in Kenosha, Wisconsin, he and his son Charles began experiments leading to the introduction in March, 1902 of the Rambler automobile. Powered by a single-cylinder engine that developed eight horsepower, the first production model was an immediate success. More than 1,500 runabout and stanhope models were built in 1902, marking Rambler as the world's second mass-produced car—a year after Olds and a year ahead of Ford.

Growth and expansion after the first year came quickly, as Rambler became one of the best-known of the early U.S. makes. To honor the company's founder, the name was changed to Jeffery in 1914, and to Nash in 1917, after Charles W. Nash resigned as president of General Motors to buy the Jeffery firm and bring out a car under his own name. Nash merged with Kelvinator in 1937, and Nash-Kelvinator merged with Hudson Motor Car Company in 1954, to create American Motors Corporation. Hudson, one of the best-known and most successful of the independent automobile companies, had started out in Detroit in 1909 and had built Essex and Terraplane as well as Hudson automobiles and commercial vehicles. One of its founders and Hudson's chief executive for many years was Roy D. Chapin, an industry pioneer.



Not only does the album include at least one picture of each make built from 1902 to 1969, but it also incorporates many facts about the automobiles pictured and about the companies that built them. Production or sales figures, for example, are given for each year and make, and the type and size of engine, body colors and other specifications are listed under many of the photographs.

*Two copies of all previous albums are no longer available.

In the regular section which ends on page 128 are pictures of the following car makes: 1902-1913 Rambler, 1914-1917 Jeffery, 1909-1957 Hudson, 1917-1957 Nash, 1925-1926 Ajax, 1919-1932 Essex, 1934-1939 LaFayette, 1932-1937 Terraplane, 1950-1969 Rambler, 1954-1962 Metropolitan, 1965-1967 Marlin, plus the Ambassador, Rebel, Javelin and AMX.

NEW Section

New to this edition is a section published at the back of the album, with a sepia background, showing 74 photographs of special passenger cars and other vehicles built after 1902 which were prototypes, "idea" models or manufactured in limited numbers. Many of the prototype designs were never put into production, and others were custom-built cars, generally one-of-a-kind. Published for the first time are 18 pictures of automobiles with custom-built bodies by Seaman Body Corporation of Milwaukee (before its acquisition by Nash shortly before World War I). Included in this collection are such prestige car makes of the period as Locomobile, Packard, Cadillac, Simplex, Regal and Dorris.

More contemporary, limited-edition models in the special section are the Railton, Brough Superior, Nash-Healey and Italia. Also shown is the Mighty Mite four-wheel-drive vehicle built for the U.S. Marine Corps in the early 1960's. The final pages include such American Motors creations as the Project IV cars shown initially in 1966, the various AMX prototypes and other unique designs.

Portrait of AMERICA



Pictured with a number of the early cars in the album are many famous and distinguished Americans. Mark Twain, Buffalo Bill, William Jennings Bryan and the author of *Peck's Bad Boy* are shown in early Rambler models. Other notables represented are Presidents William Howard Taft, Herbert Hoover and John F. Kennedy; the Scottish entertainer Harry Lauder; aviation pioneers Orville Wright, Eddie Rickenbacker, Amelia Earhart and Eddie Stinson; opera stars Enrico Caruso and Tito Schipa (coincidentally shown with Nash and Hudson cars he owned at different stages of his career!); sports stars Babe Ruth, Sam Snead and Bennie Oosterbaan and early racing pioneers Barney Oldfield and Wilbur Shaw.

Also included are the Prince of Wales, Prince William of Sweden, General John J. Pershing, Lady Astor, film stars including Clark Gable, and Chicago's Mayor Anton Cermak, photographed only a few months before he was killed in Florida during an assassination attempt on the life of President-elect Franklin D. Roosevelt.

Antique Car Restoration



The restoration of antique cars in the last two decades has mushroomed into a world-wide hobby. Once limited primarily to vintage vehicles built prior to about 1925, the hobby now is embraced by enthusiasts of nearly every make and period.

Since 1946, American Motors has provided technical assistance to more than 3,000 persons who have restored Rambler, Jeffery, Nash, Ajax, LaFayette, Hudson, Essex and Terraplane cars and commercial vehicles.

Requests for help in identifying cars built by American Motors' predecessor companies continue to be received. The company provides, for a nominal charge, Xerox copies of owner's manuals and technical manuals (if available), as well as paint and trim choices for most years. Factory photographs generally also may be purchased. These services, however, are limited to restorers of American Motors-related cars. The company does not maintain a supply of extra prior-year original sales literature for general distribution.

Parts availability is the first consideration of restorers. Generally speaking, parts for cars built more than 10 years ago are not stocked by dealers or by American Motors' national parts plant. Upon request, the public relations department will provide a card listing other outside sources for antique parts.

In writing American Motors for material pertaining to older cars, address inquiries to the public relations department. If the car is a Nash, built from 1918 to 1937, list all numbers appearing on the "Seaman Body Corporation" plate mounted on the body. Inquiries concerning all cars should include the serial number. In all instances, the body style (coupe, sedan, etc.), and number of cylinders should be given.

Antique CAR CLUBS

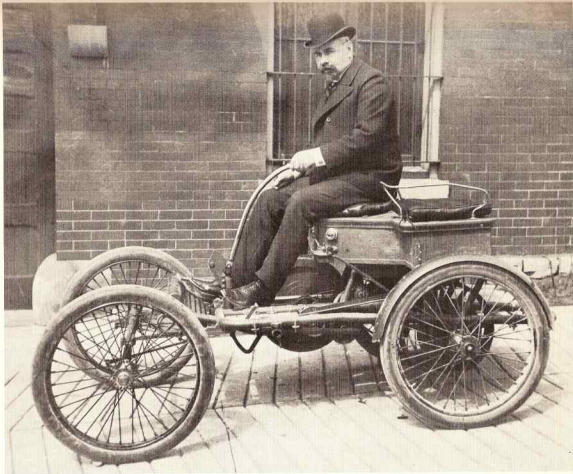


Antique-car collectors and enthusiasts gain immeasurable assistance, as well as kinship with others sharing their interest in the hobby, by joining an antique car club. Of special interest to owners of Hudson, Essex and Terraplane cars is the Hudson-Essex-Terraplane Club, R. R. 3, Box 289, Warren,

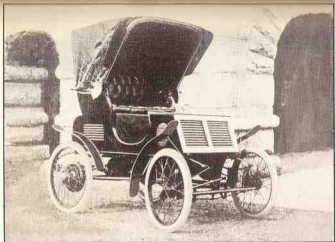
Indiana 46792, which has more than 1,600 members. The T.H.E. Greater Super Six Club, Inc., 1118 North Alton Avenue, Indianapolis, Indiana 46222, has more than 800 members. The Raiton Owners Club, headquartered in England, welcomes Hudson owners in Britain and Raiton and Brough Superior owners around the world. The address is The Thatched House, Newton Longville, Bletchley, Buckinghamshire, England. Thus far, no Nash owners' club has been established. Other national antique car clubs are the Veteran Motor Car Club of America, 15 Newton Street, Brookline, Massachusetts 02146; the Horseless Carriage Club of America, 9031 East Florence Avenue, Downey, California 90240, and the Antique Automobile Club of America, West Derry Road, Hershey, Pennsylvania 17033. All of these organizations publish magazines or newsletters, in which old cars and parts are advertised for sale.

ACKNOWLEDGMENTS

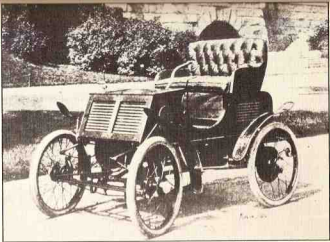
Grateful appreciation for technical assistance and counsel in locating and authenticating early photographs is expressed to James Bradley, director of the Detroit Public Library's Automotive History Collection; Henry Austin Clark of the Long Island Automotive Museum; Stanley K. Yost, author and automotive historian; Robert Lusk and James Wren of the Automobile Manufacturers Association; Stuart G. Baits, A. E. Bartz, E. T. Nowak and Joseph W. Eskridge, retired Hudson officials; Meade F. Moore, retired engineering vice-president of Nash and American Motors, and Jeffery Carqueville, of Phoenix, Arizona, grandson of Thomas B. Jeffery. Special thanks go also to the many American Motors officials who provided detailed background on the N.X.I. "surveys", the Nash-Healey, the Italia, the Mighty Mite and other projects of historic interest.



FIRST EXPERIMENTAL RAMBLER—Thomas B. Jeffery was photographed in the fall of 1897 in the first experimental Rambler, which he built in the machine shop of his bicycle factory on North Franklin Street in Chicago. Long noted for his many contributions to the bicycle industry, including his invention of the clincher tire, Jeffery continued his experiments with horseless carriages for the next three years. As the century ended, he sold his bicycle business and purchased a plant in Kenosha, Wisconsin, where he and his son Charles began manufacturing one-cylinder Rambler cars early in 1902.



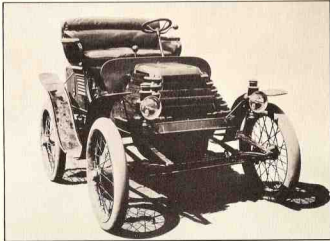
1900 RAMBLER--This experimental stanhope and the runabout opposite were the first Ramblers shown to the public. Built by Charles T. Jeffery, they were displayed at the International Exhibition & Tournament in Chicago and the first national auto show in New York's Madison Square Garden in 1900.



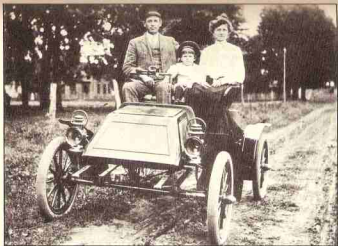
1900 RAMBLER--Both of these experimental Rambler models, powered by two-cylinder engines, were driven in the summer of 1900 on a round trip from Chicago to Milwaukee. The Jefferys continued to experiment with various models for another 18 months before production actually began in Kenosha.



1901 RAMBLER, Model A--This model, designed by Charles T. Jeffery (at the wheel), was the first car built in the Kenosha plant, acquired by Jeffery in 1900 from the Sterling Bicycle Company. Note the engine is located in front, with the vehicle steered by a wheel located on the left side.



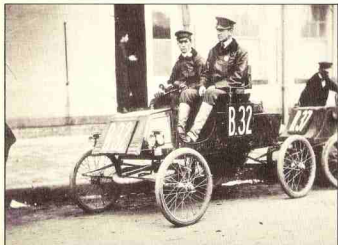
1901 RAMBLER, Model B--Here is the second experimental model built in the summer of 1901 by Charles Jeffery. Charles' father believed Models A and B to be "too-radical," and a tiller-driven, one-cylinder vehicle eventually was introduced to the public in 1902.



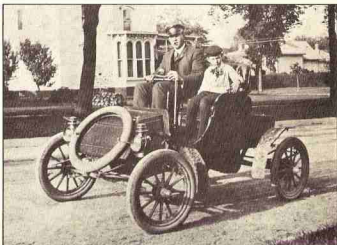
1902 RAMBLER, Model C--The first Ramblers were offered for sale in March, 1902. This race photograph, sent to American Motors in 1963 by H. D. McKinnon of Warren, Ohio, shows one of them. The picture, taken in the summer of 1903 at his grandparents' home in Viola, Ill., shows Mr. McKinnon as a youngster with his parents. The one-cylinder car, finished in Brewster green, sold for \$750.



1902 RAMBLER, Model D--A second model offered in Rambler's first year was this quaint vehicle. With "hand-buffed leather top, rubber side curtains and storm apron," it sold for \$825. Like Model C, it had a 72-inch wheelbase. In the first year 1,500 were sold, establishing Rambler as the world's second mass-produced automobile.



1902 RAMBLER, Model C--This Rambler, driven by Arthur Gardiner, completed the 488-mile "New York to Boston and Return Reliability Run," October 9-15, 1902, sponsored by the Automobile Club of America. Average speed recorded was 14 miles per hour. Photo courtesy of Automobile Manufacturers Assn. Library.



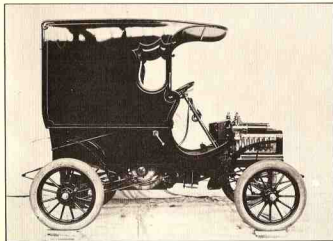
1902 RAMBLER, Model C--This was the first gasoline-driven car in Waukegan, Ill., purchased by Nelson Steele, a bank president. C. E. Shultis (shown with his son C. B.) purchased the car in 1904 and used it in his salesman's work. C. B. Shultis, of Antioch, Ill., sent the photo to American Motors in 1968.



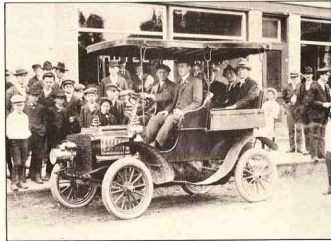
1903 RAMBLER, Model E--The 1903 Rambler line showed only minor appearance and mechanical changes. All models were painted red with black striping. In that year Fred S. Duesenberg, who many years later was to build the famous Duesenberg car, joined Jeffery as a car tester.



1903 RAMBLER, Model F--This car and the model shown to the left sported steering wheels which the owners installed, replacing tiller steering. It was in 1903 that Thomas S. Jeffery announced he would not pay the royalties on the Selden automobile patents. Production for the year totaled 1,350.



1904 RAMBLER, Delivery Wagon, Type 1--Rambler entered the commercial field in 1904 with this model which had a carrying capacity, according to the catalog, of "two cubical yards or 500 pounds of merchandise." Price: \$850. Finish: Rambler carmine, with brass side wings and trim.



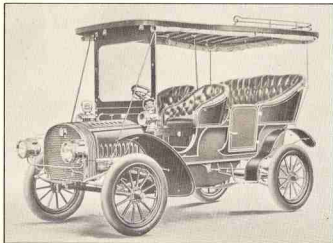
1904 RAMBLER, Model L--Probably the most popular early Rambler was this quaint model with its wicker picnic baskets and suntop. This picture, taken in 1904, was sent to American Motors by William H. Roebken of Crafton, Wis. His family owned the car in Three Rivers, Wis.



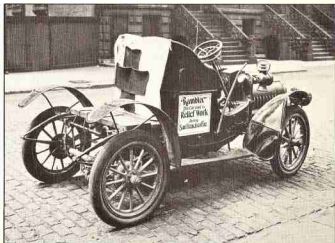
1904 RAMBLER, Model L--This charming picture of the William H. Buskirk family in their 1904 Rambler was sent to American Motors by Mrs. Chester Sokemo of LaFayette, Ind., then Miss Nellie Buskirk (back seat, left). In that year, when 2,342 cars were sold, the "Rambler Magazine" began publication.



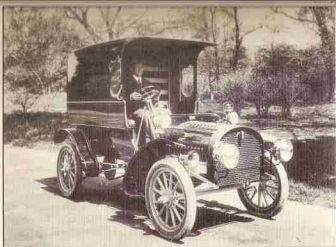
1905 RAMBLER, Surrey Type One--L. L. Peddinghaus, a Marietta, O. jeweler (at the wheel) whose hobby was photography, took this rare picture in 1906, using an automatic lens timer. The picture was sent to American Motors in 1963 by S. Durward Hoag, of Marietta. Total Rambler sales in 1905: 3,807.



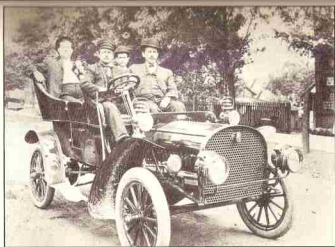
1905 RAMBLER, Surrey Type Two--President Theodore Roosevelt rode in one of these models in a parade at Louisville on April 4, 1905. A Rambler was entered (and finished) the original Glidden Tour that began in Boston, in 1905.



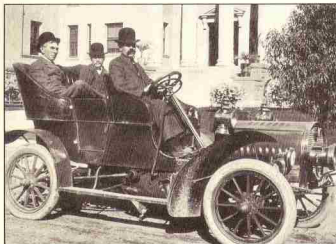
1905 RAMBLER--On April 18, 1906, an earthquake and fire destroyed most of San Francisco. All available automobiles, including this Rambler model, were commandeered by the military to aid the 500,000 homeless victims.



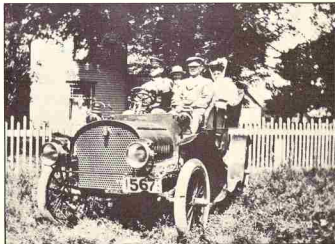
1905 RAMBLER Delivery Wagon--After purchasing a Rambler delivery wagon, the Oscar Smith Laundry Co. of Wilkes Barre, Pa., wrote the Jeffery company: "We feel satisfied that, in the matter of expense, our Rambler has cost us less to keep running than the cost of keeping a horse and wagon."



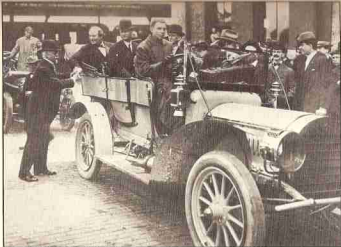
1906 RAMBLER, Surrey Type Three--Norman J. Shiley of Huntingdon Valley, Pa., sent this vintage picture of a 1906 Rambler to American Motors in 1963. His uncle is seated next to the "chauffeur." This two-cylinder model, finished in imperial blue, sold for \$1,350, f.o.b. Kenosha.



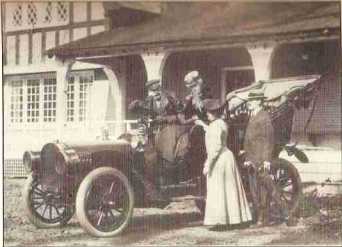
1906 RAMBLER, Model 15--One of seven models offered in 1906 was this five-passenger touring car which sold for \$2,500. Its speed was "variable up to 50 miles per hour." Built on a wheelbase of 112 inches, this Rambler was equipped with 34x4 tires.



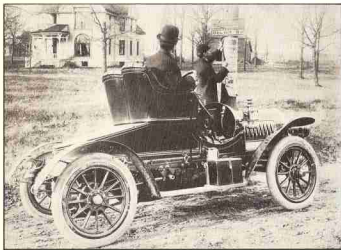
1906 RAMBLER, Surrey Type Four--The last of the popular surrey models, this car was photographed in July, 1907 in Arthur, Ill. Occupants are Mr. and Mrs. Henry Dick and children. The picture was sent to American Motors by L. B. Herrin of Chicago. Sales for the year totaled 2,765.



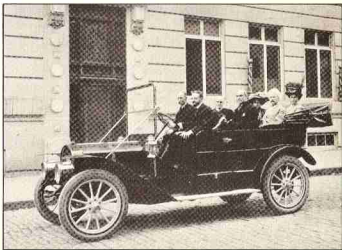
1907 RAMBLER, Model 25--Photographed in a Rambler at the Milwaukee depot was William Jennings Bryan, shown shaking hands with George W. Peck, former governor of Wisconsin and author of "Peck's Bad Boy." The chauffeur, Frank Roesler, was an early test driver for the Jeffery company.



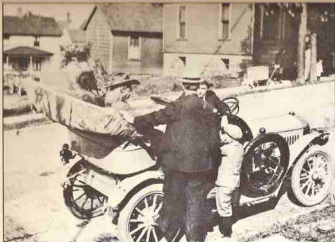
1907 RAMBLER, Model 24--Another contribution to American Motors' archives by S. Durward Hoag, of Marietta, O. (see p. 10) is this picture taken in 1907 by L. L. Podingheus in front of the old Marietta Country Club. This model sold for \$2,500. Rambler production in 1907 totaled 3,201.



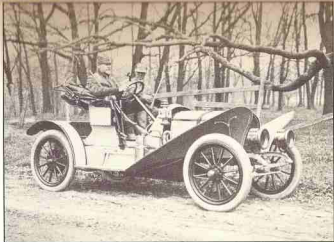
1908 RAMBLER, Model 37--In 1908, the Jeffery company appropriated \$25,000 for the construction of highway signs in Wisconsin and Illinois. Shown nailing one of the signs is Harry Vail, Rambler dealer in Beloit, Wis. The picture was sent to American Motors in 1955 by J. S. Holmes, of St. Joseph, Mich., who worked for Vail at the time.



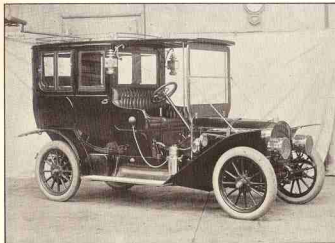
1908 RAMBLER, Model 34--This photograph, showing the famous humorist Mark Twain (back seat, center) in a 1908 Rambler, was published in the Rambler Magazine. This touring model, powered by a four-cylinder engine, was finished in maroon, with red running gear. It was advertised as "dignified, silent, comfortable and reliable." Sales for the year: 3,597.



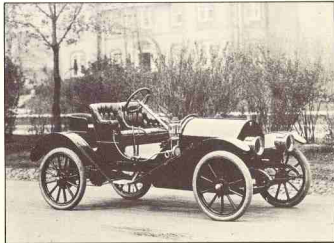
1908 RAMBLER--Another famous American of the period, Buffalo Bill, is shown in the back seat of this 1908 Rambler. In this year, a Kankakee, Ill., Rambler owner received nationwide attention when he captured a horse thief after a cross-country chase of 13 hours to Remsaler, Ind.



1908 RAMBLER, Model 34A--At the wheel of this flared-fender Rambler is Dr. George H. Ripley, noted surgeon who lived in Kenosha. The picture, taken from the 1908 catalog, was captioned "An early morning goose hunting party in Model 34A." Colors: Motor gray with red wheels.



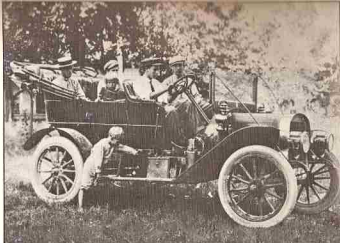
1908 RAMBLER, Model 36--This trim five-passenger limousine sold for \$3,250, weighed 3,000 pounds. In 1908 the Jeffery company presented silver watch fobs to owners who had driven their Ramblers 15,000 miles or more; by mid-year, more than 200 were members. The Rambler Magazine reported that long-distance trips were planned that summer by 20 owners.



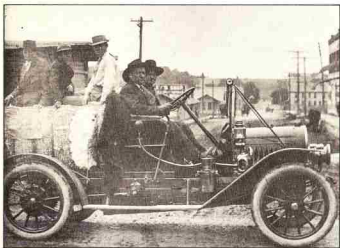
1909 HUDSON, Model 20--This roadster was an immediate success as the first public offering of Hudson Motor Car Co., founded February 24, 1909, by eight Detroit businessmen including the organizer, Roy D. Chapin, and Joseph L. Hudson, famed department store owner after whom the car was named. Price was \$900. The original model was finished in maroon, trimmed in black.



1909 HUDSON, Model 20--This rare photograph was copied from a glass negative furnished by the Automobile Manufacturers Assn. library. The first Hudson advertisement appeared June 19, 1909 in the Saturday Evening Post. The initial car, designed by George W. Dunham, was built July 3.



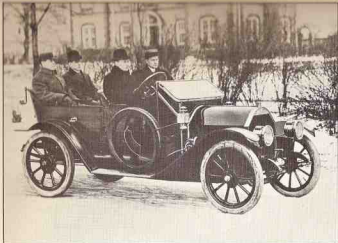
1909 RAMBLER, Model 41--Harold Schroeder, who later became an official of the Bell System, was the 6-year-old at the crank of this 1909 Rambler. The picture was taken in 1911. This touring model was finished in Brewster green with red running gear. Sales for the year dropped to 1,692.



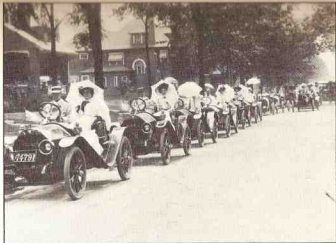
1909 RAMBLER, Model 41--This "cotton-pickin' Rambler" photograph was sent to American Motors in 1964 by Mrs. Beulah Oden Cummings, of Cleburne, Tex., whose father, at the wheel, was a Rambler Dealer in Hico, Tex. In 1909, Rambler became the first car to introduce the "fifth wheel" which simplified tire changing.



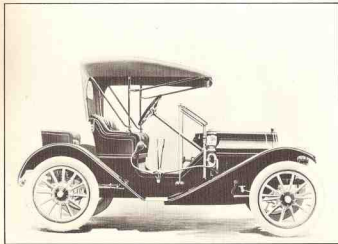
1909 RAMBLER--The thrill of owning a new car, and a wedding, combined to make this charming picture, sent to American Motors by Paul Kasdorf, shown with his bride in the center seat. His parents, Mr. and Mrs. August Kasdorf, are in front. The photograph was taken in Blue Island, Ill.



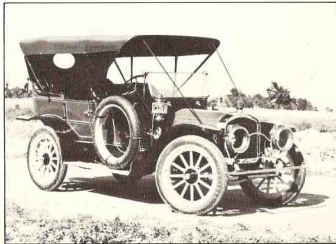
1910 HUDSON, Model 21--In 1910, four of the eight pioneers who founded the Hudson Motor Car Co. posed in this touring car. From the left: R. B. Jackson, Frederick O. Bezner, Howard E. Coffin and Roy D. Chapin. Others were J. L. Hudson, Hugh Chalmers, O. H. MacCormack and J. J. Brady. This car, which had an f.o.b. price of \$1,150, was finished in blue.



1910 HUDSONS--This photograph, taken for the Detroit Free Press retrogravure section, pictures a line of Hudson roadsters set to participate in a parade. So successful was this new line of 4-cylinder cars that in April, 1910, work was started on a new 223,000-square-foot plant. In 1910, Hudson ranked 17th among all makes in total registrations.



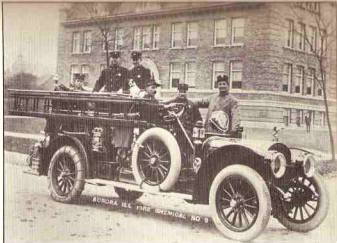
1910 HUDSON, Model 20--Known as a "fore-door" roadster, this model sold for \$1,200 complete. The purchaser had the option of a 25-gallon gasoline tank instead of a rear seat. After first of the year color options were Hudson gray, red wheels and running gear, or "red all over." Shipments for the year: 4,556.



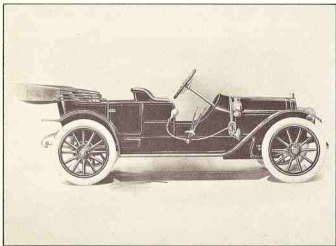
1910 RAMBLER, Model 55--The original owner of this 1910 Rambler acquired it by trading in six cows. The car is now owned by W. M. Whitesides of Plainview, Tex., who restored it. The Jeffrey company announced it would limit production in 1910 to 2,500 cars, "to assure maximum quality."



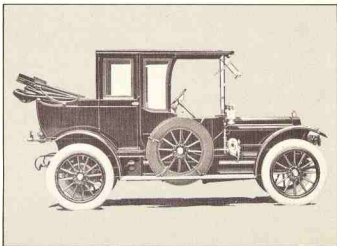
1910 RAMBLER, Model 55--The caption under this picture which was published in the Rambler Magazine reads: "President William Howard Taft, leaving Major Cummings' house, in Rambler, Augusta, Ga., November 8, 1909." The President was riding in a 1910 Rambler touring car shortly after its public introduction.



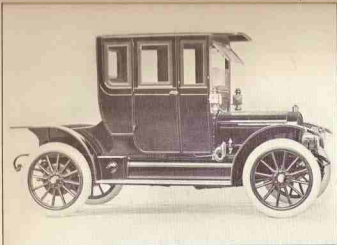
1910 RAMBLER--Hopkins Peffers, of Aurora, Ill., provided this photograph of a 1910 Rambler fire truck operated by the Aurora fire department. On March 21, 1910, Thomas B. Jeffery died while vacationing in Italy. On June 15, the company he founded was incorporated under Wisconsin laws, with stock of \$3 million.



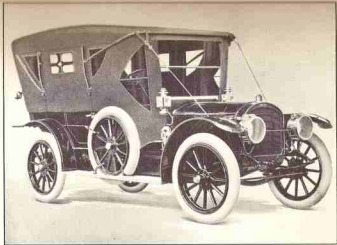
1911 HUDSON, Model 33--One of three models offered in 1911, this open touring car introduced the new "33 series," designed by Howard E. Coffin, called the "master builder of automobiles." This car, built on a 114-inch wheelbase, was finished in blue, with gray wheels. Also available in 1911 were a pony tonneau, a torpedo and a roadster. Sales totaled 6,486.



1911 RAMBLER, Model 64 Land--This smart landaulet was powered by a four-cylinder 45-horsepower engine. Top, sides and seats were upholstered in blue broadcloth. It featured an inside seat for three, and drop cab seats for two more. The catalog pointed out a safety feature: "Each car is required in test to come to a full stop within 50 feet at 18 m. p. h."



1911 RAMBLER, Model 63C--This model, which had the appearance of some electric vehicles of the day, boasted a "steering pillar that may be adjusted at any angle to suit the comfort of the operator." It seated four passengers; three faced forward and one had a commanding view of the road behind.



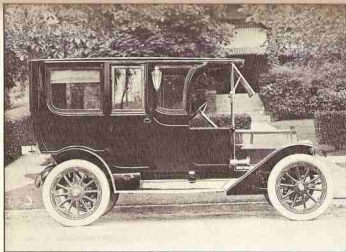
1911 RAMBLER, Model 64--The catalog described this model as "Rambler Sixty-Four equipped for bad weather with storm curtains and windshield." Featured in 1911 Rambler models was a gasoline lock "to prevent the use of the car without the consent of the owner." Rambler production for the year: 3,000.



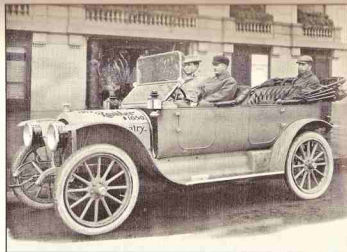
1911 RAMBLER, Model 63--Off for a leisurely drive into the country went this 1911 touring model with a Kenosha family. Rambler stressed the advantages of big wheels and tires: "They provide not only added comfort, but tests have shown that tires even an inch larger in diameter and half an inch greater in width will last twice as long."



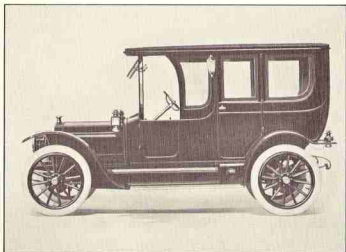
1912 HUDSON, Model 33--Because of their ruggedness and dependability, many Hudsons were exported in 1912. This picture shows a Model 33 touring car in India. On July 15, 1912, the company's first chief executive officer, Joseph L. Hudson, died, after serving for about a year as president and for a year until his death as chairman of the board. Shipments for the year: 5,708.



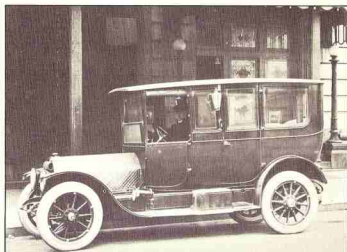
1912 HUDSON, Model 33--The 7-passenger limousine shown here was one of seven Hudson models offered in 1912. Others were a 5-passenger touring car, 4-passenger torpedo, 5-passenger torpedo, speed roadster, commercial roadster and 4-passenger coupe. Each had a wheelbase of 115 inches.



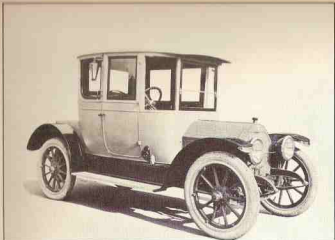
1912 RAMBLER, Model 73-4CC--Endurance sold cars during this period. Three veterans of the road were photographed in front of Chicago's Blackstone Hotel just before they departed "in the early morning of September 27 for the 320-mile run to Toledo in one day." The car is the famous Rambler "Cross Country."



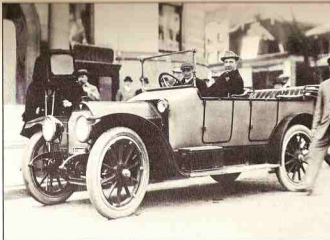
1912 RAMBLER, Model 73LimG--This Rambler Gotham Limousine, priced at \$2,750, was finished in Brewster green, blue or dark maroon, with "harmonizing trimming." It was a "light limousine designed especially for city and suburban uses, but with ample power for touring." Production for the year totaled 3,550.



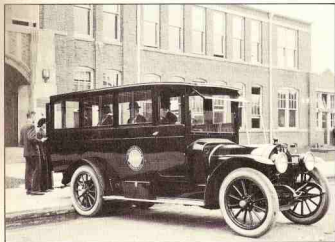
1913 HUDSON--This was the Hudson Motor Car Company's official limousine in 1913, parked in front of the famed Ponchartrain in Detroit. On July 6, 1912, the new 1913 4-cylinder Hudson 37 series made its bow, heralded as the "masterpiece created by the 48 engineers headed by Howard E. Coffin."



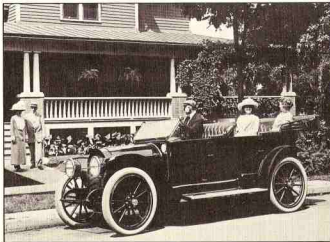
1913 HUDSON, Model 37 coupe--Hudson production in 1913 totaled 6,401, including this coupe which featured "hand-buffed pebbled leather upholstery." Hudson 37 models were painted in Richelieu blue, with pearl grey optional. Chassis, fenders and wheels were finished in blue black.



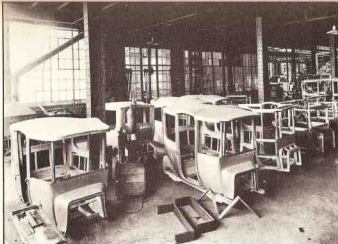
1913 HUDSON, Model 37--Harry Lauder (front seat, wearing plaid federal), the famed Scottish entertainer, posed in this 1913 Hudson phaeton. In early 1913, Hudson introduced still another new series of cars -- the Six-54, with "57.8 horsepower brake test." Wheelbase was 127 inches.



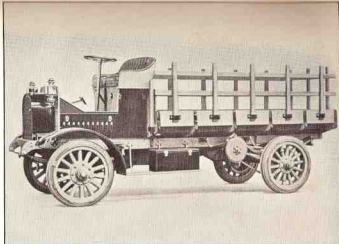
1913 RAMBLER Depot Bus--This handsome one-of-a-kind bus was built by the Thomas S. Jeffery Company to transport vendors and visitors to the Rambler plant from the administrative office to the railroad station and other plant areas in Kenosha. Jeffery built 4,435 cars and 5,578 trucks in 1913.



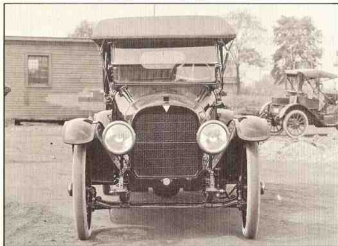
1913 RAMBLER, Model 83--Professional models of the 1913 era posed with this five-passenger Cross Country touring car. It was finished in Brewster green with black beads, striped in gold, with black fenders, fillers and hood. The 1913 Rambler cars were guaranteed for 10,000 miles.



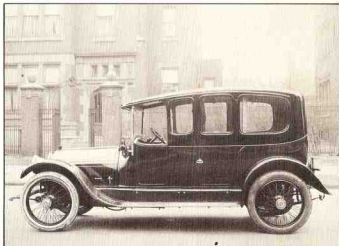
1913 SEAMAN BODIES--Rambler bodies were manufactured in Milwaukee by the Seaman Body Corp., which had contracts to build bodies for many other companies including Petrel, Kissel, Moline, Dorris, Vellis, F.A.L., Mitchell, etc. Pictured is the assembly line for electric car bodies.



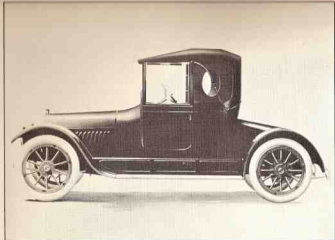
1913 JEFFERY TRUCK--Early in 1913, the Thomas B. Jeffery Company got into the truck business, with introduction of several models including this 1-1/2-ton model. This was the first motor vehicle to bear the Jeffery name. Note that the familiar Rambler radiator was retained.



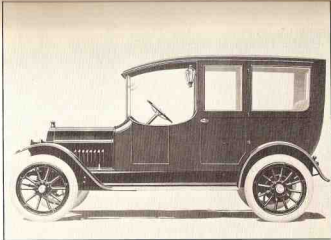
1914 HUDSON, Model 40--In 1914, Hudson Motor Car Company announced it was the "world's largest manufacturer of six-cylinder cars." A popular seller was this Six-40 touring model. In the background of the picture, at right, is a 1909 or 1910 Hudson Model 20 roadster.



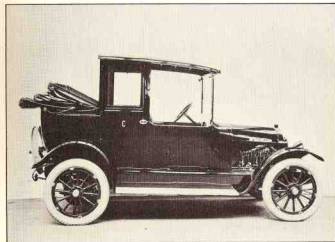
1914 HUDSON, Model 54--This sedan model, priced at \$3,100, was finished in blue, with black moldings and gold striping. In 1914, only five years after its founding, Hudson ranked sixth in total sales among all U.S. auto firms. The company's Detroit factory facilities comprised 26 acres.



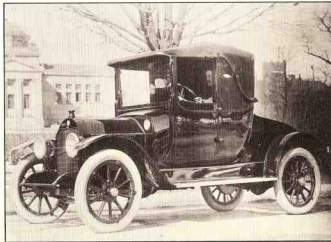
1914 HUDSON, Model 40--This convertible landau was produced in limited numbers in 1914. Seating four passengers, it was powered by a 6-cylinder engine and weighed 2,976 pounds. Hudson, which offered eight separate body styles in 1914, shipped a total of 10,261 cars.



1914 JEFFERY, Model 93KL--After 12 years of building automobiles under the name Rambler, the Thomas B. Jeffery Company, on June 26, 1914, renamed its product "Jeffery," to honor the founder who had died four years earlier. Above is the four-cylinder Jeffery limousine which sold for \$3,000.



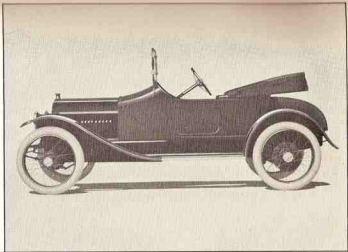
1914 JEFFERY, Special Model--This landsaulet was a custom model built by the Seaman Body Corporation in Milwaukee. In 1914, the Jeffery company built 10,417 passenger cars and 3,096 trucks.



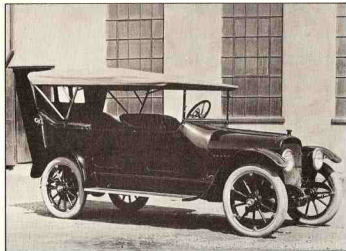
1914 JEFFERY, Model 93AW--This quaint model was known as the "All Weather" coupe, with an aluminum body and four-cylinder engine. Jeffery offered 12 different body styles in 1914.



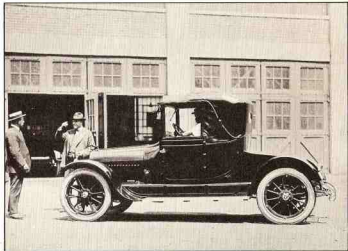
1914 JEFFERY TRUCK--Poor roads, covered with snow and ice, posed few problems to this 1914 Jeffery Quad truck. With power applied to all four wheels, it could manage any terrain. The only problem was keeping the driver warm.



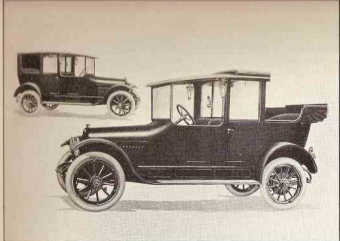
1914 JEFFERY, Model J-4Rd--"The extra wheel and tire are carried under the rear deck, which can be raised as neatly as you please." So the 1914 Jeffery catalog described this classic roadster which had a \$1,550 price tag.



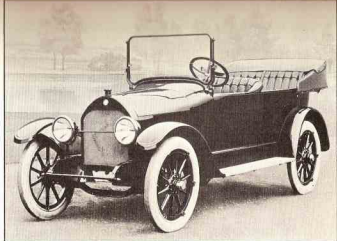
1915 HUDSON, Model 40--In introducing 1915 Hudson models, the company said in a handbook for salesmen: "More automobiles are sold through the appeal of their appearance than as a result of their mechanical excellence . . . Women exercise a large influence in the purchase of motor cars." The car shown above is the five-passenger touring model.



1915 HUDSON, Model 40--This six-cylinder cabriolet was one of nine models offered in 1915, when the company shipped 12,864 cars. Hudson seats were upholstered in hand-buffed leather, and the filling was of "the best curled hair." Bonnet, radiator, fenders, dust guards and other parts received three coats of baked-on enamel. Other parts received 20 coats.



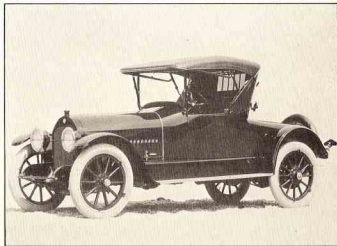
1915 HUDSON, Model 40--Here are two views of the popular 1915 Hudson landaulet. The picture at left shows the rear fabric roof section up. The larger photograph shows it lowered. This model had 34x4-1/2-inch tires.



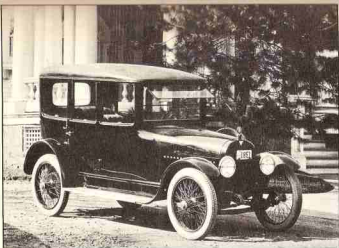
1915 JEFFERY, Model 93-2--In 1915, Jeffery brought out the "Chesterfield" series, including this touring car. The name was selected by Ned Jordan, who later was to form his own company and introduce the famed Jordan "Playboy" car.



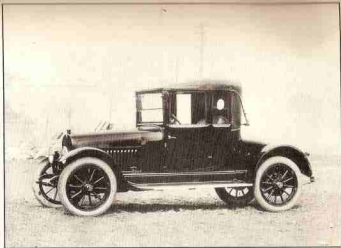
1915 JEFFERY TRUCK--The versatility of the Jeffery Quad truck was dramatically demonstrated by this derby-topped engineer. Thousands of these vehicles were purchased by the French and British governments for use in World War I. The Quad was advertised: "Drives, brakes and steers on all four wheels."



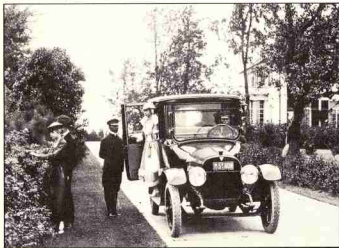
1915 JEFFERY, Model 96-2--The Jeffery company brought out a six-cylinder line in 1915, but was concentrating on trucks more than on passenger cars. Car sales totaled 3,100; truck sales, 7,600. In that year, Charles T. Jeffery became one of the fortunate survivors of the Lusitania sinking.



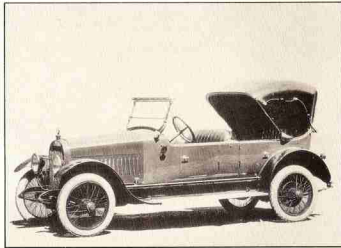
1916 HUDSON Super Six--With the introduction of the famed Super Six series, Hudson began to stress superior performance, endurance and dependability. This new approach helped the company double sales over the previous year; total shipments in 1916 were 25,772. This model was described in the catalog as having "all the elegance of a fine electric brougham." Price: \$1,900.



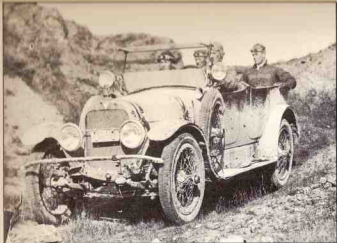
1916 HUDSON Super Six--This cabriolet model was richly appointed, with "ample room for three passengers." Priced at \$1,650, it was powered by a six-cylinder engine, had a shipping weight of 3,009 pounds. Tires were 34x4 inches. The Super Six trademark was registered on December 11, 1915, and the first models were built on January 15, 1916.



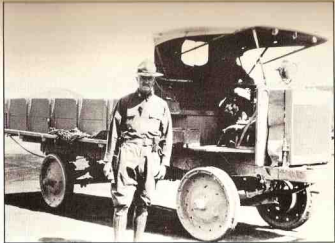
1916 HUDSON Six-40--Hudson released this picture, taken in fashionable Grosse Pointe, Michigan, to illustrate the special appeal of the new 1916 town car. For the finish, the purchaser could choose from India blue, dark Brunswick green, light beige or light Orrford lake.



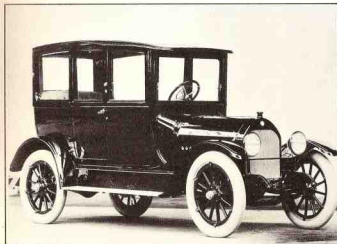
1916 HUDSON Super Six--The driver had no protection from the elements in this special Super Six model. Hudson engineers had experimented with V-type 8 and 12-cylinder engines for two years before developing the 76-horsepower Super Six. The patent was issued December 28, 1915.



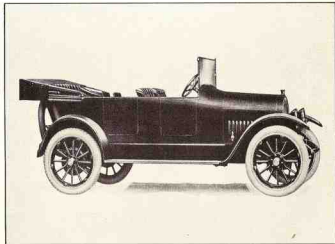
1916 HUDSON Super Six--This seven-passenger touring model was the first car ever to attempt a round-trip transcontinental run. The Hudson Super Six was driven from San Francisco to New York in 5 days, 3 hours and 31 minutes; it was then turned around and went back to San Francisco in 5 days, 17 hours and 32 minutes. This picture was taken after crossing the Sierra Nevada Mountains.



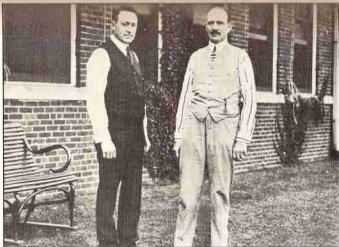
1916 JEFFERY TRUCK--Photographed in 1916 with a Jeffery Quad Army truck in Mexico was Brig. Gen. John J. Pershing, who had been sent south of the border to quell the Pancho Villa uprising. Jeffery, and later Nash Motors, became a top producer of trucks for military use prior to and during World War I. Many of these hard-working vehicles also were sold to domestic users.



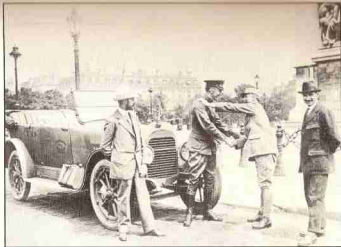
1916 JEFFERY, Model 104S--Here is another model of the new Chesterfield series. The custom body was built by Seaman Body Corporation of Milwaukee, which later became a part of Nash Motors Company. The sedan had bucket seats.



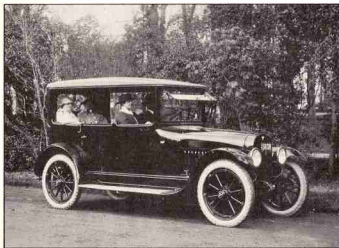
1916 JEFFERY, Model 462--This seven-passenger, four-cylinder touring car, which weighed 2,800 pounds, sold for the low price of \$1,000. In 1916, Jeffery built 4,608 passenger cars and 2,117 trucks.



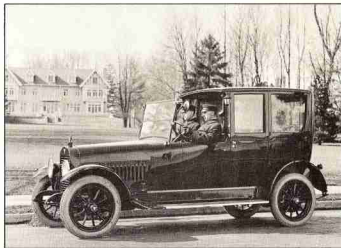
IN 1916, Charles W. Nash (right) resigned as president of General Motors to purchase the Thomas B. Jeffery Co. and bring out a car under his own name. With him is Charles T. Jeffery, president and son of the founder. In the period 1902-16, the Jeffery firm earned \$7 million on sales of \$53 million. It built a total of 82,856 passenger cars and trucks in the same span.



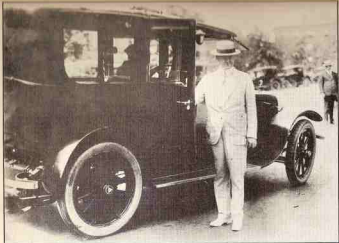
IN 1917, Capt. Eddie Rickenbacker, who was to become America's top flying ace in World War I, drove a Hudson Super Six, purchased by the U.S. Army. He is shown being greeted by a French general in Paris. In the same year, Howard E. Coffin, Hudson's chief engineer, was named chairman of the U.S. Board of Aeronautics by President Woodrow Wilson.



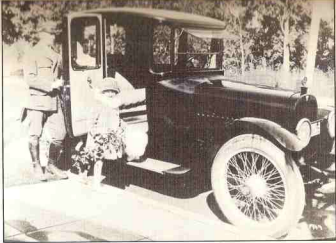
1917 HUDSON--In describing this model, the catalog referred to it as "the Hudson Super Six touring sedan (open)." Pillars supporting the roof were removable -- creating, in effect, one of the earliest "hardtop" sedans.



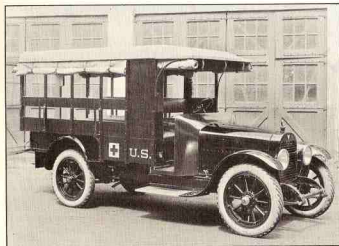
1917 HUDSON--This seven-passenger Hudson town car, priced at \$2,925, was built on a 125-1/2-inch wheelbase and included an electric horn "mounted beneath the hood and operated from a rubber push-button in center of steering wheel."



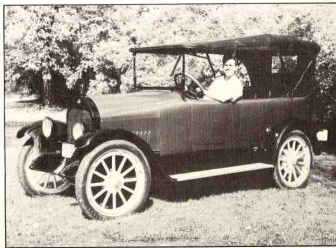
1917 HUDSON--Herbert Hoover, later to become the 31st President of the U.S., was U.S. food administrator from June, 1917, to July 1, 1919. It was during that period that this picture of him and his 1917 Hudson Super Six landaulet was published in the Hudson Triangle, the Hudson dealer publication.



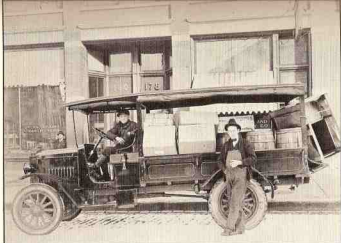
1917 HUDSON--Modern-day motion picture goers may never have heard of her, but the young lady about to enter this 1917 Hudson is Baby Marie Osborne, noted child actress, then reputed to be receiving \$1,000 a week. In 1917, when Hudson introduced radiator shutters, the company sold 20,976 cars.



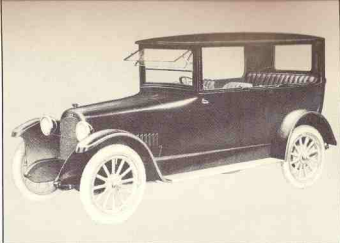
1917 HUDSON Ambulance--Hudson Motor Car Company built a variety of vehicles for the armed forces in World War I, including several ambulance models. The Super Six engine got many opportunities to prove its mettle at the front.



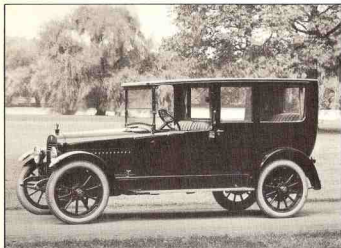
1917 JEFFERY, Model 472--This seven-passenger touring car, one of the last cars to bear the Jeffery name, was restored in 1953 by David H. Root, of Berea, Ohio, shown at the wheel. Car production in 1917 totaled 12,027.



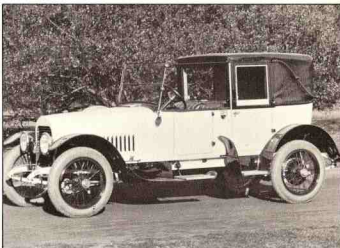
1917 NASH, Model 2017--In 1917, the Jeffery truck became the Nash truck. This four-cylinder model had a one-ton capacity. Nash built an even 3,000 trucks in 1917, when total net sales of \$16,761,795 produced a profit of \$2,027,784.



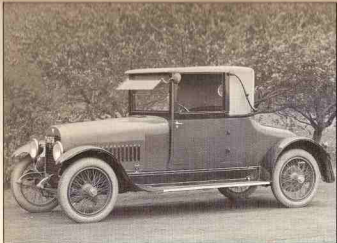
1917 NASH, Model 671--About in mid-year, the nameplate on the new company's cars also was changed from Jeffery to Nash. The only appearance change was in the design of the radiator. This model was powered by a 6-cylinder engine.



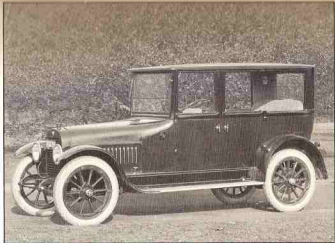
1918 HUDSON--A Dictograph communicating system, vanity case, curtains, foot rests, pillows, automatic heater and courtesy lights were standard equipment on this Super Six limousine. Two color options were available -- India blue or deep Brewster green, with black fenders and splash guards.



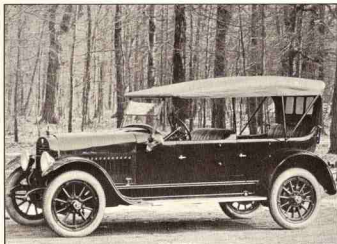
1918 HUDSON--An unusual new body style was created by Hudson in 1918 with the introduction of this "full folding landau." The catalog reported: "With the bright finished leather top, which may be let down on occasion, the leather mud guard, etc., the car possesses an appealingly distinctive character."



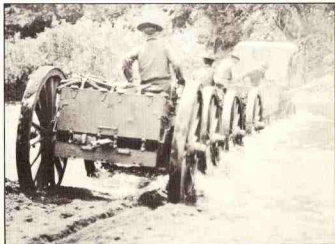
1918 HUDSON--Another new body style for 1918 was this Hudson runabout landau, a two-passenger model which was available in beige, light green or dark green. The weatherproof top was offered in grey, tan or olive drab fabric, or bright French leather. Fenders and splash-guards were black.



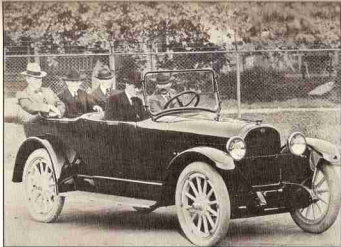
1918 HUDSON--This seven-passenger sedan was finished in light blue, with black fenders. Hudson's president, Roy D. Chapin, was one of the nation's leading advocates of better roads. In 1917-18, he served as chairman of the Highway Transport Committee of the Council on National Defense.



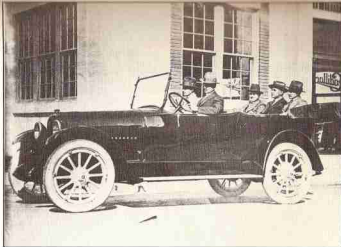
1918 HUDSON--White striping, to "impart a touch of smartness," was added to the color scheme of the Super Six phaeton in 1918. The entire car, except for the fenders, which were black enamel, was painted a light blue. Among the 12,526 Hudsons sold in that year, one was bought by Singer Mary Garden.



1918 NASH QUAD--Photographed near the front in France was this Nash Quad used as an artillery tractor. Nash Motors built 11,490 trucks in 1918 to become the world's largest manufacturer of trucks. After the war, many of these vehicles were acquired by city governments and were used for many years.



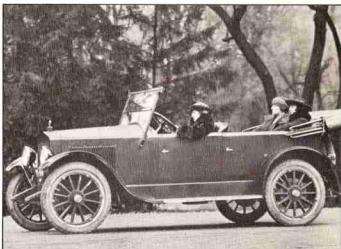
1918 NASH, Model 681--The long-awaited first Nash-designed car with a six-cylinder valve-in-head engine bowed in the fall of 1917. Total sales in 1918 were 10,283 cars. In this historic car were top officials of the Nash Motors Company, with Charles W. Nash at the wheel.



1918 NASH, Model 681--This photograph, copied from a faded snapshot, is of the first 1918 Nash demonstrator to reach Boston in the fall of 1917. Five models were offered in the new Nash series--a 7-passenger touring, a 5-passenger touring, a sedan, coupe and a "chummy."



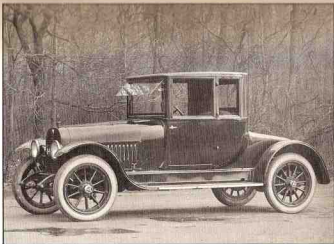
1919 ESSEX Sedan--One of the most famous cars ever built in America was the Essex, introduced by Hudson Motor Car Co. in 1919. A complete new line of cars, the Essex was the sensation of the Detroit automobile show that year. The body for this sedan was built in Detroit by Fisher. From 1919 through 1932, a total of 1,331,107 Essex cars were sold.



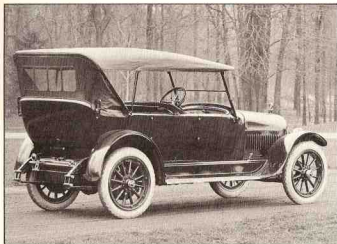
1919 ESSEX Phaeton--This five-passenger phaeton was one of the most popular of the original Essex models. Essex cars set innumerable endurance records in 1919, including a run of 1,061 miles from West Liberty, Iowa, over the high-ways of the eastern section of the state, to Iowa City in 24 hours. Another Essex traveled non-stop from Cincinnati to Indianapolis in record time.



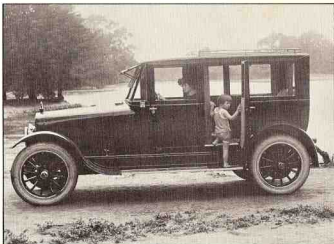
1919 ESSEX Roadster--Models wearing the latest fashions posed with this roadster, which was finished in "rich Essex green." The initial Essex models were built in Detroit on January 16, 1919.



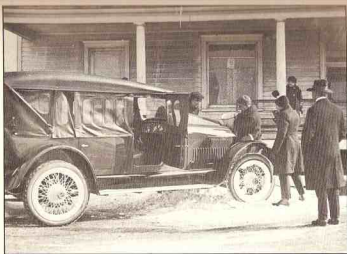
1919 HUDSON Cabriolet--This Model M Cabriolet was a popular Hudson body style in 1919. Total sales of 18,175 Hudsons and 21,879 Essex models in that year were three times as great as total sales in 1918.



1919 HUDSON Phaeton--"Today there is a Hudson Super-Six for each six miles of improved roadway in America," the 1919 Hudson catalog boasted. One of the most popular models was this seven-passenger phaeton.



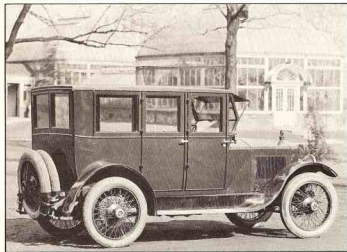
1919 HUDSON Touring Limousine--The caption for this old publicity picture has long since disappeared, but readers may wonder if the little girl is demonstrating independence from her mother in the front seat.



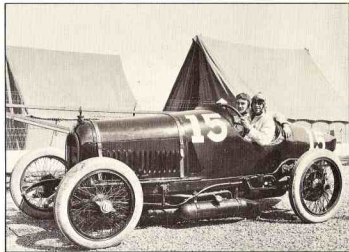
1919 NASH, Model 682--This picture was copied from a snapshot taken by a member of the Nash family. In 1919, when Nash built 27,081 cars and 4,090 trucks, a half interest in the Seaman Body Corporation of Milwaukee was acquired.



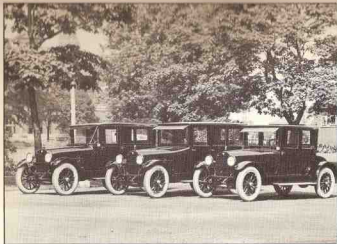
1919 NASH, Model 681--Here is the five-passenger touring car, one of the top sellers in the 1919 Nash line. Other body styles offered that year included a sedan, chummy, coupe, roadster and sport model.



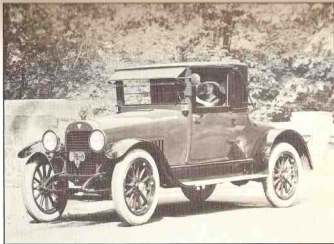
1920 ESSEX Sedan--This special model, built for a Hudson executive, featured such refinements as dual spare tires and an unusual rear window. The picture was taken near the Conservatory on Belle Isle in Detroit.



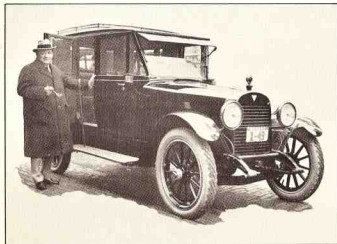
1920 HUDSON--Pictured in the special Hudson racing car that captured fourth place in the Los Angeles Speedway Race February 28, 1920, were the driver and mechanic, Eddie O'Donnell and Eddie Heffernan, known as the "Reliability Boys."



1920 HUDSONS--Three popular Hudson body styles in 1920 were (from left) the touring limousine, the sedan and the coupe. Hudson Motor Car Co. sold 45,937 cars that year, about half of them Essex units.



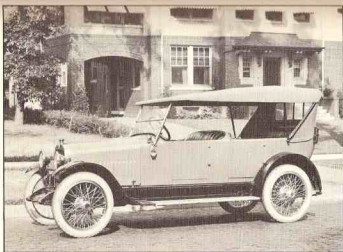
1920 HUDSON--This special runabout landau was produced in limited quantity in 1920. Nearly all car manufacturers in the early 1920's made only slight appearance changes as new models were introduced annually.



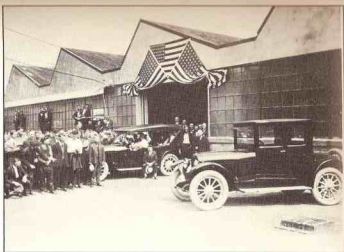
1920 HUDSON--A Hudson Super Six touring limousine was the "official carriage" of Signor Enrico Caruso during the immortal tenor's appearance in Montreal in the winter of 1920. In the same year an Essex starred in a motion picture commissioned by the Hudson Motor Car Co., "The Trail of the Arrow," which was shown in hundreds of movie houses across the country.



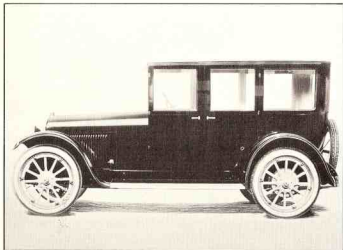
1920 ESSEX--An important boost to Essex sales resulted in 1920, when the U.S. postal service purchased a large fleet of Essex phaetons for rural mail delivery. To publicize the announcement, Hudson Motor Car Co. sent four of the Essex models on transcontinental trips. Pictured here is the car that came in first -- from San Francisco to New York in 4 days, 14 hours, 43 minutes.



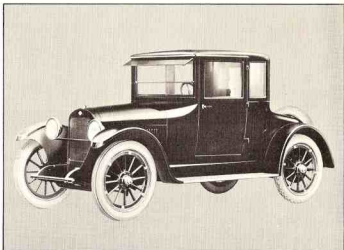
1920 HUDSON--Before its delivery overseas, this special Hudson phaeton which was built for the Prince of Wales (now the Duke of Windsor) was photographed in Detroit. The company announced in late November, 1920, that its Kenosha factory "covers more than 101 acres and employs 5,000 men."



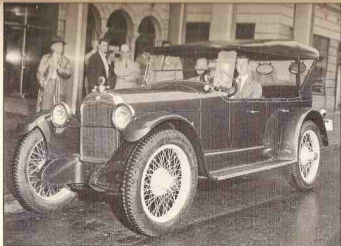
IN JUNE, 1920, Nash Motors expanded its assembly operations to include Milwaukee. Here is the first Milwaukee-built Nash coming off the line in the plant which is now the American Motors parts and service plant. Cars were assembled in this facility until December 1, 1931.



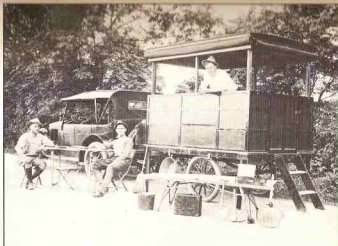
1920 NASH, Model 684--One of the highest-priced Nash models in 1920, this seven-passenger sedan had a price tag of \$2,575. Nash Motors produced 35,084 passenger cars and 3,697 Quad trucks in that year.



1920 NASH, Model 685--A popular body style in 1920 was this four-passenger coupe which sold for \$2,350. Powered by the same six-cylinder engine as in 1918 and 1919 models, it was finished in "Nash blue," with light blue wheels.



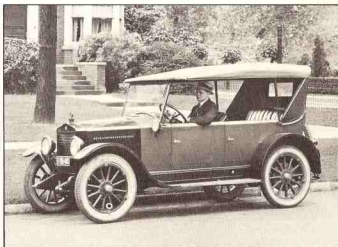
1920 NASH, Model 687--This four-passenger "sport" model, restored by John Fauth (at the wheel) of Flint, Mich., participated in the 1950 Glidden Tour. It was finished in Palmette green, with white wheels.



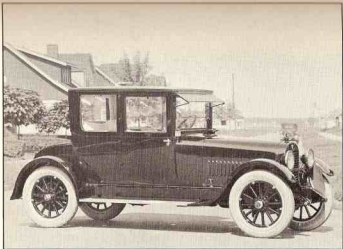
1921 ESSEX--Luxurious outdoor living was achieved by this ingenious camping trailer devised by an Augusta, Ga., Essex owner. The trailer top could be lowered to the same height as the car.



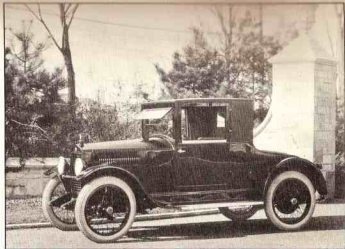
1921 ESSEX bodies on the Detroit assembly line were manufactured, to a large extent, of wood, as this picture illustrates. Because of the first postwar depression, Hudson-Essex sales in 1921 fell off to 27,143.



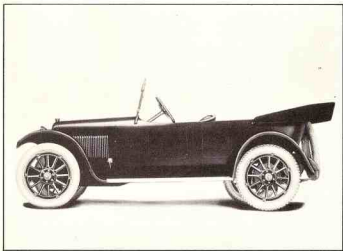
1921 ESSEX Touring Car--The 1921 touring model was finished in "a rich, dark Valentine blue with hood and fenders in black." The wheels were painted English vermilion, striped in black.



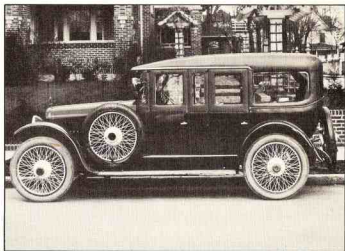
1921 HUDSON Coupe--Three color combinations were available to the purchaser of this four-passenger Super Six coupe -- Japanese maroon, Columbia green or Valentine blue, with upper body panels and other parts, black.



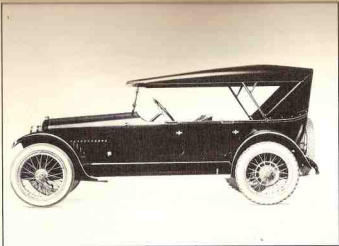
1921 ESSEX Cabriolet--A two-passenger cabriolet, finished in Brewster green with black fenders and gray upholstery, was added to the Essex line in 1921. In that year the company introduced the adjustable front seat feature.



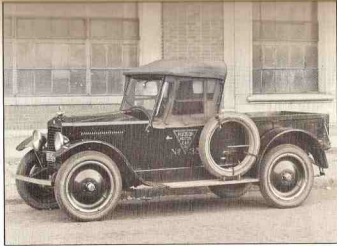
1921 NASH, Model 41--Nash Motors added a line of low-priced four-cylinder cars in 1921, including this five-passenger touring model which had an f.o.b. price of \$1,195. The company sold 20,850 cars that year.



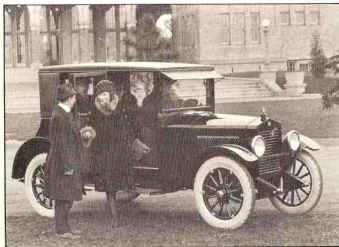
1921 NASH, Model 682--The special winter top for this seven-passenger Nash touring model was built in Milwaukee by the Seaman Body Corporation. Nash Motors' factory prices ranged from \$1,195 to \$2,695.



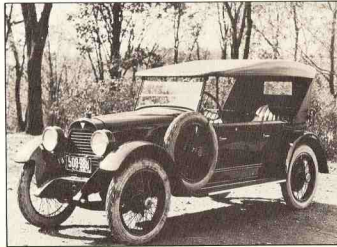
1921 NASH, Model 687--The factory-delivered price of this Nash sport model, seating four passengers, was \$1,850. Five other six-cylinder models were offered in 1921, plus nine four-cylinder models.



1922 ESSEX Pick-up--The Hudson Motor Car Co. used this special Essex pick-up truck in its Detroit plants. It was not offered for public sale. The company's sales increased markedly in 1922 -- 28,242 Hudsons, 36,222 Essex cars.



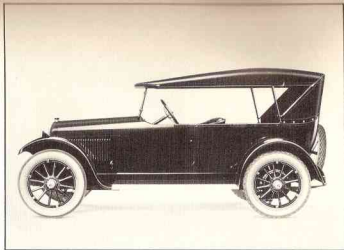
1922 ESSEX Coach--"Until Essex brought out the coach there was no closed car at a moderate price on a first-rate chassis," Hudson told its dealers in November, 1922. "The success with which that car took the country naturally invited competition -- and today we have many closed cars on the market that are selling at about the Essex or Hudson price."



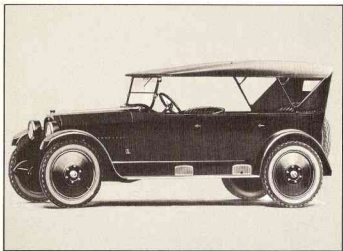
1922 HUDSON Speedster--New "crowned" fenders marked the only noticeable styling change on the 1922 Hudsons. Shown is the four-passenger speedster with fancy wire wheels. In this year Hudson began to provide law-enforcement agencies with armored cars. The sidas, rear and gasoline tank were protected with one-fourth inch armor steel; windshield was of special safety glass.



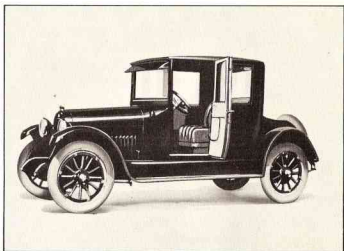
1922 HUDSON Coupe--Stylishly attired models of the day posed with this four-passenger Super-Six coupe. Hudson and Essex cars were popular all around the world. The company reported they were replacing the bullock cart in India, and that a Japanese hotel owner had just taken delivery of 42 Hudsons.



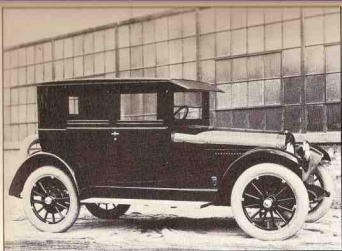
1922 NASH, Model 41--A popular seller in 1922 was this four-cylinder touring model which sold for \$985. Nash sales that year of 41,652 nearly doubled the total for the preceding year. Nash in 1922 became the first manufacturer to introduce rubber-mounted engines in passenger cars.



1922 NASH, Model 691--Most popular Nash model in 1922 was this six-cylinder touring car, Model 691, which was changed only slightly as it was continued into 1923 and 1924. Its f.o.b. price was \$1,545.



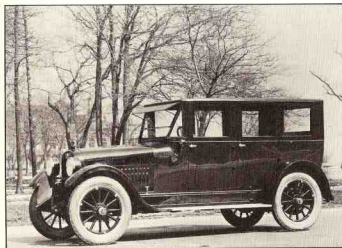
1922 HUDSON Coupe--Stylishly attired models of the day posed with this four-passenger Super Six coupe. Hudson and Essex cars were popular all around the world. The company reported they were replacing the bullock cart in India, and that a Japanese hotel owner had just taken delivery on 42 Hudsons.



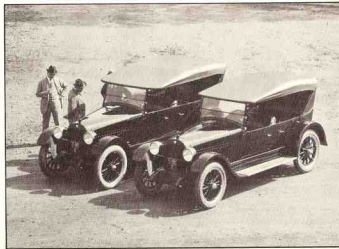
1922 NASH, Model 46--This four-cylinder "closed carriage" was influenced by European design. Spoke wheels were standard, but Nash beginning in May, 1922 offered Budd-Michelin disc wheels as optional equipment. Disc wheels became standard after July, 1924. (See car at lower left, page 38.)



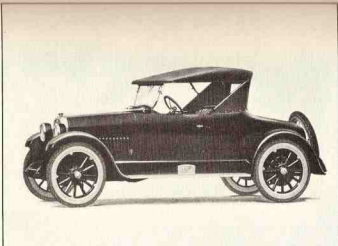
1923 ESSEX Phaeton--A popular seller in 1923 was this phaeton model with disc wheels. During this period, Roy D. Chapin, chairman of the board of Hudson Motor Car Co., devoted much of his time and effort to spearheading a national program to improve the roads and highways of the country.



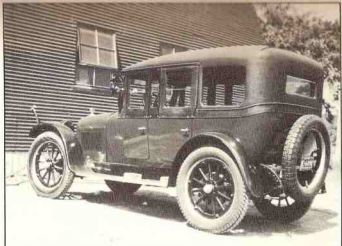
1923 HUDSON Sedan--This 1923 Super-Six sedan was finished in a dark blue, with chassis parts painted black. In this year, Roscoe B. Jackson became president of the Hudson company.



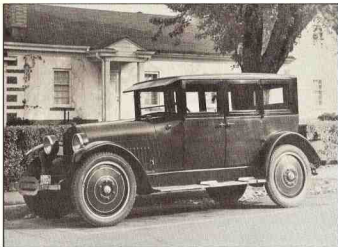
1923 HUDSONS--Two 1923 Hudson models pictured together are the seven-passenger phaeton (left) and the four-passenger speedster. Both were painted deep blue. Hudson-Essex sales totaled 88,914 that year.



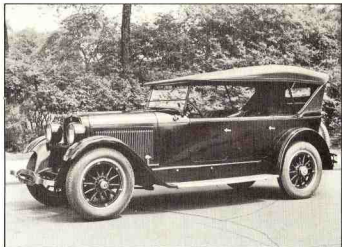
1923 NASH, Model 696--An essential for all carmakers in the early 1920's was the kick-plate, as illustrated on this six-cylinder Nash roadster. Paved roads were a rare experience for motorists. This model sported a maroon finish, with fenders and running gear painted black.



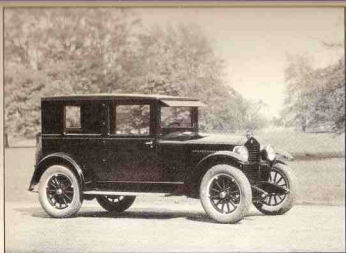
1923 NASH, Model 41--This four-cylinder Nash touring car for 1923 seated five passengers, and sold for \$935, f.o.b. Kenosha, when it was introduced. Tires were 33x4. In that year, Nash produced 56,677 passenger cars and 344 trucks. The company was not emphasizing truck sales, which were discontinued by 1930.



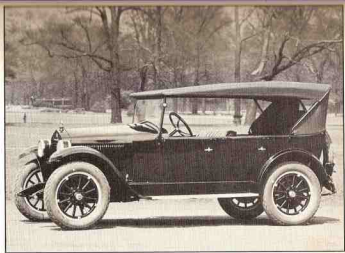
1923 NASH, Model 698--This six-cylinder Nash sport model was restored recently by Charles Soman, of Antigo, Wis. Nash Motors announced in 1923: "To the best of our knowledge, there is no other manufacturer of motor cars who builds so large a proportion of his product as does Nash."



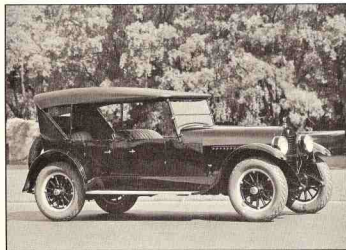
1923 LA FAYETTE, Model 134--In 1924, a year after this \$5,500 car was built, Nash Motors acquired the trade name and equipment of the LaFayette Motors Corporation of Indianapolis, which had been founded in 1920. Top speed of this touring model, which weighed 4,200 lbs., was 90 miles per hour.



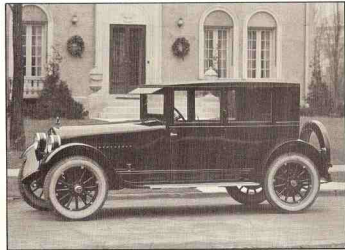
1924 ESSEX Coach--Balloon tires were made standard on all Hudson and Essex cars in the summer of 1924. In that year the company shipped 133,950 cars and registered more than 100,000 for the first time in history.



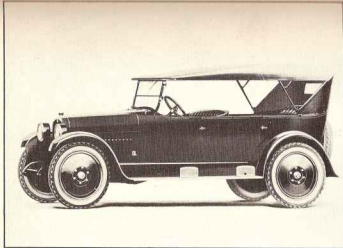
1924 ESSEX Touring--In 1924, Essex introduced an all-new six-cylinder engine, with a bore of 2-5/8 and stroke of 4 inches, to replace its four-cylinder line. This touring model had an f.o.b. price of \$850.



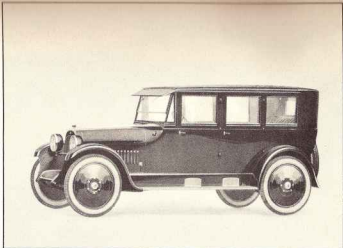
1924 HUDSON Speedster--As they had for several years, the speedster and touring models continued in 1924 to be top Hudson sellers. This four-passenger model had particular appeal because of its "dashing atmosphere of youth and beauty," according to the catalog.



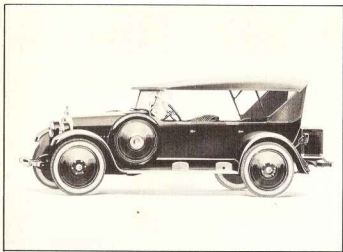
1924 HUDSON Coach--This 1924 Hudson coach, which was finished in a dark blue, had a price of \$1,475. An advertisement in the Saturday Evening Post claimed it was "an almost open car," indicating that many Americans still clung to the sense of adventure associated with an open car.



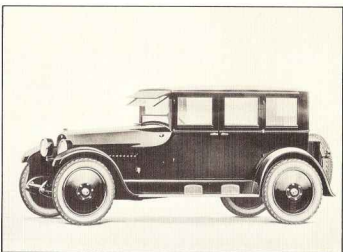
1924 NASH, Model 692--"A happily compact new grouping of all instruments, including a fine clock, on the dash" was one of the new features announced by Nash Motors for 1924. This touring model sold for \$1,425.



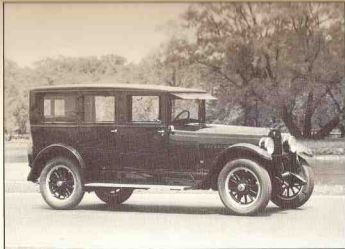
1924 NASH, Model 694--This seven-passenger Nash sedan was built on a 127-inch wheelbase. Finished in "a fresh and delightful Nash blue," it included as standard equipment a rear-vision mirror and a vanity and smoking set.



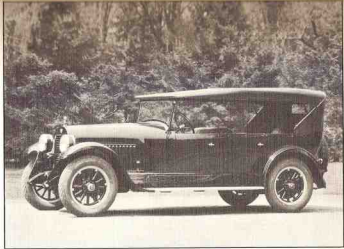
1924 NASH, Model 697--One of the most popular Nash models in 1924 was this sport model, finished in sky-blue. In 1924, Nash became the first U.S. car to offer an electric clock as an accessory. Production for that year totaled 53,626 passenger cars and 203 trucks.



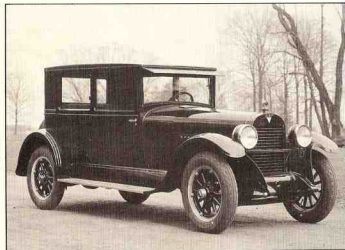
1924 NASH, Model 698--"Rear-vision mirror, kick plates and rubber-filled running boards" were standard on this maroon four-door coupe. On February 27, 1924, Nash purchased the plant and facilities in Racine, Wisconsin of the bankrupt Mitchell Motors Co. Inc. for \$405,000.



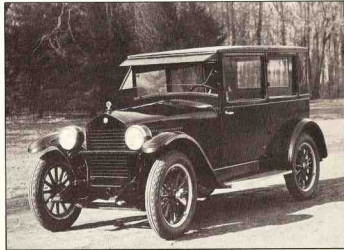
1925 HUDSON--Demand for Hudson and Essex cars by 1925 had become so great that the company turned to Biddle & Smart, a top custom builder in Amesbury, Mass., for some models, including this seven-passenger sedan which had an all-aluminum body. It sold for \$1,895.



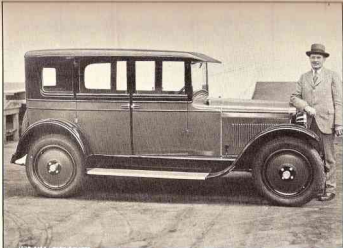
1925 HUDSON Touring--This seven-passenger Hudson touring car, finished in blue, helped lead Hudson Motor Car Co. to a phenomenal sales year in 1925. Total shipments of 269,474 cars were more than double the number shipped in 1924. The company denied rumors it was planning to change the Essex name.



1925 HUDSON Coach--In merchandising the coach, Hudson told its dealers it was a "high-grade commodious enclosed car of the best quality." In 1925, Hudson Motor Car Co. pioneered in developing all-steel bodies.



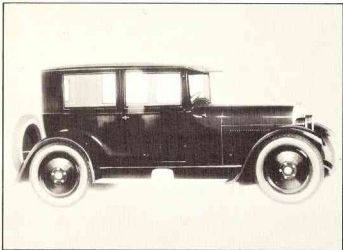
1925 ESSEX Coach--More than 80 per cent of all Essex production was in coach models, competitively priced at only \$795, f.o.b. Detroit. Finished in blue, the coach had balloon tires as standard equipment.



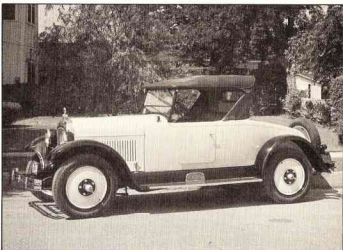
1925 AJAX, Model 223--First production in the newly-acquired Nash plant at Racine, Wis. was of this completely new six-cylinder Ajax, built in 1925 and early 1926. With one of the first models, priced at \$995, is Charles W. Nash, president of Nash Motors Co. The Ajax became the Nash Light Six in May, 1926.



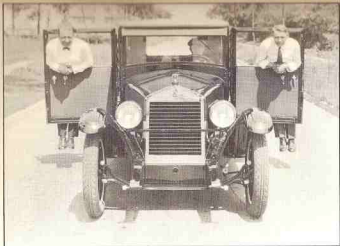
1925 AJAX, Model 221--Ajax Motors Co. was formed June 27, 1924 to merchandise the Ajax line, which included the sedan and this \$925 touring model. Both were finished in Mallard green. Nash dealers and distributors were shown the new Ajax cars in a gala meeting in the Racine ball park, on May 26, 1925.



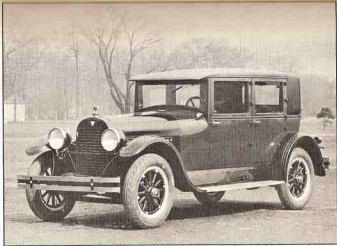
1925 NASH, Model 133--This five-passenger sedan, built on a 113-inch wheel-base, was one of three models in the Special Six series for 1925. Weighing 3,120 lbs., it had an f.o.b. price of \$1,225.



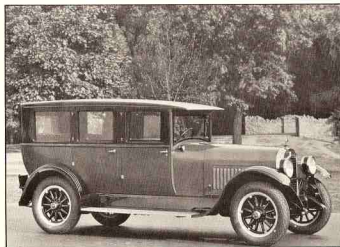
1925 NASH, Model 132--Roy L. Taylor, of Cisco, Texas, sent this photograph of his beautifully restored 1925 Nash Special Six roadster to American Motors. In 1925, the company built 85,428 Nash cars and 10,693 Ajax models.



1926 ESSEX Coach--Purpose of this publicity picture was not to illustrate how much fun it was to swing on the front doors, but to emphasize the strength and rigidity of the piano-type hinges used on Essex cars from 1925 to 1930. The young man on the right, Bennie Oosterbaan, later became Michigan football coach.



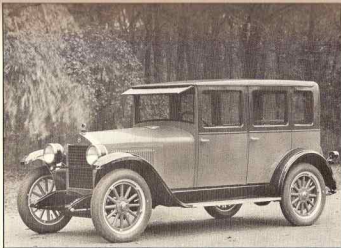
1926 HUDSON Brougham--Three tones of gray were used in finishing this brougham which had all-aluminum panels over frames of hard-wood. The upper panels were Wellington gray, lower panels were Kensington gray and body and wheel striping was French gray.



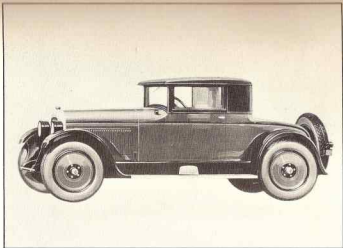
1926 HUDSON Sedan--This seven-passenger sedan helped lead Hudson Motor Car Co. to another record year. Total shipments of 227,508 raised Hudson's percentage of industry sales to 6.2 per cent. Essex outsold Hudson in 1926 by more than 2 to 1. This car was finished in Alpenstock green and Panama green.



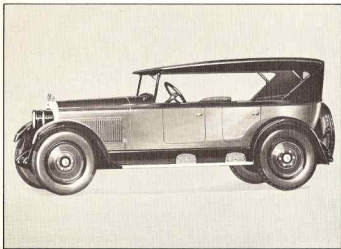
1926 ESSEX Phaeton--Hudson Motor Car Co. invested more than \$10,000,000 in "the world's largest single body-building unit." In 1926, Hudson became the first car to have the starter button on the instrument panel. This model featured a walnut steering wheel "adjustable for driving positions."



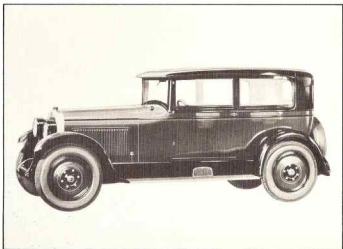
1926 ESSEX Sedan--Late in 1926, Essex introduced this new four-door sedan which sold for \$795 f.o.b. Detroit. It was finished in Pelham blue on the lower panels and wheels, with upper panels in Aquamarine blue.



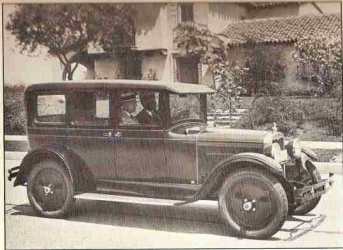
1926 NASH, Model 235--In 1926 Nash offered 24 different models, of which 9 were sedans and 6 were touring cars. This is the Special Six coupe. Sales in 1926 reached 135,520, topping 100,000 for the first time.



1926 NASH, Model 261--Blue leather upholstery made this \$1,375 five-passenger Nash touring car a top seller. It was finished in sea blue and Cape Cod gray below the molding, with gold double striping.



1926 NASH, Model 263--This two-door, five-passenger sedan in the Nash Advanced Six series sold for \$1,425 f.o.b. Kenosha. Built on a 121-inch wheelbase, it was powered by a six-cylinder engine.



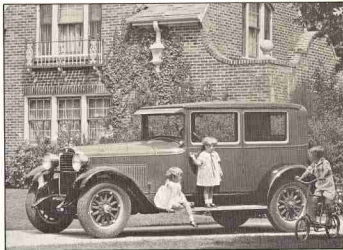
1926 NASH, Model 21--About in mid-1926, Nash dropped the Ajax line and re-classified the models built in Racine as "Light Six" cars. Shown is the four-door sedan. Production of Ajax and Light Six models in 1926 totaled 38,662. (Henry Austin Clark photograph.)



1927 ESSEX Coupe--Price of this Essex coupe, built on a 110-1/2-inch wheelbase, was \$735. Hudson and Essex sales continued to climb in 1927, with shipments from the factory reaching 276,414. This trim model was finished in two tones of green.



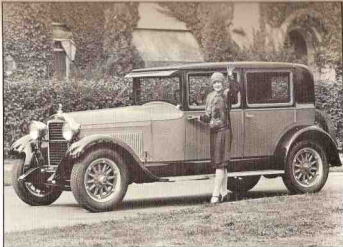
1927 HUDSON Phaeton--A phaeton model similar to this one was used as the official car which transported the King and Queen of Spain during their visit in September, 1927 to Spanish Morocco. Price of this model was \$1,500.



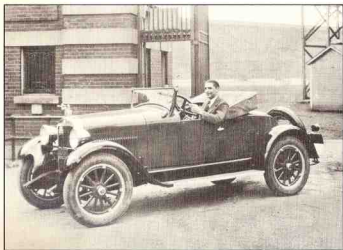
1927 HUDSON Coach--Barney Oldfield, famed pioneer race driver, piloted a 1927 Hudson coach over the Culver City (Calif.) speedway for 1,000 miles at an average speed of more than 76 miles per hour.



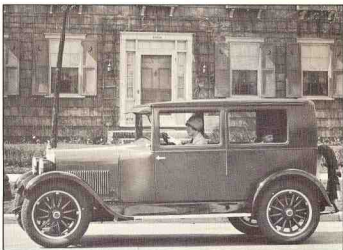
1927 HUDSON Brougham--Introductory colors of this 1927 Hudson brougham were Bloomfield gray, with the upper section finished in black. Window moldings were finished in walnut to match the walnut steering wheel.



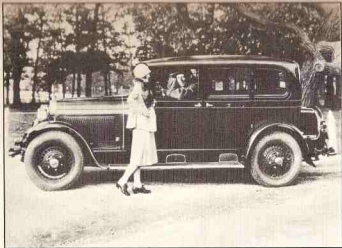
1927 HUDSON Standard Sedan--On February 11, 1927, Edsel Ford, president of Ford Motor Co., issued an official denial that Ford "had acquired or was seeking control of the Hudson Motor Car Co."



1927 ESSEX Speedabout--Photographed in an Essex boat-tailed speedabout was Bennie Coesterbaan, all-American football player at the University of Michigan, and later its head football coach. This six-cylinder model was finished in brilliant green lacquer, with darker green streamline molding.



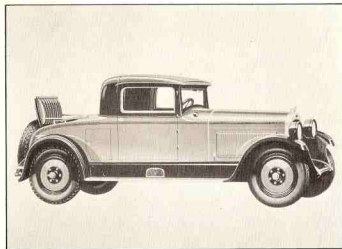
1927 ESSEX Coach--Essex advertised in 1927 that this \$735 coach was priced \$200 below an Erskine, \$110 below a Star and \$60 below a Whipplet. Standard equipment on all Essex models included parking lights, dome light, curtain for the rear window and a door pocket.



1927 NASH, Model 267--On October 14, 1927, this Nash Ambassador Six was presented to Prince William of Sweden (at wheel) by the Scandinavian employees of Nash Motors Co. in Kenosha. The Royal crest consisting of a gold crown and the letter W, is on the door panel. Miss Mary Kerwin of Kenosha is shown talking to the Prince. The car was finished in blue.



1927 NASH, Model 239--This four-door sedan in the Nash Special Six series was photographed in the fall of 1926 for national distribution to the press. Production at the Nash factories in Kenosha, Milwaukee and Racine for 1927 totaled 122,606 passenger cars. This model, built on a 113-inch wheelbase, weighed 3,170 lbs. and sold for \$1,315. (Henry Austin Clark photograph.)



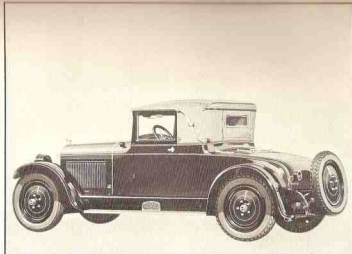
1927 NASH, Model 260--This Advanced Six coupe was built on a wheelbase of 127 inches. It weighed 3,580 pounds and had an f.o.b. price of \$1,775. It was one of four coupe designs offered in 1927. (Henry Austin Clark photo.)



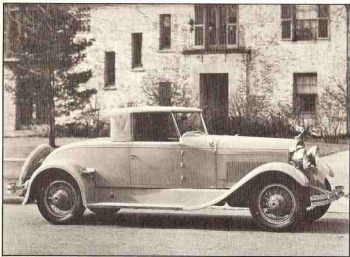
1927 NASH, Model 266--This sporty four-passenger roadster in the Advanced Six series was built on a wheelbase of 121 inches, weighed 3390 pounds and sold for \$1,475, f.o.b. Kenosha. (Henry Austin Clark photo.)



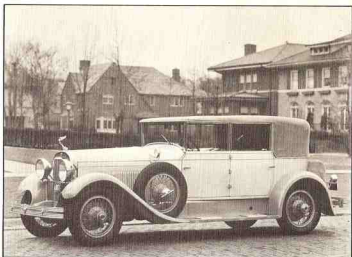
1927 NASH, Model 271--Jeffery Carqueville, grandson of Thomas B. Jeffery, the inventor of the original Rambler, once owned this Nash Advanced Six sport touring model which featured a seven-bearing crankshaft.



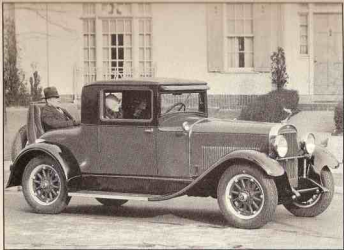
1927 NASH, Model 241--Custom design touches distinguished this cabriolet model in the Special Six series for 1927. Built on a wheelbase of 113 inches, it had an f.o.b. price of \$1,290.



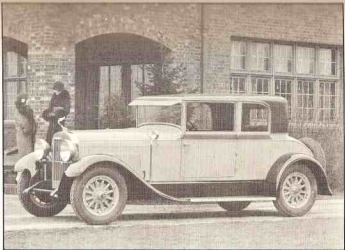
1928 HUDSON Coupe--In 1928, Hudson commissioned the Walter M. Murphy Co., custom body builder of Pasadena, Calif., to design a series of special bodies. This is the coupe. (Photo courtesy Detroit Public Library.)



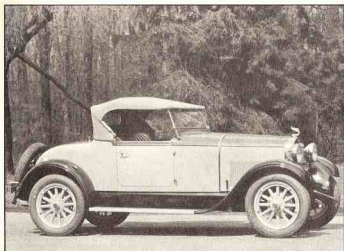
1928 HUDSON Convertible Landau Sedan--This classic body style was also designed by Murphy. It was one of five different body styles created by the West Coast firm. (Photo courtesy Detroit Public Library.)



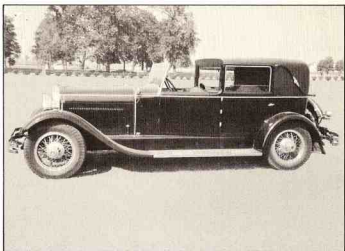
1928 HUDSON COUPE--The rumble seat has been called the "mother-in-law" seat, but this picture will disprove it. This coupe is one of several body styles offered on a new, shorter 118-inch wheelbase in 1928.



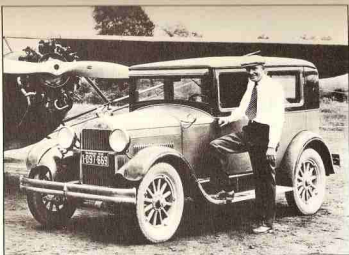
1928 HUDSON Victoria--In 1928 Hudson Motor Car Co. shipped 229,887 Essex cars and 52,316 Hudsons for a new alltime record. This four-passenger victoria model with a Murphy body, was built on a 127-inch wheelbase.



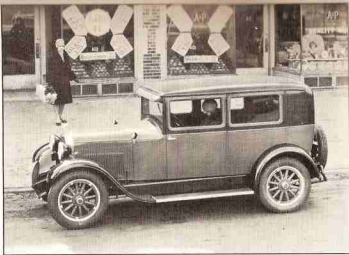
1928 ESSEX Roadster--The company urged its dealers to stress fuel economy in demonstrating Essex models in 1928. It suggested that they fit demonstrators with gasoline mileage test devices that measured a single gallon of fuel.



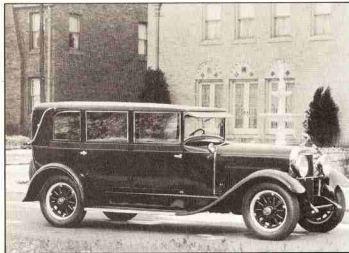
1928 HUDSON Town Car--This rare model was owned in 1968 by Carl Horton, president of T.H.E. Greater Super Six Club. It featured a body by Murphy on a standard 127-inch wheelbase lengthened to 135. The price was \$13,500.



1928 ESSEX Coach--Eddie Stinson, the noted flyer and airplane manufacturer, who twice held the world's endurance record for sustained flight, taxied to and from his aircraft factory in Northville (Mich.) in his 1928 Essex coach.



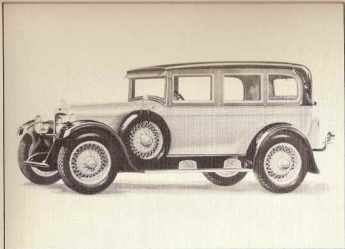
1928 ESSEX Coach--Milk was 10¢ a quart, lard 11¢ a pound and soda crackers were only two pounds for 25¢ when this 1928 Essex was parked in front of a supermarket. Adjustable steering column and driver's seat appealed to women.



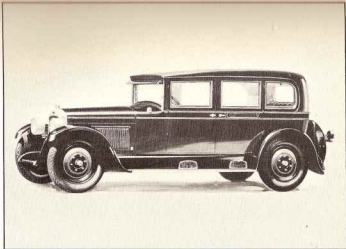
1928 HUDSON Sedan--A Hudson sedan similar to this was in the service of His Imperial Highness Nashimoto of Japan in 1928, when Hudson exported more than 40,000 cars. This model featured pleated pockets in the doors.



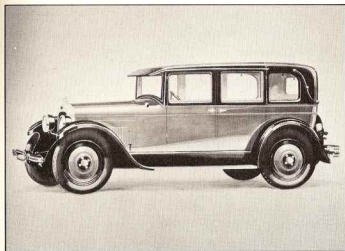
1928 NASH, Model 370--This Advanced Six Nash sedan was restored by George (Sandy) Shepherd of Medford, Mass. Color options for this model were green gray, blue and Arcadian gray. Price: \$1,545.



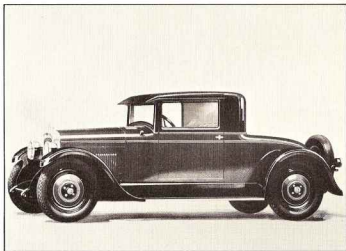
1928 NASH, Model 338--Nash Motors built 136,137 cars in 1928, a record that was not to be surpassed until 1949. This five-passenger, four-door coupe with wire wheels had an f.o.b. price of \$1,445.



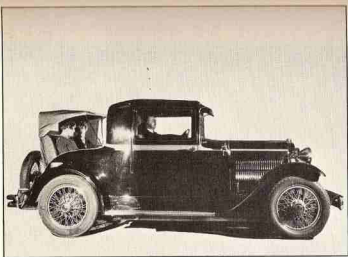
1928 NASH, Model 367--This four-door Nash Ambassador sedan was built on a wheelbase of 127 inches and sold for \$1,925. Three color options were offered: green gray, maroon and Arcadian gray.



1928 NASH, Model 328--With "French-type roof panels," this 1928 Nash landau sedan, built on a 109-inch wheelbase, sold for \$1,085. Nash advertised it offered the "lowest-priced seven-bearing six" in America.



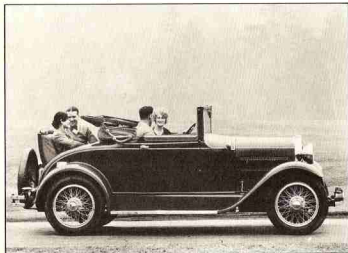
1928 NASH, Model 325--This coupe in the Standard Six series sold for \$875. In 1928, Nash Motors achieved 3.67 per cent of the market as its three assembly plants worked at capacity.



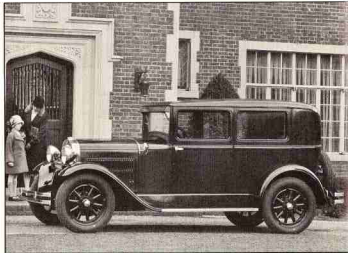
1929 ESSEX Coupe--An optional sales feature on 1929 Essex coupes was this "rumble roof," which kept more sun than rain off the passengers. The radio and screen coupe, Frank Crumit and Julia Sanderson, owned a 1929 Essex coupe.



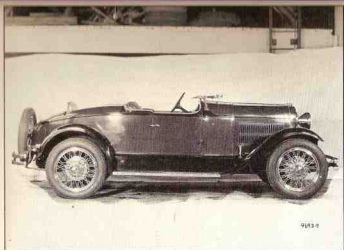
1929 ESSEX--In 1929, Hudson Motor Car Co. introduced a series of Dover commercial vehicles. Body types included a panel delivery, a canopy express, an open express and a screen-side express. Wheelbase was 110-1/2 in.



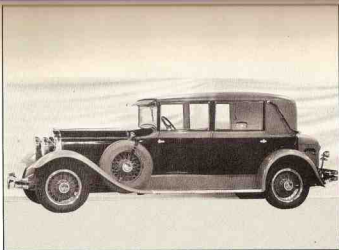
1929 ESSEX Convertible Coupe--Marcelled hair was as much in vogue in 1929 as this convertible coupe model. In 1929, Hudson Motor Car Co. reached its peak in production and sales, ranking third among all U.S. companies with 6.6 per cent of industry registrations. Total factory shipments were 300,962, with about two-thirds represented by Essex cars.



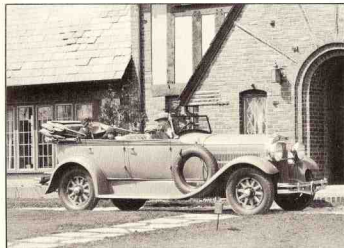
1929 ESSEX Coach--One of six Essex body types in 1929 was this coach model, which was finished in Lorelie blue, with the belt panel painted Venezia blue. On March 19, 1929, President R. B. Jackson died. He was succeeded by W. J. McAneeny, with Roy D. Chapin continuing as board chairman. In its 20th anniversary year, Hudson was the leading "independent" producer.



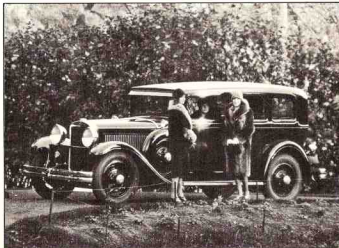
1929 ESSEX Speedabout--The unique boat-tail roadster introduced in 1927 was continued unchanged into 1928, and by 1929 it featured new styling and a rumble seat. (No boat-tails were offered in 1930, but the body style was available in both the Hudson and the Essex series in 1931.)



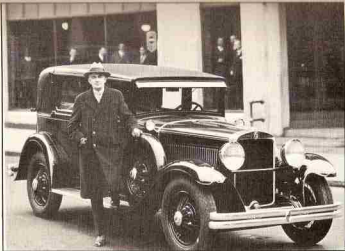
1929 HUDSON Sport Sedan--One of many striking new custom designs created by Biddle & Smart for the 1929 model year was this "Greater Hudson sport sedan." It was one of five special models built on a wheelbase of 139 inches. All were powered by six-cylinder Hudson engines.



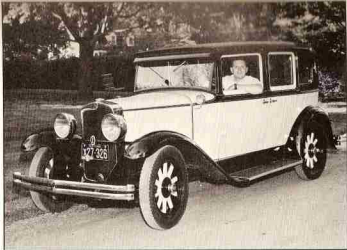
1929 HUDSON Phaeton--This five-passenger phaeton, powered by a 92-horsepower engine, was built on a 122-inch wheelbase. It was finished in Terrapin gray, striped with Ivory. It had a 19-gallon gasoline tank.



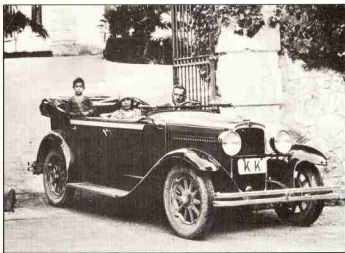
1929 NASH, Model 470--A complete new line of "twin-ignition" cars for 1929 was introduced by Nash Motors in late July, 1928. Known as the 400 Series, it included this Advanced Six four-door sedan, priced at \$1,550.



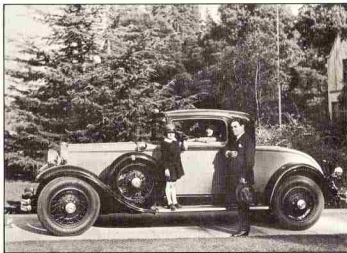
1929 NASH, Model 467--Shown with this 1929 Nash Ambassador four-door sedan is C. B. Warren, then the New York distributor of Nash Motors. Featuring a "salon trunk," this model was built on a 130-inch wheelbase and sold for \$1,925.



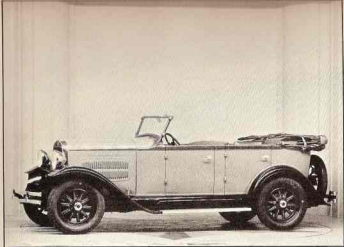
1929 NASH, Model 428--Bruce A. Robinson (at wheel), of New Castle, Pa., took two years to restore this Standard Six landau sedan, finishing the task in 1965. It was built on a wheelbase of 112 inches.



1929 NASH, Model 421--A Nash Standard Six phaeton was photographed at the gate of the Achilleon Palace in Corfu, Greece, once owned by the former German Kaiser. Powered by an L-head engine, this model was built on a 112-inch wheelbase and sold for \$935. On January 27, 1929, the Kenosha (Wisc.) News reported rumors of possible merger of Nash Motors and Packard Motor Car Co.



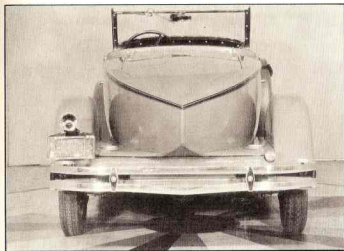
1929 NASH, Model 460--Tito Schipa, lyric tenor of the Chicago Civic Opera Co., posed with his wife and daughter with his 1929 Nash Advanced Six coupe, which was built on a 130-inch wheelbase. The rumble seat boasted upholstered arm rests. In 1929, Nash Motors built 116,622 passenger cars. Truck production, which had totaled 23,414 in 12 years, was discontinued.



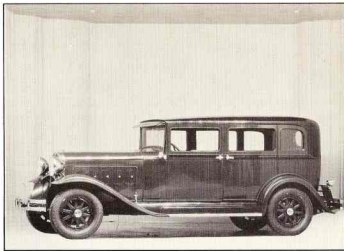
1930 ESSEX Phaeton--Bodies for 1930 Essex sunsedans, phaetons and roadsters were built by Biddle & Smart. In that year Hudson cars were available only with eight-cylinder engines as the famed Super-Six was dropped. The new eight had a five-bearing crankshaft.



1930 ESSEX Sunsedan--To publicize this new body style, Essex sent these two race drivers on a special run from the Michigan Central Station in Detroit to the Illinois Central Station in Chicago. They completed the run, on March 5, 1930, in 4 hours, 32 minutes -- a distance of 272 miles.



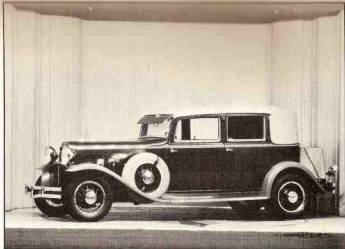
1930 ESSEX Speedabout--This is a "follower's view" of the sporty boat-tailed roadster built by Hudson Motor Car Company from 1927 through 1931. Hudson shipments in 1930 dropped from the alltime high set in 1929 to 113,698.



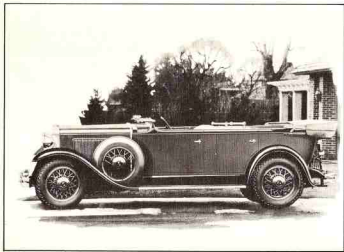
1930 HUDSON Town Sedan, Model U--Rin-Tin-Tin, famed movie dog, and his owner, Lee Duncan, owned one of these Hudson town sedans, which were built on a wheelbase of 126 inches.



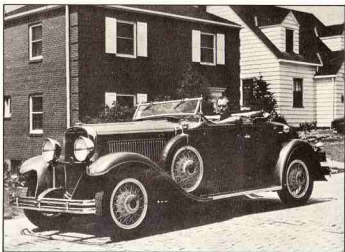
1930 HUDSON Production--Women employees at the Hudson plant in Detroit demonstrated new striping machines. On May 21, 1930, The Tatler, published in London, England, commented about the new Hudsons: "The new Hudson is quick, bright and excellently light to the touch."



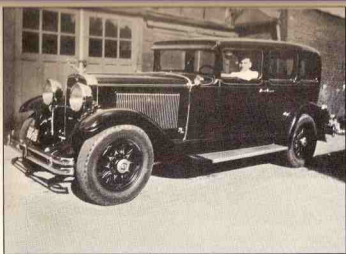
1930 HUDSON Club Sedan--This striking model featured a custom body by LeBaron, built on the 119-inch Hudson chassis. In August, 1930, a Hudson Great Eight sedan achieved 25.5 miles per Imperial gallon in a 480-mile run from Wellington to New Plymouth, New Zealand.



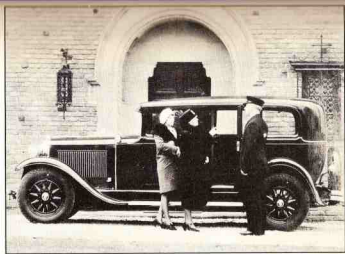
1930 NASH, Model 498--Nash Motors also introduced an eight-cylinder engine in 1930. Three series were offered -- the Single Six, the Twin-Ignition Six and the Twin-Ignition Eight. In all, 32 models were available.



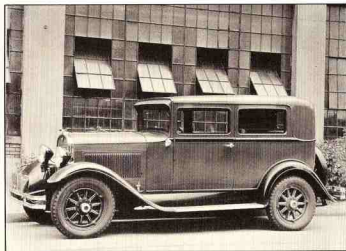
1930 NASH, Model 486--William M. Denner (at wheel) of Pittsburgh, Pa., restored this 1930 Nash roadster in 1952. The windshield folded forward, over the cowl. Nash produced 54,695 cars in 1930.



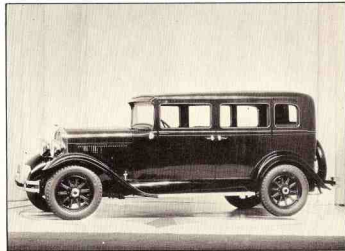
1930 NASH, Model 490--This twin-ignition eight-cylinder sedan, built on a 124-inch wheelbase, sold for \$1,775. In 1930, Nash introduced the clutch-pedal starter, which removed the danger of "in-gear" starts.



1930 NASH, Model 495--One of the few limousines produced by Nash Motors Co. was this eight-cylinder model. In 1930, Charles W. Nash became chairman of the board of Nash Motors Co., and E. H. McCarty was elected president.



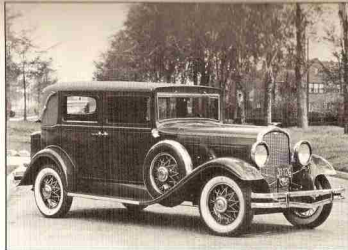
1931 ESSEX Coach--The Super Six name was transferred from the Hudson to the Essex in 1931, as Hudson models again were offered with eight-cylinder engines only. In that year, eight body styles were offered in the Essex series--a coupe, standard sedan, touring sedan, family sedan, seven-passenger sedan, phaeton, roadster and this coach model.



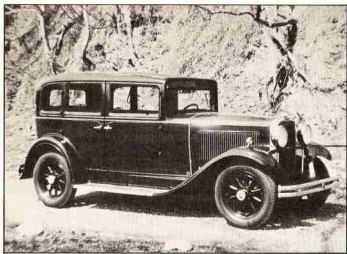
1931 ESSEX Sedan--This seven-passenger, 60-horsepower sedan was the only 1931 Essex model built on a wheelbase of 119 inches. All other body styles had wheelbases of 113 inches. Total car sales that year continued to drop as the Depression deepened and scores of automobile companies failed. Essex unit sales were 40,338, and Hudson, 17,487, with 720 commercial vehicles sold.



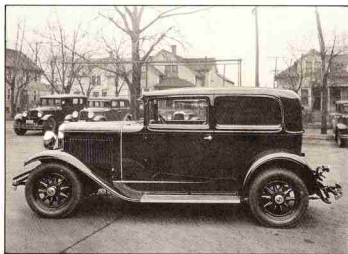
1931 HUDSON Sport Roadster--John C. Gray, of Port Credit, Ont., restored this rare 1931 Hudson boat-tailed roadster. The original body was built by Murray. The catalog boasted: "Hudson body lines are again thoroughly modern."



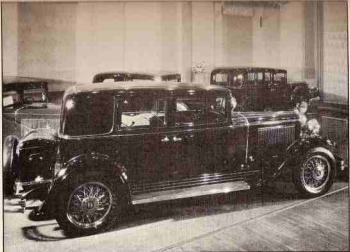
1931 HUDSON Brougham--In 1931, Hudson discontinued purchasing special bodies from Biddle & Smart of Amesbury, Mass. The body for this deluxe brougham was built by Hudson. Other bodies also were supplied by Murray and Briggs.



1931 NASH, Model 870--One of 24 Nash models offered in 1931 was this eight-cylinder sedan, restored in the early 1960's by Jacob Simpson, of Glen Mills, Penn. A similar model was restored by Henry C. Kuhns, of Racine, Wis.



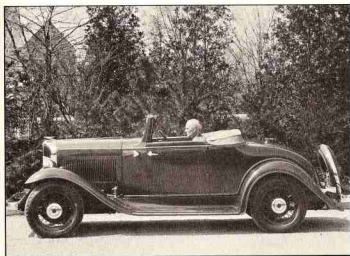
1931 NASH Delivery Car--A limited number of delivery cars similar to this model was sold in 1931. Despite the Depression, Nash Motors earned \$4,808,000 in its 1931 fiscal year. Production totaled 38,616 cars.



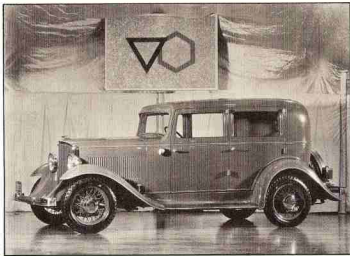
1931 NASH, Model 897--This five-passenger Nash Ambassador sedan, built on a 121-inch wheelbase, was photographed at the New York Auto Show in early 1931. Photo courtesy Detroit Public Library Automotive History Collection.



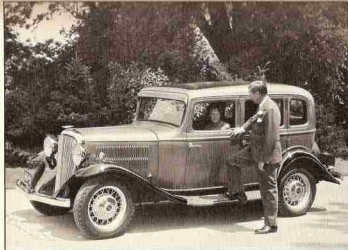
1932 HUDSON Phaeton--This 1932 Hudson seven-passenger phaeton was photographed near Tokyo, Japan. In that year, Roy D. Chapin was appointed secretary of commerce by U.S. President Herbert Hoover.



1932 ESSEX Convertible Coupe--At the wheel of this snappy Essex convertible coupe was Frank S. Spring, who was responsible for the design of many Hudson, Essex and Terraplane models over a long period.



1932 ESSEX Town Sedan--This was one of the last cars to bear the Essex name. As the 1932 model year opened, Hudson Motor Car Co. announced complete Hudson and Essex lines, but in the summer of 1932, the new Essex Terraplane bowed.



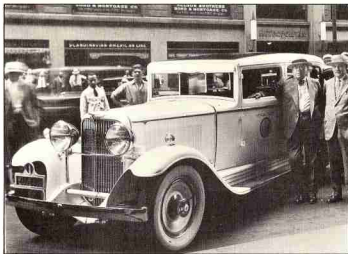
1932 ESSEX TERRAPLANE Sedan--Famed aviatrix Amelia Earhart came to Detroit in July, 1932, to christen a complete new line of cars introduced by Hudson Motor Car Co. The new Essex Terraplane line, with prices starting as low as \$425, replaced the Essex series in mid-summer. (Roy D. Chapin, standing.)



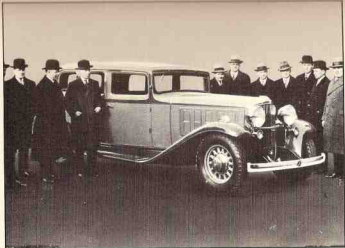
1932 ESSEX TERRAPLANE Roadster--In September, 1932, this new roadster model won the annual Pike's Peak hill-climbing event, breaking all stock-car records. Time was 21 minutes, 21 seconds. The winning car was photographed later at the Michigan State Fair Grounds in Detroit.



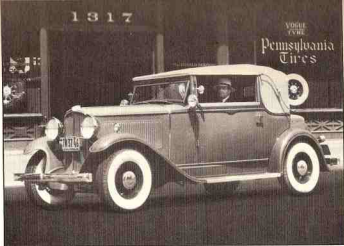
1932 NASH, Model 981--With the depression making deep inroads in automobile sales, Nash Motors in 1932 introduced two distinct series--the "First Series" including 25 separate body styles, and the "Second Series" offering a total of 28. Only 17,695 cars were built by the company that year. The above model was photographed near Loew's State Theater in New York that summer.



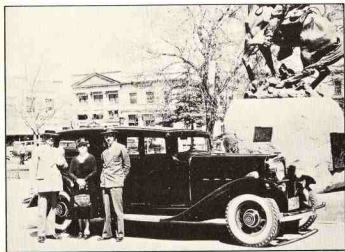
1932 NASH, Model 994--The city of Chicago purchased this snow-white Nash sedan in the summer of 1932 as an official guest car. Chicago's Mayor Anton J. Cermak (arm on door sill) took delivery, with Charles W. Nash looking on. Just a few months later, Mayor Cermak was the fatal victim of a crazed assassin in Florida who was attempting to kill President-elect Franklin D. Roosevelt.



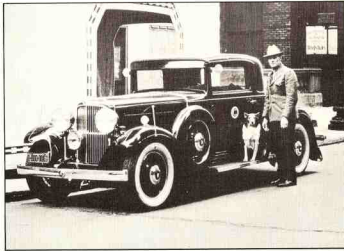
1932 NASH, Model 1060--First model of the Big Six series, introduced in the middle of the model year, drew applause from officers and directors of Nash Motors Co. C. W. Nash is at the extreme right.



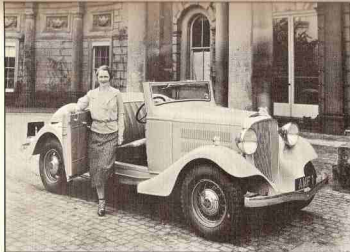
1932 NASH, Model 971--This photograph, taken in California, shows a 1932 Nash convertible sedan equipped with two Lorraine spotlights made by the Lorraine Corp. of Chicago. At the wheel is Clifford Sklarek, the spotlight inventor.



1932 NASH, Model 1094--This Ambassador Eight sedan had the longest wheelbase, 142 inches, of any car built by Nash. Shown with one of the first models are Mr. and Mrs. Charles W. Nash and grandson, Charles Nash Miller. Nash cars were offered also on wheelbases of 114, 116, 121, 128 and 133 in.



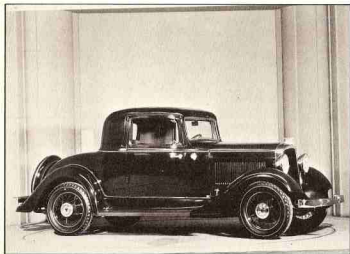
1932 NASH--This Nash coupe was photographed in front of the Chicago Motor Club. In 1932, Nash reported a profit of \$1,029,552, or 6.2 times greater than the \$164,979 reported by General Motors. Only Nash Motors and General Motors were in the black, with the other U.S. companies losing heavily.



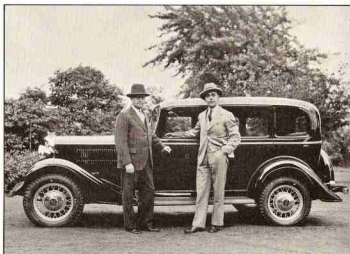
1933 TERRAPLANE--Virginia-born Nancy Langhorne, the world-famous Lady Astor, owned this six-cylinder Terraplane convertible coupe in 1933. This picture was taken at her home, Clivenden-on-the-Thames, in England.



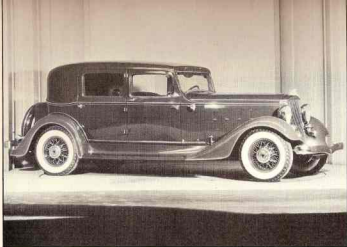
1933 TERRAPLANE--In 1933, Roy D. Chapin (pictured with a Terraplane Eight convertible coupe) resumed the presidency of Hudson Motor Car Co., with W. J. McAneeny becoming board chairman. The company shipped 40,982 cars that year.



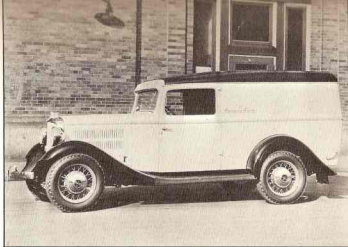
1933 HUDSON Super-Six Coupe--Vertical-line louvers distinguished six-cylinder models on all Hudsons and Terraplanes in 1933--two rows on the Terraplane and one on the Hudson. Louver doors distinguished eight-cylinder models on both lines. Hudson Motor Car Co. reported a loss of \$2,252,000 that year.



1933 TERRAPLANE Sedan--Hudson's president, Roy D. Chapin, posed with Eric Louw, South African minister to the U.S., and this Terraplane Six special sedan. When introduced, the new line was referred to as "Essex Terraplane," but the "Essex" was gradually phased out in 1933, dropped entirely in 1934.



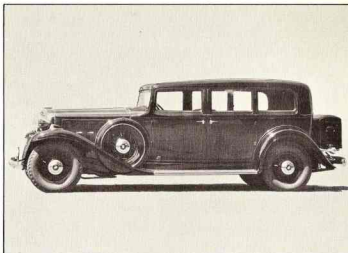
1933 HUDSON Brougham--This is a Model L Hudson Eight Brougham, in the Major series of 1933. In that year, Hudson sponsored a popular network radio program on NBC, B. A. Rolfe and his Terraplane Orchestra.



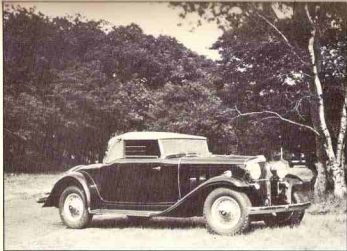
1933 TERRAPLANE Panel Delivery--Hudson Motor Car Company in 1933 offered a line of four commercial vehicles, including this deluxe model with body by York-Hoover. Others included a sedan delivery, cab pick-up and express.



1933 NASH Big Six, Model 1127--Photographed at Chicago's Century of Progress fair in 1933 was this Nash town sedan which had an f.o.b. price of \$695. In that year Nash located the light dimmer switch on the floor between the brake and clutch pedal. This model had a wheelbase of 116 inches.



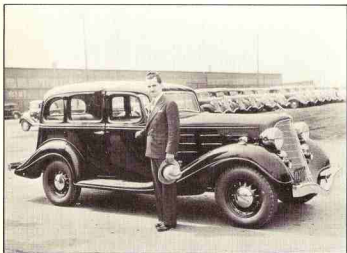
1933 NASH, Model 1194--This Nash Ambassador Eight seven-passenger sedan was one of the top models in 1933. Built on a 142-inch wheelbase, it weighed 4,600 pounds and sold for \$1,955. In that year, Nash production of 14,973 cars reached an alltime low.



1933 NASH, Model 1181--Here is the 1933 Nash Advanced Eight cabriolet, which seated four passengers, weighed 3,750 pounds and sold for \$1,395. Nash Motors lost \$1,188,863 that year on net sales of only \$8,983,974.



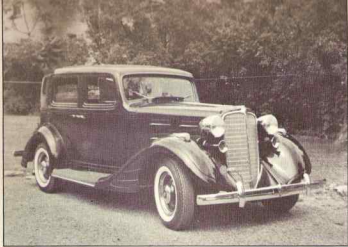
1934 HUDSON Coupe--Extensive changes were made in introducing the 1934 Hudson and Terraplane lines. The company's shipments more than doubled over 1933--with factory sales of 85,835, including 1,902 commercial vehicles.



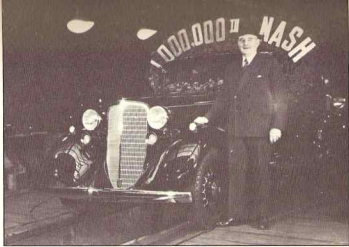
1934 HUDSON Sedan--Lowell Thomas, network radio newscaster, was photographed with this Hudson sedan at the factory in Detroit. Horsepower of the Hudson eight-cylinder engine was boosted that year to 108.



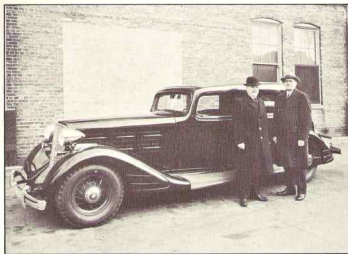
1934 TERRAPLANE Convertible Coupe--Like nearly all automobile manufacturers, Hudson Motor Car Co. suffered a financial loss in 1934--a total of \$3,239,202. The Terraplane six-cylinder engine that year had a horsepower of 80.



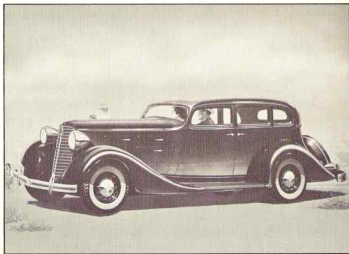
1934 NASH Big Six, Model 1220--Nash Motors, like Hudson, also experienced a better year in 1934, as production of 28,664 cars nearly doubled the 1933 total. This five-passenger sedan sold for \$785.



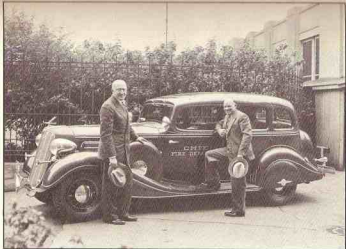
1934 NASH--In 1934, Nash Motors produced its one millionth car. Charles W. Nash, chairman of the board, is shown standing beside the anniversary model as it rolled from the Kenosha assembly line.



1934 NASH, Model 1290--C. W. Nash (left) posed with E. H. McCarty, president of Nash Motors, beside a 1934 Nash Ambassador Eight sedan. Nash that year lost \$1,625,078 on net sales of \$19,679,777.



1934 LaFAYETTE, Model 110--In 1934, Nash Motors Co. introduced the new low-priced LaFayette line, priced from \$585 to \$745. Powered by 75-horsepower L-head engines, they were built on a wheelbase of 113 inches.



1935 HUDSON Deluxe Eight--This Hudson Country Club sedan was the official car of the fire chief in Beaumont, Texas, S. D. O'Connor (right), shown with Hudson's sales manager, W. R. Tracy. Picture was taken June 21, 1935.



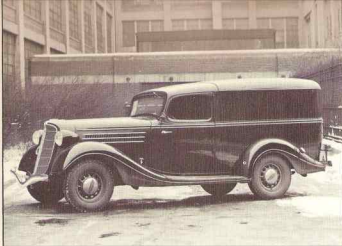
1935 HUDSON SIX Convertible Coupe--Motion Picture Actress Patricia Ellis posed proudly in her new 1935 Hudson. In that year Hudson Motor Car Co. sponsored Kate Smith on network radio.



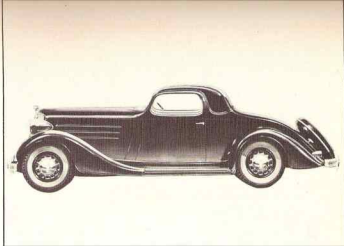
1935 TERRAPLANE Special Suburban Sedan--Price of this Terraplane sedan was \$655, f.o.b. Detroit. In 1935, Hudson Motor Car Co. shipped 101,080 cars and recorded a profit of \$584,749 on total sales of \$63,077,414.



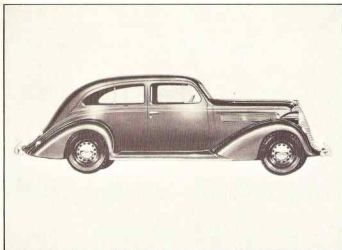
1935 TERRAPLANE--Terraplanes were frequently used as taxicabs in the 1930's. In April, 1935, a Hudson sedan established 35 AAA records in a special run at Muroc Dry Lake, Calif. One of the drivers was Wilbur Shaw.



1935 TERRAPLANE Panel Delivery—In 1935, Hudson Motor Car Co. sold 1,281 commercial vehicles. Hudson began producing these units in 1929; they were discontinued after the 1947 model year. The company reported in 1935 that it had 3,225 Hudson-Terraplane dealers in the United States.



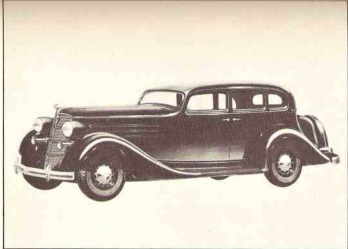
1935 LaFAYETTE, Model 3512—Factory-delivered prices of Nash Motors' low-priced LaFayette line ranged from \$580 to \$720. This two-passenger coupe sold for \$585. Nash reported a loss of \$610,227 in the fiscal year ended November 30, 1935, on net sales of \$27,811,713.



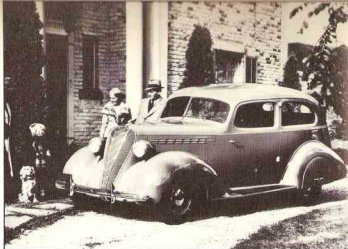
1935 NASH, Model 3525—The number of models in the Nash line was sharply reduced in 1935. Only two six-cylinder and four eight-cylinder body styles were offered. Shown is the Advanced Six Victoria model, priced at \$895.



1935 LaFAYETTE—The front-end appearance of the 1935 LaFayette differed only slightly from the Nash, the primary distinction being in the grille. Horsepower on LaFayette models was boosted that year from 75 to 80.



1935 LaFAYETTE, Model 3513--This is the brougham model in the 1935 LaFayette series. Its f.o.b. price was \$750. In this year Nash Motors emphasized its "Aeroform design." Total car production was 44,637.



1936 TERRAPLANE Deluxe Brougham--Marked styling changes were made in the 1936 Hudson and Terraplane lines. Wheelbase of the Terraplane was increased to 115 inches and horsepower was stepped up to 88, with an optional 100.



1936 TERRAPLANE Station Wagon--Introduction of this model helped Hudson Motor Car Co. to boost sales almost 25 per cent above the previous year. Total deliveries were 123,266, with the company reporting a profit of \$3,305,616.



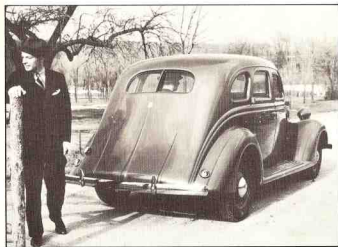
1936 HUDSON Eight Sedan--Sir Malcolm Campbell, who piloted the famed Bluebird race car to new land-speed records, was photographed with a 1936 Hudson. In that year Hudson introduced "Duo-Automatic" safety brakes.



1936 HUDSON Eight Sedan--Earle Gilmore (right), president of the Gilmore Oil Co., presented Wilbur Shaw a silver cup trophy for obtaining 22.8 miles per gallon with this Hudson sedan in the 1936 Gilmore-Yosemite Economy Run in California. A Terraplane achieved 23.95 miles per gallon.



1936 HUDSON Eight Sedan--A remarkable coincidence that Tito Schipa, Metropolitan Opera star, should be shown with his 1936 Hudson, just seven years after he was pictured with his 1929 Nash (see page 56). On February 16, 1936, Roy D. Chapin died suddenly. He was succeeded by A. E. Bartt.



1936 NASH, Model 3640--Buyers of 1936 Nash sedans had their choice of a model with or without trunk. In that year, Nash introduced convertible beds. The rear seat and trunk area were quickly adaptable to a double bed.



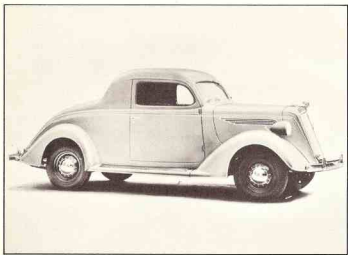
1936 NASH, Model 3641-A--This rare 1936 cabriolet model was restored by Domenick Jardine, of Kenosha, Wis. Built on a wheelbase of 117 inches, it sold for \$800 when new. In 1936, Nash Motors built 53,038 cars.



1936 LaFAYETTE, Model 3618--The 1936 LaFayette was billed as "the big car in the low-price field." No reason was given for including a turkey in this 1936 four-door sedan publicity picture. The f.o.b. price of this model, built on a 113-inch wheelbase, was \$700.



1936 NASH '400', Model 3648--This six-passenger touring sedan (with trunk) sold for \$765. On October 27, 1936, a joint announcement was made by Nash Motors Co. and Kelvinator Corp. that the two firms planned to merge, forming Nash-Kelvinator Corp. The actual consolidation was effective January 4, 1937.



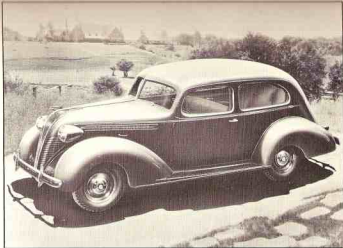
1936 LaFAYETTE, Model 3612--One of the lowest-priced 1936 LaFayette models was this three-passenger coupe which sold for \$595. In that year, Nash reported a profit of \$1,020,708 on sales of \$30,965,894.



1937 HUDSON Victoria Coupe--This Custom Eight coupe with right-hand drive was built for export sale. In 1937 Hudson introduced a feature that is now standard on all car makes: the battery located under the hood.



1937 TERRAPLANE Panel Delivery--In 1937, Hudson Motor Car Co. had its best commercial vehicle sales year, with 8,058 shipments. A total of 111,342 cars and trucks were produced in the Detroit plants.



1937 TERRAPLANE Brougham--Horsepower of this popular brougham model was 96. Wheelbase was 117 inches. In this year, Hudson dropped the rumble seat option and made the ash tray standard equipment.



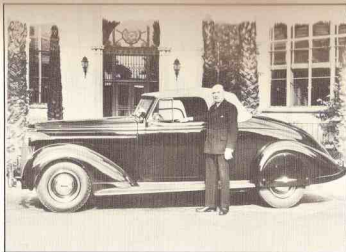
1937 HUDSON Convertible Brougham--This eight-cylinder model was one of the most popular offered in 1937. Optional equipment that year included the new Selective Automatic Shift: "Gear selection is made with the Electric Hand, and with a lift of the toe at any speed, gears shift automatically."



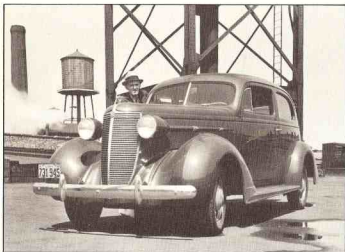
1937 NASH, Model 3782--The 1937 Ambassador coupe, with spare tire mounted in the rear deck, had two extra seats that swung out from the rear of the body to provide room for two extra passengers, making the coupe a five-passenger model. Wheelbase was 125 inches. Price: \$855.



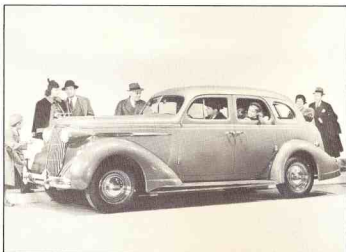
1937 NASH, Model 3788--Babe Ruth, the immortal baseball slugger, was photographed with this 1937 Nash Ambassador Eight sedan, which sold for \$945, f.o.b. Kenosha. In the first year after the merger, Nash built 85,949 cars.



1937 NASH, Model 3781--Charles W. Nash, shown with this Ambassador Eight cabriolet, was elected chairman of the board of the new Nash-Kelvinator Corp., and George W. Mason, became the first president.



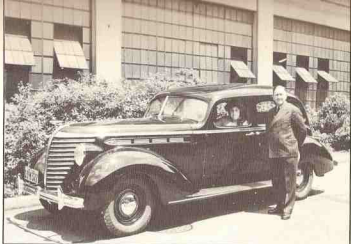
1937 LaFAYETTE, Model 3713--This low-priced LaFayette two-door sedan had an f.o.b. price of \$655. In its first fiscal year, ended September 30, 1937, Nash-Kelvinator Corp. reported a profit of \$3,640,747.



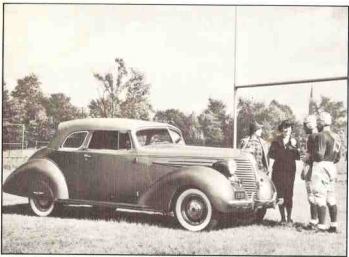
1937 NASH, Model 3728--Shown here is the 1937 Ambassador Six four-door sedan, built on a 121-inch wheelbase. This model seated six and sold for \$845. In that year, the company offered 8 LaFayette models and 12 Nash body styles.



1938 HUDSON Touring Sedan--Designated as Model 87, this eight-cylinder Hudson was available on a wheelbase of 122 or 129 inches. Horsepower was increased to 122. Hudson shipped 51,078 cars in 1938.



1938 HUDSON--P. W. Faust, of Los Angeles, Calif., a Hudson owner since 1912, posed with his new 1938 Hudson, with Mrs. Faust at the wheel. In the recession year 1938, Hudson Motor Car Co. lost \$4,670,004.



1938 HUDSON TERRAPLANE Convertible--In 1938, the Terraplane, which had been introduced six years earlier as the "Essex Terraplane," then called simply "Terraplane" for the next five years, was renamed "Hudson Terraplane." The wheelbase of the model pictured was 117 inches. With a 6.25 to 1 compression ratio, the six-cylinder engine developed 101 horsepower.



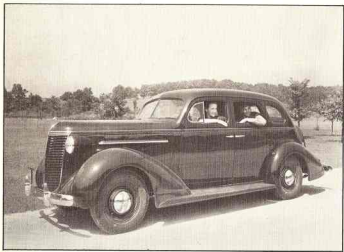
1938 HUDSON 112 Sedan--Early in 1938 Hudson announced a new low-priced series known as the "Hudson 112." One of these cars was used by Chester Ricker, shown here, who was the official AAA timing director of the Indianapolis 500-mile race for years. An Ivory Hudson convertible driven by Vice-President Stuart G. Baits paced the race on Memorial Day 1938.



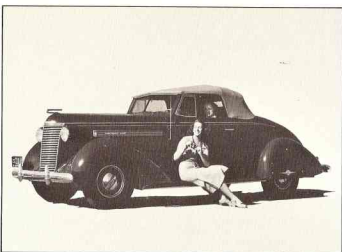
1938 NASH Ambassador, Model 3888--This eight-cylinder Nash model weighed 3,790 pounds and sold for \$1,200. Nash Motors in this period was developing a completely new car to be brought out in the fall two years later. This, plus effects of the 1938 recession, resulted in a fiscal loss of \$7,655,138.



1938 LaFAYETTE, Model 3813--The popular six-passenger, two-door LaFayette sedan in 1938 was priced at \$855, f.o.b. Kenosha. It was in 1938 that Nash introduced the now-famous "Weather Eye" conditioned-air heating and ventilating system. Nash production that year totaled 32,017.



1938 LaFAYETTE, Model 3818--This four-door sedan weighed 3,300 pounds and was built on a 117-inch wheelbase. Nash models that year had a vacuum gear shift lever on the dash. The air intake was hood high, at the cowl.



1938 NASH, Model 3881--This is the Nash Ambassador Eight cabriolet for 1938. Featuring a 115-horsepower engine, it seated five passengers, weighed 3,620 pounds. Nash Motors marketed 18 different models that year.



1939 HUDSON Sedan--Foam rubber cushions, later available on all U.S. makes, were introduced by Hudson in 1939, along with the dash-locking safety hood and vertical mounting of the spare tire in the trunk compartment.



1939 HUDSON Sedan--In 1939, Hudson Motor Car Co. observed its 30th anniversary. Car No. 2,614,165, built on May 4 that year, was photographed for posterity as workers cheered. Shipments climbed to 82,161 cars.



1939 HUDSON 112 Touring Sedan--This low-priced six-passenger sedan, mounted on a wheelbase of 112 inches, had an 86-horsepower engine. The hood ornament was plastic and had a light inside. Hudson emphasized its "Handy Shift," a shift lever mounted on the steering column.



1939 HUDSON Convertible Brougham--This model introduced a new Country Club series available with both six and eight-cylinder engines giving respectively 101 and 122 horsepower, mounted on 122-inch wheelbase. Two sedan models were available on a 129-inch wheelbase.



1939 HUDSON Six Coupe--Hudson dropped the Terraplane series in 1939 and presented three new lines--the 112, the Country Club series and the Hudson Six. The above model was built on a 116-inch wheelbase.



1939 NASH, Model 3928--Nash in 1939 offered a choice of a conventional trunk back (like this model) or a modern streamlined back. All Nash models in that year were Ambassadors. Production of 65,662 cars nearly doubled 1938 result.



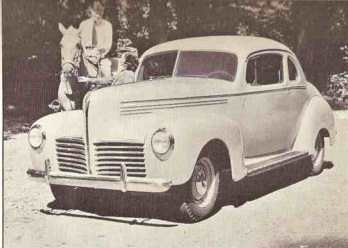
1939 NASH, Model 3920--Constance Moore, the movie actress, posed with this Ambassador Six four-door sedan. Extensive appearance changes were made in the Nash and LaFayette lines that year.



1939 LaFAYETTE, Model 3918--This six-passenger, four-door LaFayette sedan, built on a 117-inch wheelbase, sold for \$885. Nash-Kelvinator Corp. reported a loss of \$1,573,524 for the 1939 fiscal year ended September 30.



1939 NASH, Model 3925--This Ambassador Six coupe, seating three passengers, was built on a wheelbase of 121 inches. Eight-cylinder models were mounted on a 125-inch wheelbase. F.o.b. price of this car was \$925.



1940 HUDSON Six Coupe--This 1940 coupe, mounted on a 113-inch wheelbase, was powered by a 92-horsepower engine. A Hudson sedan that year set new AAA records for endurance by traveling 20,327 miles at an average of 70.5 mph.



1940 HUDSON Eight Sedan--This 1940 publicity picture was described as "symbolic of the American way of living." Hudson in that year shipped 86,865 passenger cars and 1,035 commercial vehicles.



1940 HUDSON All-Purpose Delivery--Production of this delivery truck model began in September, 1940. Pictured (left to right): G. H. Dow, fleet sales manager; George H. Pratt, sales manager, and W. A. James, advertising manager.



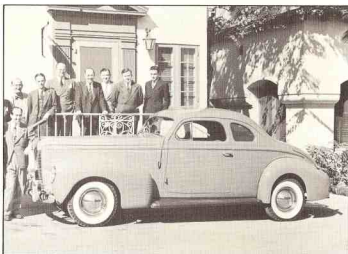
1940 HUDSON Eight Convertible Sedan--This six-passenger model was one of six convertibles offered in 1940. The company reported a net loss of \$1,507,780 for the year. Hudson U.S. registrations totaled 79,979 for 1940. Hudsons that year set 121 AAA records for performance and endurance.



1940 HUDSON Eight--John R. Cobb, English speed king, with the 1940 Hudson he drove to AAA Class C speed record of 93.9 mph. on the Bonneville Salt Flats in Utah in August, 1939. He is shown with his famous Red Lion racer, the first land vehicle to be driven at speeds in excess of 400 mph.



1940 NASH, Model 4081--This Nash Ambassador Eight cabriolet seated five passengers. Many of these models appeared in Universal motion pictures produced in Hollywood. Production for the year totaled 63,617.



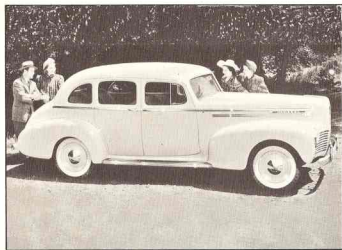
1940 NASH, Model 4085--Associates of Martin Murphy, Universal Studios production manager, presented him with a Nash Ambassador Eight coupe on the occasion of his 25th anniversary. This car had a 125-inch wheelbase.



1940 NASH, Model 4088--This four-door Ambassador eight-cylinder sedan had an f.o.b. price of \$1,195, and was the top 1940 model. The LaFayette series was dropped after the 1940 model year, being replaced by the Nash '600.'



1940 NASH, Model 4080--Nash in 1940 began to emphasize its feature advantages for outdoor recreation. On total sales of \$73,489,574, Nash-Kelvinator Corp. reported a profit that year of \$1,505,151.



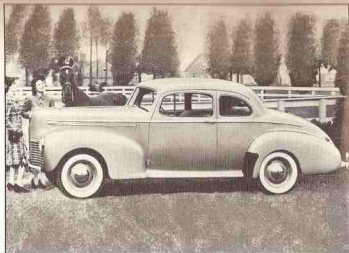
1941 HUDSON Super-Six Sedan--Hudson called its new look for 1941 "symphonic styling." This four-door sedan, built on a wheelbase of 121 inches, was powered by a 102-horsepower six-cylinder engine.



1941 HUDSON Station Wagon--This model, available with either a six or eight-cylinder engine, was mounted on a 121-inch wheelbase. With factory shipments of 79,529 cars, Hudson Motor Car Co. realized a \$3,756,418 profit in 1941.



1941 HUDSON Commodore 8 Sedan--This Commodore Custom model was displayed in the J. L. Hudson Co. department store in Detroit. In 1941, Hudson operated a U.S. Naval Ordnance plant near Detroit, producing anti-aircraft machine guns and aircraft subassemblies as its contribution to the defense program.



1941 HUDSON Six Club Coupe--This coupe model was available in either a five-passenger or three-passenger type. Hudson also offered the Commodore Series in 1941, with the option of a 102-horsepower six-cylinder engine, or a 128-horsepower eight-cylinder engine. Both had wheelbases of 121 inches.



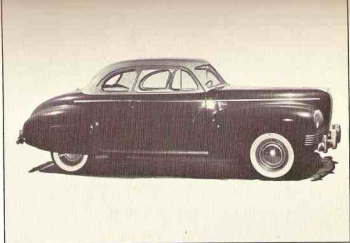
1941 NASH '600,' Model 4140--The publicity announcement of the revolutionary new Nash '600' stated prophetically: "In automotive history, the year 1941 will probably be noted principally for the introduction of a new kind of automobile body construction." With this new line, Nash pioneered single-unit construction, or, as it was called then "unitized" construction.



1941 NASH Ambassador Six, Model 4160--The higher-priced Nash series for 1941 continued to be the Ambassador, available with either six or eight-cylinder engine. Nash built 80,408 cars in the calendar year. Profit of Nash-Kelvinator Corp. for the fiscal year ended September 30 was \$4,617,052. This car was built on a 121-inch wheelbase.



1941 NASH '600,' Model 4146--Time Magazine described the '600' as "the only completely new car in 1941." In addition to its completely new construction principle, this new series offered greatly increased fuel economy: the name meant 600 miles to a 20-gallon tank of gasoline.



1941 NASH Ambassador, Model 4163--Nash-Kelvinator Corp. contributed to the defense program by manufacturing cargo trailers for the military at its plant in Racine (44,628 in a year) and by commencing production of aircraft propellers at the old Reo truck plants in Lansing, Mich.



1942 HUDSON Super-Six, Model 21--Only slight styling changes were made in the changeover to 1942 models as America's entrance into the war became more imminent. In 1942, Hudson shipped only 5,396 cars and 67 commercial vehicles. The last car rolled from the Detroit assembly line on February 5, as the company went all out in the war production effort.



1942 HUDSON--The last Hudson built until war's end was photographed as workers looked on. War materiel produced by Hudson during World War II included Helldiver folding wings, Airacobra cabins, ailerons, Hudson Invader engines for landing boats, mine anchors, fire-arm apparatus, sections for B-29 bombers and several fighters, and miscellaneous Naval armament.



1942 NASH '600,' Model 4240--A few months before Pearl Harbor, a Nash '600' sedan bearing the sign "I'm using one-third less gasoline" was sent across the country, which was preparing for wartime gasoline rationing. In 1942, Nash built only 5,426 cars as production was halted in January. However, 31,700 1942 models had been built as public acceptance was growing.



1942 NASH--The last Nash rolled from the assembly line at Kenosha early in 1942. In the next four years, Nash-Kelvinator Corp. produced more than \$600,000,000 worth of aircraft engines, propellers, helicopters, bomb fusos, cargo trailers, binocular cases, flying boat subassemblies and other war materiel in plants at Detroit, Grand Rapids, Milwaukee, Kenosha, Racine and Lansing.



1946 HUDSONS--Hudson Motor Car Co. was among the first to resume postwar automobile production. The initial car was built August 30, 1945. Workmen are shown loading an early shipment of 1946 models in a rail boxcar.



1946 HUDSON Super-Six Convertible--The principal appearance change from 1942 models was a completely new front end for 1946. All Hudson models that year were built on a wheelbase of 121 inches.



1946 HUDSON Commodore Eight Sedan--Shipments of Hudson cars in 1945 totaled 5,005. Wartime materials restrictions, supplier strikes and other factors held 1946 shipments to 93,870. Hudson played an active part in the Automotive Golden Jubilee in Detroit, exhibiting a 1909 model.



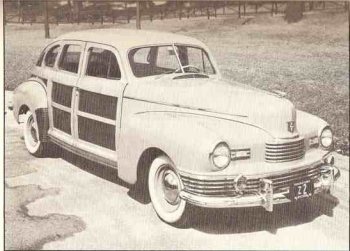
1946 NASH '600,' Model 4640--"Our car is the forerunner of cars to come," George W. Mason, Nash-Kelvinator president, told a press conference as Nash resumed postwar production in the fall of 1945. The company built 6,148 cars in 1945, and 98,769 in 1946.



1946 NASH Ambassador, Model 4660--In resuming production, Nash in 1946 built only six-cylinder engines. This Ambassador four-door sedan had a 112-horsepower powerplant. Nash opened a 204-acre proving ground near Burlington, Wisconsin that year.



1946 NASH '600,' Model 4643--When the Automotive Golden Jubilee was celebrated in Detroit in 1946, Charles W. Nash, chairman of the board of Nash-Kelvinator Corp., was among 12 automotive pioneers then living to be honored. This brougham model seated six passengers.



1946 NASH Ambassador, Model 4664--In 1946, Nash Motors purchased plants in El Segundo, Calif., and Toronto, Canada, for West Coast and Canadian distribution. This picture shows the 1946 Suburban model which featured wood side panels. The model was built in limited quantity.



1947 HUDSON Super Six Sedan--The postwar steel shortage prevented both Hudson and Nash from producing as many cars as dealers and the public demanded in 1947. Nonetheless, Hudson Motor Car Co. increased factory shipments over the previous year to 103,310, including 2,917 commercial vehicles.



1947 HUDSON Eight Convertible--In 1947, Hudson built its 3,000,000th car. Pictured with the 1947 Hudson Commodore and the original 1909 model are Hudson executives, including President A. E. Barit, at the wheel of the 1947 car.



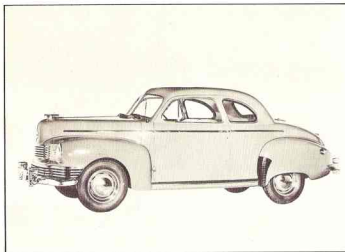
1947 NASH Ambassador, Model 4760--In 1947, Nash Motors built 113,315 cars, passing the 100,000 mark for the first time since 1929. Appearance changes from 1946 were barely discernible.



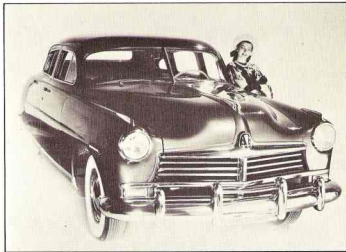
1947 NASH '600,' Model 4740--Single-unit construction and top gasoline economy of the Nash '600' continued to appeal to buyers in 1947. The new Nash assembly plant near Mexico City was opened June 18, 1947.



1947 NASH Ambassador--George W. Mason [right], president of Nash-Kelvinator, drove this canary-yellow Ambassador sedan to pace the Indianapolis 500-mile race on Memorial Day. An interested spectator was screen idol Clark Gable.



1947 NASH '600,' Model 4743--This is the popular brougham model in the 1947 Nash '600' series. Built on a wheelbase of 112 inches, it had an f.o.b. price of \$1,293.



1948 HUDSON Commodore Sedan--In 1948, Hudson introduced a completely new line of cars featuring "Step-Down Design." The new cars included many advanced engineering features.



1948 HUDSON Convertible Brougham--Hudson models in 1948 had the lowest center of gravity of any U.S.-built cars. Drive-Master automatic transmission was optional in the Super Six, Commodore Six and Eight series.



1948 HUDSON Commodore--Television was in its infancy in 1948, with network shows still awaiting completion of cross-country coaxial cables. Hudson distributors and dealers used TV in New York to advertise the new models.



1948 HUDSON Sedan--A new Hudson was photographed in Turkey, in front of Sultan Ahmed I's mosque in Istanbul. Factory shipments totaled 142,454 in 1948, including Super Six, Super Eight, Commodore Six and Commodore Eight models.



1948 NASH '600,' Model 4850--E. G. "Cannon Ball" Baker, pioneer endurance and racing driver, set a new record in October, 1948, in climbing Mount Washington, New Hampshire, in this 1948 '600' sedan.



1948 NASH Ambassador, Model 4871--This was the first convertible produced by Nash Motors after the war. Only about 1,000 were built. In this period Nash built a limited number of trucks for the export market only.



1948 NASH Ambassador, Model 4870--On June 30, 1948, George W. Mason was elected chairman of the board of Nash-Kelvinator, succeeding C. W. Nash, who died at 84 on June 6. Mr. Mason also continued as president.



1948 NASH Ambassador, Model 4873--This six-passenger brougham was one of the most popular Ambassador models in 1948. Nash built 118,621 cars that year. The West Coast plant at El Segundo, Calif., opened in October.



1949 HUDSON Convertible--Virtually no appearance changes were made in introducing 1949 Hudson models. In that year Hudson discontinued operations of a steel finishing mill in New Castle, Pa., acquired to ease the steel shortage.



POSTWAR NASH TRUCK--For several years after the war Nash built trucks for sale on the export market. A few special service trucks for use by Nash dealers also were produced. From 1947 to 1954, a total of 4,998 were built.



1949 NASH '600,' Model 4978--To its completely redesigned 1949 line Nash Motors gave the name "Airflyte." New features included one-piece curved windshield, all wheels enclosed and the "uniscop" cluster of instruments.



1949 NASH Ambassador, Model 4978--All Nash cars in 1949, including the Ambassador, featured single-unit construction. The new models stood 62 inches high, six inches lower than 1948 models. Production totaled 142,592, a record. Twin convertible beds were offered for the first time.



1950 HUDSON Pacemaker Sedan--Hudson in 1950 continued to emphasize its unique "Step-Down" design and Monobilt construction. This low-priced Pacemaker sedan was only 201.5 inches in overall length and was built on a 119-inch wheelbase. Horsepower of the six-cylinder engine was 112.



1950 HUDSON Commodore Sedan--This custom Commodore model, built on a 124-inch wheelbase, was available with either a 123-horsepower six-cylinder engine or a 128-horsepower eight. Shipments for the year totaled 143,586.



1950 HUDSON Pacemaker--Production of Hudson cars in Canada, started in 1932 and suspended during the war, was resumed in April, 1950, at Tilbury, Ont. Shown is the first car off the line.



1950 NASH Statesman, Model 5048--In 1950, Nash changed the name of its "600" to "Statesman." A new optional feature on 1950 Statesman and Ambassador models was a reclining front passenger seat, also equipped (for the first time on a U.S.-built car) with safety seat belts.



1950 NASH Statesman, Model 5048--Many refinements were made on 1950 Nash models, including a sliding-type glove drawer. Nash produced 191,865 cars, for an alltime record. The two-millionth Nash came off the Kenosha assembly line on April 18, 1950.



1950 NASH Ambassador, Model 5069--The most noticeable appearance change in Nash cars for 1950 was a larger curved rear window. Ambassador models took top honours in many stock-car events throughout the United States and Europe in 1950. Horsepower of the overhead-valve engine was 115.



1950 NASH Rambler, Model 5021--This 100-inch-wheelbase convertible is a historic vehicle: the first compact car, introduced in March, 1950. In naming it, Nash Motors revived the historic Rambler name. With a peppy 82-horsepower six-cylinder engine, it gave 25 to 30 miles per gallon of fuel.



1950 NASH Rambler, Model 5024--Two months after the five-passenger convertible made its bow, the six-passenger Rambler station wagon was introduced. With the same specifications as the convertible, it won wide acclaim for its ease of handling and top economy.



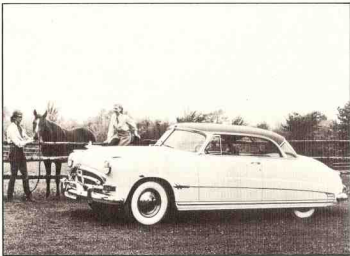
1951 HUDSON Hornet Convertible--The "fabulous Hornet" was introduced by Hudson in 1951. In addition to a convertible, the series included a four-door sedan and a club coupe. Powered by a new high-compression H-145 six-cylinder engine, the Hornet also offered four-speed Hydra-Matic Drive.



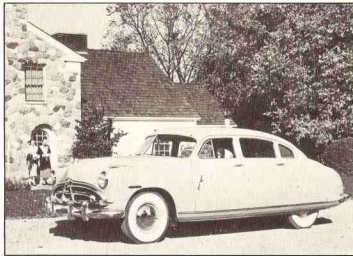
1951 HUDSON Super-Six Sedan--The Super-Six series, built on a wheelbase of 124 inches, was available in four body styles. Shipments of Hudson cars in 1951 totaled 92,859, down sharply from the previous year.



1951 HUDSON Hornet--With the introduction of the powerful Hornet in 1951, Hudson promoted a vigorous program of participation in stock-car racing. Shown is racing veteran Marshall Teague with one of his winning Hornets.



1951 HUDSON Hornet--In September, 1951, Hudson announced the addition of the Hollywood hardtop model, available in the Hornet, Commodore and Super Six series. Jefferson green and Corinthian cream two-tone colors were used.



1951 HUDSON Pacemaker Sedan--Hudson Motor Car Co. reported a loss for 1951 of \$1,125,210, on sales volume of \$186,050,832. Strikes, the steel shortage and delays in getting authorization for price increases were blamed.



1951 NASH Ambassador, Model 5178--Larger Nash models featured new fenders in 1951. Production for the year totaled 161,140, including 57,555 Ramblers. Profit for the year was \$16,220,173.



1951 NASH Statesman, Model 5158--All 1951 Nash Ambassador and Statesman models featured a sloping fastback design that was to register a "comeback" some 15 years later in U.S. automobile styling.



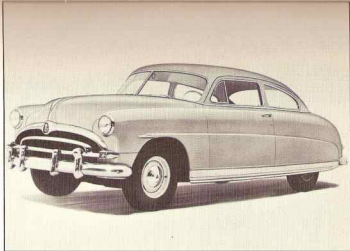
1951 NASH Rambler, Model 5127--In June, 1951, Nash introduced the third model in the Rambler line, the hardtop convertible, known as the "Country Club." Rambler sales continued to climb, and during the year the Rambler station wagon was accounting for more than 22% of all wagons built by the industry.



1951 NASH Rambler, Model 5124--Shown here is the 1951 Custom two-door station wagon, powered by a six-cylinder 82-horsepower L-head engine. Weight of this five-passenger model was only 2,515 lbs. Nash production also was hampered by effects of the steel shortage.



1952 HUDSON Wasp Hardtop--In 1952 Hudson introduced the low-priced Wasp series, built on a 119-inch wheelbase and powered by the H-127 six-cylinder engine. Styling that year was known as "Hudson-Aire Styling."



1952 HUDSON Pacemaker Sedan--The low-priced Pacemaker series was continued in 1952. In May of that year, the company announced it was tooling for a "light" car to be introduced early in 1953.



1952 HUDSON Hornet Sedan--The Hudson Hornet, top series again in 1952, continued to capture top prizes in stock-car racing events across the nation. Factory shipments for the year totaled 79,117 for all Hudson models.



1952 NASH Ambassador, Model 5277--In 1952, Nash proudly introduced a new line of Ambassador and Statesman models, completely restyled by Pinin Farina, internationally famous car designer. It marked Nash's 50th anniversary year.



1952 NASH Statesman, Model 5246--The Golden Anniversary Nash line featured "eye-level" vision, improved steering, increased horsepower and striking new color combinations and interior designs.



1952 NASH Ambassador, Model 5276--Rear seat width in both Ambassador and Statesman models was increased by 12-1/2 inches, and tinted "Solex" glass was offered as optional equipment. Production for the year totaled 152,141.



1952 NASH Rambler, Model 5224--Pictured with this Rambler Greenbrier station wagon is Golfer Sam Snead. Striking two-tone color combinations available in this model helped stimulate 53,055 Rambler sales in 1952.



1952 NASH Rambler, Model 5227--This 1952 Rambler Country Club hardtop, as well as other Rambler models, offered as optional equipment the "continental" rear tire, easily unhooked for quick access to the trunk compartment.



1953 HUDSON Hornet--The Hudson Hornet by 1953 had become national stock-car champion and winner of 45 races in stock competition, a record "never approached by any other make," the company said. Production for the year totaled 67,089 of which 27,208 were Hornets, 22,089 Jets and 17,792 Wasp models.



1953 HUDSON Wasp Sedan--This SuperWasp four-door sedan, built on a wheelbase of 119 inches, had a compression ratio of 7.2 to 1 with optional aluminum head and 6.7 to 1 with standard iron-alloy head. Hudson continued to emphasize "step-down" design and its lower center of gravity.



1953 HUDSON Jet--Hudson's long-awaited "light" car, the Jet, made its appearance early in 1953. Available with standard transmission, overdrive or Hydra-Matic, the completely new series was built on a 105-inch wheelbase. Horsepower of the six-cylinder economy engine was 104. Body by Murray.



1953 HUDSON Hornet Sedan--Despite addition of the new Jet and continued excellent showing of the Hornet in stock-car racing, rumors persisted that the Hudson Motor Car Co. was planning to merge with another independent auto company. A loss of \$10,411,060 was reported for the year.



1953 NASH Rambler, Model 5324--A striking new front end treatment featured the 1953 Rambler line. Shown here is the custom two-door station wagon. Nash production for the year totaled 153,753, including cars built in Canada.



1953 NASH Rambler, Model 5321--Farina's styling was applied to all Rambler models in 1953. The continental rear tire mount was standard equipment on all convertibles and hardtops in the Rambler series.



1953 NASH Rambler, Model 5316--After successfully testing the market with "fringe" models (convertible, station wagon, hardtop), Nash introduced this low-priced two-door sedan in 1953.



1953 NASH Rambler, Model 5327--This is the Rambler Country Club hardtop for 1953. Note the "N" on the gas cap. All Rambler models were built that year on a 100-inch wheelbase.



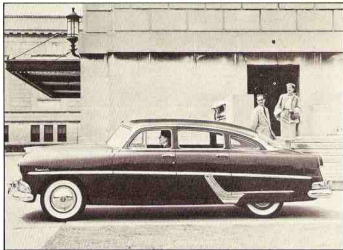
1953 NASH Statesman, Model 5357--Here is the Statesman custom hardtop for 1953. Nash advertising emphasized strength and safety of its unitized or "Air-flyte" construction.



1953 NASH Ambassador, Model 5377--Shown is the Country Club hardtop in the Ambassador series for 1953. Power steering was offered for the first time as optional equipment, as was the LeMans Dual Jetfire engine.



1953 NASH Ambassador Custom--One of the most popular Nash cars in 1953 was this Ambassador Custom four-door sedan. Nash-Kelvinator reported net earnings of \$14,123,026 in fiscal year 1953, on sales of \$478,697,891.



1954 HUDSON Hornet Sedan--The Hudson Hornet for 1954 featured an "Instant Action" six-cylinder engine delivering 160 horsepower with compression ratio of 7.5 to 1. With Twin-H Power, horsepower rating increased to 170.



1954 HUDSON Wasp Hardtop--Extensive styling changes highlighted 1954 Hudson models, including a one-piece curved windshield and new front end. Shown is the Hollywood hardtop model in the Wasp series.



1954 HUDSON Jet Liner--Exterior styling changes were also made in the Hudson Jet series for 1954. This two-door sedan seated six passengers, featured "salon-lounge interior and 'Instant Action' engine with super induction."



1954 HUDSON Jet--In April, 1954, Hudson added this Hudson Jet family club sedan, priced \$200 under the previous lowest-priced Hudson, offering the same advantages in performance and roadability as other Jet models.



1954 HUDSON Hornet Special--One of the last Hudson models to be manufactured in the Detroit plant was this Hornet Special sedan. In 1954, production of Hudson automobiles totaled 32,293.



1954 NASH Statesman, Model 5455--A new "Dual Powerflyte" engine, with 110 horsepower and an 8.5 to 1 compression ratio with dual carburetors and aluminum head, was added to the Statesman series in 1954.



1954 NASH Ambassador, Model 5477--Horsepower of the six-cylinder Ambassador engine was increased to 130. The continental tire mount was standard on all custom models in the Ambassador and Statesman series.



1954 METROPOLITAN, Model 541--In March, 1954, Nash introduced a completely new small car, built in England by Austin and Fisher-Ludlow, to Nash specifications. With an 85-inch wheelbase, it had a 42-h.p. engine which offered up to 40 miles per gallon. A two-door hardtop also was offered.



1954 NASH Rambler, Model 5425--In 1954, Nash introduced a completely new Rambler model, this four-door sedan, built on a 108-inch wheelbase. In that year, Nash became the first manufacturer to offer a complete air-conditioning system with the entire unit located under the hood.



1954 NASH Rambler, Model 5428--Another new Rambler model that bowed in 1954 was this four-door station wagon, also on a 108-inch wheelbase. Known as the "Cross Country," it featured a "dip" in the roof that was to become a Rambler trademark, and a roof rack as standard equipment. Production of Nash cars dropped sharply to 67,192 in 1954.



MERGER--On May 1, 1954, Nash-Kelvinator Corp. and Hudson Motor Car Co. were merged to form American Motors Corp., with George W. Mason (center) as chairman and president. A. E. Barit (left), retiring Hudson president, became a director. George Romney (right), was named executive vice-president, and, on the death of Mr. Mason in October, 1954, president.



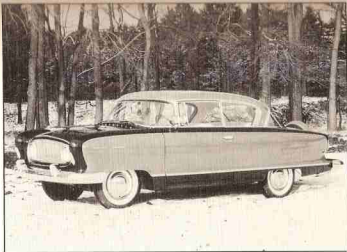
1955 HUDSON Wasp, Model 35545-2--Production of Hudson cars was discontinued in Detroit with 1954 models, and Hudson production was transferred to Kenosha. New 1955 models, built on the Nash basic body, featured a new front end and many refinements that distinguished the Hudson line.



1955 HUDSON Hornet, Model 35587-2--The Hudson Hornet Hollywood hardtop was the top 1955 model. Hudson owners for the first time had the option of air-conditioning, reclining seats, twin travel beds and other custom features. In 1955, a total of 52,688 Hudson cars were produced in Wisconsin.



1955 HUDSON Rambler, Model 5518-2--Beginning in 1955, and continuing through the 1956 model year, motorists could purchase Nash Rambler or Hudson Rambler models, with the only distinction being in the nameplates. The Hudson Jet was discontinued in 1955. Shown here is the Hudson Rambler Cross Country four-door station wagon.



1955 NASH Statesman, Model 5547-2--In 1955, Nash introduced "inboard" headlights, new rear fenders and other changes in its Statesman and Ambassador models. In addition to the popular six-cylinder engine, a new 208-horsepower V-8 powerplant with Ultramatic Drive (purchased from Packard) was offered on the Ambassador. This is the Statesman two-door hardtop Country Club.



1955 NASH Ambassador, Model 5585-2--This is the Nash Ambassador custom four-door sedan which helped increase Nash production for the year to 141,471. American Motors built 194,175 cars that year, more than double the 1954 figure. Of this total, 83,852 were Rambler models.



1955 NASH Rambler, Model 5517-2--Demand for the compact Rambler continued to mount in 1955. This Country Club model, built on a 100-inch wheelbase, featured a new grille and other refinements. On September 22, the last AM car was produced in the El Segundo, Calif., plant, which was sold early in 1956.



1955 RAMBLER, Model 5516-1--The lowest-priced Rambler in 1955 was this club sedan, featuring reduced turning circle with new anti-friction bearing front suspension. Tubeless tires were standard on all Rambler models.



1955 RAMBLER, Model 5514-1--The most popular model in the entire American Motors line was this two-door suburban station wagon. AM reported a loss in the fiscal year ended September 30 of \$6,956,425, on sales of \$441 million.



1956 HUDSON Wasp, Model 35645-2--This Wasp sedan was powered by the L-head engine that had been used in the Hudson Jet prior to the merger. In 1956, a total of 22,588 Hudsons were produced at Kenosha.



1956 HUDSON Hornet, Model 35687-2--The Packard V-8 engine was used again in the 1956 Hudson line. In that year, American Motors reported a fiscal loss of \$19,746,243 on sales of \$408 million.



1956 NASH Statesman, Model 5645-1--Only one Statesman model, the four-door sedan, was offered in 1956. That year, American Motors built 104,189 cars, a marked drop from the previous year, of which 79,166 were Ramblers.



1956 NASH Ambassador Special, Model 5657-1--In April, 1956, Nash announced the Ambassador Special, powered by a new 190-h.p. V-8 engine, designed and manufactured by American Motors in Kenosha.



1956 METROPOLITAN, Model 562--On April 9, 1956, American Motors announced its new British-built Metropolitan, available in both soft-top and hardtop convertible models. New features included a 52-h.p. Austin engine, up 24% over previous models.



1956 RAMBLER, Model 5615-2--An all-new Rambler series, with the latest in compact styling and engineering, was introduced in 1956. All models featured a new 120-h.p. overhead-valve engine and were built on a wheelbase of 108 inches. A new body style was this four-door hardtop sedan.



1956 RAMBLER, Model 5618-2--Greater seating room and a 33% increase in cargo capacity marked the new Rambler Cross Country station wagon models. A unique feature was a roll-down rear window which eliminated the irksome upper tailgate found then on competitive wagons.



1956 RAMBLER, Model 5615-1--This Super four-door sedan was one of the lowest-priced Rambler models in 1956. On March 27 of that year, the two-millionth car with single-unit construction rolled from the Kenosha assembly line. In introducing the new series, the 100-inch-wheelbase models were dropped.



1956 RAMBLER, Model 5613-2--With introduction of this completely new hardtop station wagon, American Motors became the first U.S. manufacturer to combine the appeal of the station wagon and the hardtop convertible.



1957 HUDSON, Model 35787-2--This was the last Hudson to be built, as American Motors, beginning with the 1958 model year, began to concentrate on Rambler. The last Hudson was built June 25, 1957. Total 1957 model production: 4,080.



1957 NASH Ambassador, Model 5785-2--American Motors also dropped the Nash name at the conclusion of the 1957 model year. In that year, the Statesman was dropped, and the only Nash series was the Ambassador Eight.



1957 RAMBLER, Model 5723-2--In 1957, American Motors discontinued registering Ramblers as Nash or Hudson cars--and the compact Rambler was on its own as a separate make, as demand for the compact line continued to soar.



1957 RAMBLER, Model 5718-1--Clear evidence that Rambler had won unprecedented acceptance was that of the 118,990 cars built in calendar 1957 by American Motors, 114,084 were Ramblers. The balance were Nash and Hudson models. Pictured is the Super four-door station wagon.



1957 RAMBLER, Model 5729-2--This is the Rambler V-8 hardtop, featuring the new American Motors eight-cylinder engine. For the fourth consecutive year, American Motors Corp. reported a loss--\$11,833,200 on sales of \$362 million--but there were definite signs the drought was over as the fiscal year ended.



1957 RAMBLER Rebel, Model 5739-2--In 1957, Rambler brought out this limited-edition model of high performance. About 1,500 Rebels, all painted silver with gold-anodized spears, were built. The 108-inch-wheelbase car was powered by American Motors' new 255-h.p. V-8 of 327 cubic-inch displacement.



1958 RAMBLER Six, Model 5818-1--New rear fenders, dual headlights, step-on parking brake and new grille were among more than 100 improvements made on 1958 Rambler models. Pictured is the 127-h.p. six-cylinder Super Cross Country station wagon model, the top seller that year.



1958 RAMBLER Ambassador, 4-Door Hardtop, Model 5889-2--Beginning with the 1958 model year, American Motors dropped the Nash and Hudson trade names to concentrate completely on Rambler. The "senior" series was the Rambler Ambassador, built on a 117-inch wheelbase and powered by a 270-h.p. V-8 engine.



1958 RAMBLER Ambassador, Model 5883-2--The luxury compact Ambassador series included this hardtop station wagon. Rambler sales climbed spectacularly in 1958, with registrations totaling 186,227. After four years of heavy losses, American Motors reported a 1958 fiscal profit of \$26 million.



1958 RAMBLER Rebel, Model 5829-2--Rambler also offered a V-8 engine on 108-inch-wheelbase models; horsepower was 215 on this Rebel hardtop sedan. Beginning with 1958 models, Rambler pioneered a new "deep-dip" rust-proofing system, dipping all bodies in a 15,000-gallon tank of special primer.



1958 RAMBLER American, Model 5806-1--After its discontinuance two years earlier, the 100-inch-wheelbase Rambler was brought back in 1958 and renamed "American." It was an immediate success, with 42,196 registered that year. Only the two-door sedan was offered in 1958.



1958 RAMBLER Six, Model 5815-2--Despite the fact that the Nash and Hudson were dropped in 1958, American Motors offered a total of 22 models in six and eight-cylinder versions (two more than in 1957). This custom six four-door sedan was one of the best sellers that year.



1959 METROPOLITAN, Model 561--Early in 1959, several functional improvements were made in the Metropolitan, including a new trunk lid, window vents, seat-adjusting mechanism and larger tires. Metropolitan's were sold in the U.S. and Canada from 1954-1962, with deliveries in the period totaling 94,986.



1959 RAMBLER American, Model 5904-1--A two-door station wagon was added to the Rambler American line in 1959. This and other moves helped American Motors to set alltime production and sales records. A total of 368,464 cars were sold in the U.S. market, a record for an independent automobile company.



1959 RAMBLER American, Model 5906-1--Stressing styling stability as a consumer advantage, Rambler made virtually no changes in the two-door sedan. Said the company: "The high resale value of the Rambler American is indicative of the buyer's preference for simplicity and economy."



1959 RAMBLER Rebel, Model 5925-2--Eleven models, including station wagons, hardtops and sedans, were offered in the Rambler Six and Rebel V-8 series. Styling refinements, but no changes in interior or exterior dimensions, were stressed in merchandizing. Optional dual exhaust systems were offered.



1959 RAMBLER Six, Model 5918-2--Individually-adjustable front seats and headrests (an industry first) were optional on Rambler Six, Rebel V-8 and Ambassador models. In the fiscal year ended September 30, 1959, American Motors reported a record net profit of \$60,341,823, on total net sales of \$869,849,704.



1959 RAMBLER Ambassador, Model 5989-2--The Ambassador series incorporated the luxury, comfort and performance of larger U.S. cars, yet retaining compactness. The Ambassador had a grille different in design from the 108-inch wheelbase models. The eight-cylinder engine developed 270 horsepower.



1960 RAMBLER American, Model 6005-1--The American series was expanded in 1960 to include a four-door sedan, and again appearance changes were held to a minimum. The door-opening angle was increased from 55 to 75 degrees to allow easier entry. American models were less than 15 feet in length.



1960 RAMBLER American, Model 6004-1--The luggage roof rack was standard on all Rambler station wagons, including the American Super and Custom series. As a further aid to operating economy, the American owner's manual pictured and described how to make minor repairs and adjustments.



1960 RAMBLER Six, Model 6015-2--The Rambler Six and Rebel V-8 for 1960 featured new rear fenders and other styling refinements. Continuing to break all sales records, American Motors reported U.S. sales of 434,704 Ramblers in 1960. Rambler ranked fourth among all U.S. makes.



1960 RAMBLER Six, Model 6018-4--A new three-seat, five-door station wagon was added to the Rambler Six, Rebel V-8 and Ambassador series. In the fiscal year 1960, American Motors reported net sales of \$1,057,716,447 (passing the billion-dollar mark for the first time) and net earnings of \$48,243,361.



1960 RAMBLER Six, Model 6015--This Deluxe model in the Rambler Six series was the lowest-priced 108-inch model. Thousands were sold to fleet purchasers, including local, state and federal government agencies. Many were purchased by taxicab and public utility companies.



1960 RAMBLER Ambassador, Model 6089-2--A "compound wrap-around" windshield was introduced on Ambassador models in 1960. A Rambler American with automatic transmission won the annual Mobilgas Economy Run, achieving 28.35 mpg.



1961 RAMBLER Classic, Model 6118-2--The Rambler Six in 1961 became the Rambler Classic. A huge expansion program, including addition of the Lakefront plant in Kenosha, increased potential capacity to 600,000 cars a year.



1961 RAMBLER American, Model 6108-2--With the popularity of the American series continuing to mount, American Motors added a four-door station wagon and a convertible to the line in 1961. A 125-h.p. overhead-valve six-cylinder engine was standard on all Customs and optional equipment on Super and Deluxe models in the American series.



1961 RAMBLER American, Model 6107-2--The new Rambler American convertible, introduced in early 1961, was the lowest-priced U.S.-built convertible and the only such body type with single-unit construction. The completely restyled American series was more compact than ever-- 5.2 inches shorter and 3 inches narrower than 1960 models.



1961 RAMBLER Ambassador, Model 6185-2--New Ambassador V-8 models featured distinctive front-end styling. Standard on all 1961 Ramblers was a new ceramic-coated muffler and tailpipe, guaranteed for the life of the car while in the hands of the original owner. Calendar year Rambler production totaled 372,485.



1962 RAMBLER Classic Six, Model 6216-5--A 2-door sedan was added to the Classic series with introduction of 1962 models which featured many important functional and styling changes. Advertised-delivered prices on all Ramblers were reduced, with 13 of the regular 27 models showing cuts of \$112 or more.



1962 RAMBLER Classic Six, Model 6218-5--Standard equipment on all 1962 Ramblers was a Double-Safety brake system with a tandem master cylinder having a separate hydraulic system for front and rear brakes. One system functioned if the other failed. Production in 1962 totaled 454,784 Ramblers.



1962 RAMBLER Ambassador V-8, Model 6286-5--The Ambassador series, Rambler's luxury compact, was nine inches shorter than 1961 models, built on a 108-inch wheelbase. No dimensional changes were made in the interior, and the 250-h. p. V-8 engine was standard, with a 270-h. p. version optional.



1962 RAMBLER American, Model 6205-5--Styling stability continued to keynote the Rambler American as the only significant appearance change in 1962 was the redesigned grille. A new optional automatic-clutch transmission called "E-Stick" was offered in the American series. The cost was only \$59.50.



1962 RAMBLER American, Model 6204-2--On February 12, 1962, George Romney resigned as president and chairman of American Motors. He was succeeded by Roy Abernethy as president and chief executive officer, and Richard E. Cross as chairman. Romney resigned to seek the governorship of Michigan.



1963 RAMBLER Classic 770, Model 6315-5--In 1963 Rambler strengthened its leadership position in the growing compact market with completely restyled Classic and Ambassador models. They featured Advanced Single Unit Construction with an all-new one-piece outer inside, completely galvanized, welded to a one-piece inner inside, and numerous other advancements.



1963 RAMBLER Classic 660, Model 6310-2--Both Classic and Ambassador station wagons were available in two-seat or three-seat versions, the latter with side-hinged tail-gate doors. All 1963 Classic and Ambassador wagons featured hidden storage compartments in the rear cargo floor. On March 1, 1963 a new 198-hp V-8 engine was introduced as an option on all Classic models.



1963 RAMBLER Ambassador 990, Model 6385-5--Seven Ambassador V-8 models were offered in the 880 and 990 series, including this luxurious four-door sedan. Curved glass side windows, introduced on Classic and Ambassador models in 1963, marked a new styling trend in the industry.



1963 RAMBLER Classic 550, Model 6316--The entire Rambler line won Motor Trend Magazine's coveted "Car of the Year" award in 1963. Rambler was cited for "engineering excellence and outstanding design achievement." Wheelbases on Classics and Ambassadors were increased to 112 inches.



1963 RAMBLER Ambassador 990, Model 6388-6--Standard on all Ambassador V-8 models in 1963 was a 250-horsepower engine; a 270-horsepower version was optional. All Ramblers carried the new 24-month, 24,000-mile warranty.



1963 RAMBLER American 440-H Hardtop, Model 6309-7--A new addition to the Rambler American series in 1963 was this trim hardtop model. Standard equipment included a 138-horsepower valve-in-head six-cylinder engine.



1963 RAMBLER American 440, Model 6307-5--The glamor car in the American series was the "440" convertible. In 1963, American Motors began a \$42 million expansion program at its Kenosha plant. Capacity was increased to nearly 700,000 cars annually.



1963 RAMBLER American 440, Model 6308-5--The Rambler American continued to lead all U.S.-built cars in economy in 1963. For the second consecutive year, a Rambler American achieved the highest miles-per-gallon record in the annual Mobil Economy Run.



1964 RAMBLER American 440, Model 6405-5--The Rambler American series was completely restyled in 1964, the first over-all change since its introduction 14 years earlier. Shown here is the 440 four-door sedan. Wheelbase of the American was increased from 100 to 106 inches, but over-all length was increased only four inches. Rear seat width was increased 12 inches.



1964 RAMBLER American 440-H, Model 6409-7--One of the top American models for 1964 was this smart hardtop. Glass area on all Americans was increased 37 per cent, to provide improved eye-level visibility. Curved glass side windows, a seven-fold increase in galvanized metal for greater rust resistance and 33,000-mile or 3-year chassis lubrication intervals were featured.



1964 RAMBLER American 330, Model 6408-2--Popular station wagon models also got a complete new look in 1964. The wider tailgate featured a roll-down rear window, and cargo capacity was boosted nearly 20 per cent. Fourteen-inch tires were standard, with 15-inch tires optional, on all Americans.



1964 RAMBLER American 440, Model 6407-5--The glamor car in the American series was the convertible. Tops were offered in four colors -- black, white, gold and turquoise. Center rear gasoline filler caps were located below the trunk lid on sedans, hardtops and convertibles.



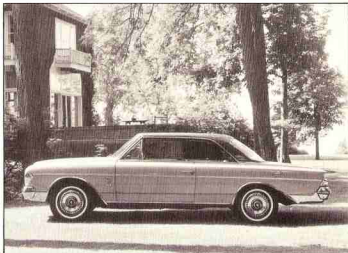
1964 RAMBLER Classic 770, Model 6419-5--A new luxury two-door hardtop became available in the Classic series in 1964 for the first time. It featured a "faithback" roof. Interiors were newly styled for greater luxury, and both wide and slim bucket seats with floor consoles were available.



1964 RAMBLER Classic 770, Model 6418-5--A 198-horsepower V-8 engine was optional on all Classic models in 1964. The standard six-cylinder engine developed 127-horsepower, with a 139-horsepower option available. New on Classic and Ambassador models was the Adjust-O-Tilt steering wheel.



1964 RAMBLER Classic 770, Model 6415-5--"Shift Command" Flash-O-Matic transmission was offered on Classic 770 and Ambassador V-8 models equipped with slim bucket seats and center consoles. American Motors' net sales in fiscal 1964 were \$1,009,470,701; earnings totaled \$26,226,735.



1964 RAMBLER Ambassador 990-H, Model 6489-7--A luxurious two-door hardtop was added to the Ambassador series in 1964. In calendar 1964, a total of 393,863 cars were produced. Wholesale sales of Rambliers abroad were 72,348, of which 34,057 were in Canada.



1965 RAMBLER American 220, Model 6506--Rambler Americans took top honors in both the Mobil Economy Run (25.65 mpg) and the Pure Oil Performance Trials in Daytona, Florida (27.54) in 1965. Shown is the lowest-priced sedan.



1965 RAMBLER American 440, Model 6505-5--American Motors in fiscal 1965 reported net earnings of \$5,205,572 on sales of \$990,618,709. Worldwide wholesale car sales totaled 412,736.



1965 RAMBLER Classic 770, Model 6517-5--Smart new two-door convertibles were offered in the Classic and Ambassador series for the first time in 1965. The wheelbase of the Classic remained at 112 inches, but overall length increased from 190 inches to 195 (193 for station wagons).



1965 RAMBLER Classic 770, Model 6518-5--Torque Command six-cylinder engines were basic powerplants for all 1965 Classic models, with the 198-HP 287-cubic-inch V-8 offered again as an option, plus the addition of a 270-HP 327 V-8. "Lustre-Gard" acrylic enamel paint finish was a new feature on all cars.



1965 RAMBLER Marlin, Model 6559-7--On February 10, 1965, American Motors announced details of its all-new six-passenger fastback hardtop which it called the Marlin. Dimensions included 112-inch wheelbase, 195-inch overall length, 54-inch height. Power-disc brakes were standard. In the 1965 model year, a total of 10,327 Marlins were produced.



1965 RAMBLER Ambassador 990, Model 6585-5--The longer, more luxurious all-new Ambassador for 1965 was offered on a wheelbase of 116 inches, and overall length on sedans and hardtops was increased to 206 inches. All 1965 Ramblers were identified in advertising as "Sensible Spectaculars." In May, a floor-shift, four-speed transmission was an option on all high-performance V8's.



1966 RAMBLER American Roguo, Model 6609-7--New to the Rambler American series for 1966 was the two-door Roguo hardtop featuring a unique two-tone finish in which roof and rear deck were painted the same color. All American models were three inches longer forward of the windshield but, at 181 inches overall length, continued to be the shortest cars built in the United States.



COMMEMORATIVE RUN--In 1901, auto pioneer Roy D. Chapin drove an automobile from Detroit to New York--an unheard-of feat at the time. Sixty-five years later, his son Roy D. Chapin, Jr., then executive vice-president of American Motors [right], was on hand as a 1966 Rambler American driven by AM engineer Les Viland departed from Detroit to duplicate the run to New York.



1966 RAMBLER Classic, Model 6618-5--Classic station wagons and hardtop models featured new roof tops. Standard safety items on all American Motors cars in 1966 included padded instrument panel and visors, rear seat belts, back-up lights, left outside mirror and windshield washers.



1966 RAMBLER Classic Rebel, Model 6619-7--New in the Classic series for 1966 was this Rebel hardtop which featured a new "crisp-line" roof. White vinyl roofs were added as an option in March. On November 28, 1966, American Motors built its 5,000,000th automobile of single-unit construction.



1966 AMBASSADOR DPL, Model 6689-7--Another all-new model in 1966 was the DPL hardtop in the Ambassador series. In June, 1966, Robert B. Evans was named chairman of the board of American Motors, succeeding Richard E. Cross, who continued as chairman of the executive committee.



1966 AMBASSADOR 990, Model 6688-5--Roy D. Chapin, Jr., was named executive vice-president and general manager of the automotive division as the fiscal year ended. American Motors recorded a net loss of \$12,648,170 for the year, on total sales of \$870,449,056. Car production for the year totaled 279,225.



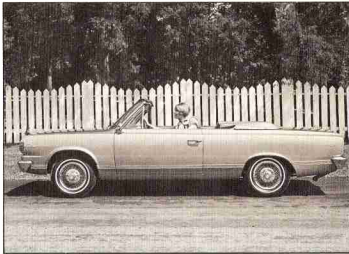
1966 AMBASSADOR 990, Model 6685-5--The year 1966 for American Motors was one of trial and also one involving bold new moves. The first AMX prototype was shown at the national convention of the Society of Automotive Engineers in Detroit, and in June the unique "Project IV" idea cars were first shown in New York (see special section at back of Album).



1966 MARLIN, Model 6659-7--Minor changes made on the 1966 Marlin included a slight modification in the extruded aluminum grille, addition of a sway bar on six-cylinder models and an optional black vinyl-covered roof. Marlin production for the 1966 model year totaled 4,547. In early spring a 290-cubic-inch "Typhoon" V-8 engine was offered as an option on Rambler American models.



1967 RAMBLER American, Model 6705-5--On January 9, 1967, Roy D. Chapin, Jr. was elected board chairman and chief executive officer of American Motors on the retirement of Roy Abernethy. William V. Luneburg became president. Six weeks later they announced price reductions of \$154 to \$234 on all Rambler Americans, to narrow the price gap between domestic and imported cars.



1967 RAMBLER American Rogue, Model 6707-7--A convertible was added to the Rambler American Rogue series in 1967. In July of that year, a Rambler American sedan powered by a 199-cubic-inch six-cylinder engine established a world's record by completing the tortuous run between Tijuana and La Paz, Baja, Mexico, in 31 hours.



1967 RAMBLER Rebel SST, Model 6717-7--The Classic became the Rebel beginning with the 1967 model year. Overall length was increased to 197 inches (station wagons, 198 inches). The SST distinguished the top-of-the-line models.



1967 RAMBLER Rebel 770, Model 6718-5--Buyers of 1967 Rebel or Ambassador station wagons could order a swing-out rear door or the conventional drop-down tailgate. The 4 millionth modern Rambler was built in June, 1967.



1967 RAMBLER Rebel 770, Model 6715-5--Vinyl-covered roofs were optional on most Rebel and Ambassador four-door sedans and hardtops. For the fiscal year, American Motors recorded a loss of \$75.8 million on \$778 million in sales.



1967 AMBASSADOR DPL, Model 6789-7--Wheelbase of the 1967 Ambassador was increased from 116 to 118 inches, and overall length from 200 to 202.5 inches. Width also moved up 3.9 inches. Calendar year production of AM cars: 229,058.



1967 AMBASSADOR DPL, Model 6787-7--A handsome two-door convertible was added to the DPL series in 1967. A new top mechanism, also standard on the Rebel SST convertible, folded flush with the body line.



1967 MARLIN, Model 6759-7--The Marlin's third and last year saw the fastback model built on a longer wheelbase and increased in overall length by 6-1/2 inches. Production in the 1967 model year totaled 2,545.



1968 RAMBLER American 440, Model 6808-5--American Motors showed a phenomenal recovery in the 1968 fiscal year as it rebounded with a healthy net profit of \$11.8 million after a record loss in 1967. Retail sales of AM cars, too, showed a turnaround, with each month's results higher than in the prior-year month. Domestic retail sales of 268,428 were recorded.



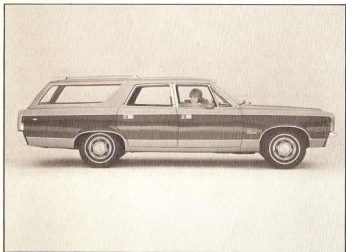
1968 RAMBLER American Rogue, Model 6809-7--Production of Rambler Americans in Iran (first time for any U.S.-built production car) began during 1968, following dedication of a plant at Teheran by the Shah of Iran. In July, American Motors elected to devote its full energies to the auto business as it sold assets of its Kelvinator Division to White Consolidated Industries.



1968 REBEL, Model 6817-7--The Rambler Rebel became the Rebel series beginning in 1968. Only convertibles offered by American Motors were in the Rebel series--one a low-priced 550 and this luxurious SST model.



1968 REBEL 770, Model 6815-5--All 1968 American Motors cars except Rambler Americans featured new flush-mounted rectangular outside door handles and a pre-set door locking system.



1968 REBEL 770, Model 6818-5--Standard on all Rebel 550 and 770 models was the Torque Command 232-cubic-inch six-cylinder engine. The standard power-plant for Rebel SST models was the 290-cubic-inch Typhoon V-8.



1968 AMBASSADOR SST, Model 6889-7--Air-conditioning was made standard equipment on Ambassador models beginning with the 1968 model year. The Ambassador thus became the first car selling for under \$10,000 to be so equipped.



1968 AMBASSADOR DPL, Model 6888-5--Seven models were offered in the 1968 Ambassador series, including this DPL station wagon. The new V-profile air-foil-type grille was of injection-molded ABS plastic. Handling packages offered included front sway bar and heavy-duty springs and shocks.



1968 JAVELIN, Model 6879-5--The all-new sporty Javelin introduced in 1968 was credited not only with helping American Motors' turnaround but also with attracting many new younger purchasers. A total of 56,462 Javelins were built in the 1968 model year, including 1,320 for export.



1968 AMX, Model 6839-7--Widespread interest among performance-minded enthusiasts was generated by the sporty two-seater AMX, introduced in mid-February. It featured four-barrel V-8 power and such performance items as rear traction bars, large-diameter front sway bar, heavy-duty springs and shocks and wide profile fiberglass belted tires.



1968 AMX--The AMX set 106 national and international speed records. Craig Breedlove, holder of the world land speed record, headed a racing team which won wide acclaim for the unique car. Optional on the AMX was a new 390-cubic-inch V-8 engine which developed 315 horsepower. More than 11,000 AMX models were built in the 1968 calendar year.



1969 AMX, Model 6939-7--Additional choices in racing stripes--part of an optional "go" package--were available on the 1969 AMX, which also was available with leather upholstery (charcoal or saddle). America's severest car critics, the car buff magazine writers, were high in their praise of the AMX.



1969 JAVELIN SST, Model 6979-7--A three-on-the-floor transmission, replacing the column-mounted shift, was standard on the 1969 Javelin. Styling refinements included a new bull's eye emblem setting off a twin-venturi grille, and a new paint theme on hub caps and wheel covers.



1969 RAMBLER Rogue, Model 6909-7--The Rambler American became the Rambler in 1969. Five models were offered--two and four-door sedans in the base Rambler, a four-door sedan and station wagon in the Rambler 440 and the Rogue hardtop shown above. The Rambler featured a new tri-color hood ornament.



1969 RAMBLER 440, Model 6905-5--All American Motors cars in 1969 included head restraints as standard equipment, a cable-controlled accelerator system with a suspended pedal, a new smaller, lighter battery with translucent case and new Guard-Glo safety headlamps, featuring stand-by filaments.



1969 REBEL SST, Model 6918-7--The Rebel series for 1969, featuring a wider track, new grille and deck lid and new taillights, was offered in six models--four-door sedan, two-door hardtop and station wagon in the basic Rebel series and the same three body styles in the top-line SST.



1969 REBEL, Model 6919--Wheelbase and overall length of the Rebel remained at 114 inches and 197 inches, respectively, with the station wagon's overall length at 198 inches. The new grille is highlighted in this photograph of the hardtop in the basic Rebel series.



1969 AMBASSADOR SST, Model 6989-7--The most pronounced changes in American Motors' 1969 line were in the Ambassador series. The wheelbase was increased to 122 inches, and overall length went up to 206.5 inches for sedans and hardtops and 207 inches for station wagons.

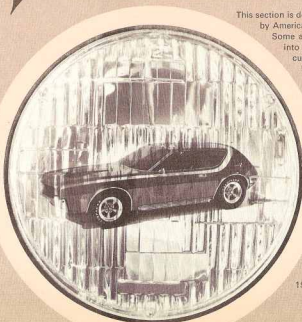


1969 AMBASSADOR SST, Model 6985-7--Among the many changes in the Ambassador were a new sculptured hood, and new front fenders, deck lid and injection-molded plastic grille. Adding to the Ambassador's high-style luxury was the optional nylon velour upholstery, available in the four-door SST sedan.

SPECIAL & LIMITED EDITIONS



A photographic portfolio of rare automobiles, most of them one-of-a-kind and many previously unpublished



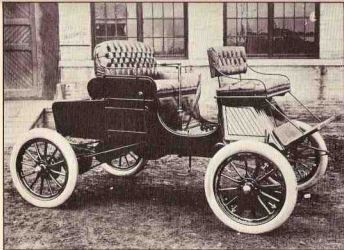
This section is devoted to photographs of special cars built by American Motors and its predecessor companies.

Some are prototype designs that never were put into production. Others are automobiles with custom-built bodies, generally one-of-a-kind.

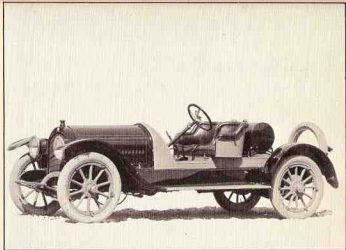
Published for the first time are photographs of automobiles with custom-built bodies by Seaman Body Corporation of Milwaukee.

Included are Locomobile, Stevens-Duryea, Westcott, Lozier, Case, Franklin, Packard, Regal, Chalmers, Dorris, Simplex, King, Velie, Oakland, Moline-Knight, Mitchell and Cadillac designs created in the period 1913-18, before the company was acquired by Nash Motors Company.

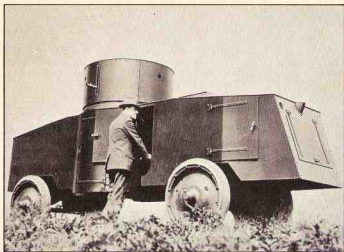
Finally, there is a collection of more contemporary limited-edition models including the Railton, the Brough Superior, the Nash-Healey sports car, the Hudson Italia, and the Mighty Mito, as well as such "idea" cars as the N.X.I., the famous American Motors Project IV cars shown initially in 1966 and the Amitron electric-car prototype.



1902 RAMBLER--This prototype of an early Rambler that was never put into production featured a front seat which doubled the car's seating capacity. The only thing wrong: when the seat was occupied, the driver couldn't see!



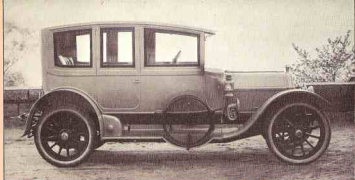
1914 JEFFERY--American Motors' archives shed virtually no light on this unusual and snappy Jeffery roadster. All that is known is that it was powered by a six-cylinder engine.



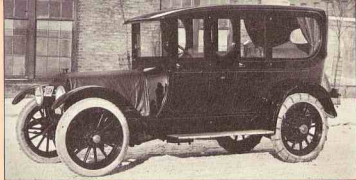
JEFFERY ARMORED VEHICLE--Harold W. Jeffery, son of the founder of the Thomas B. Jeffery Co., inspected an experimental armored car built in Kenosha in 1914 by Jerry DeCou, factory superintendent of the company.



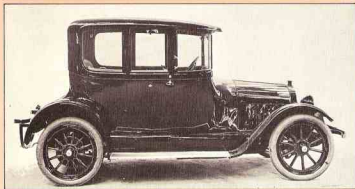
ANOTHER VERSION--This armored car and the vehicle pictured at the left were never manufactured, but they were taken to the U. S.-Mexican border in 1916, where they were inspected by U.S. troops and Gen. John J. Pershing.



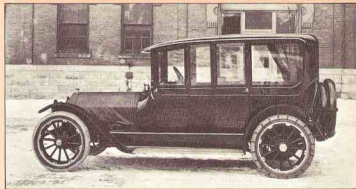
1913 SIMPLEX, with custom body by Seaman Body Corporation, Milwaukee



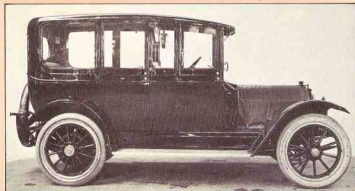
1913 LOZIER (Body by Seaman)



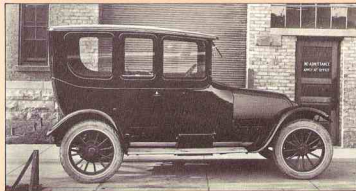
1913 WESTCOTT (Body by Seaman)



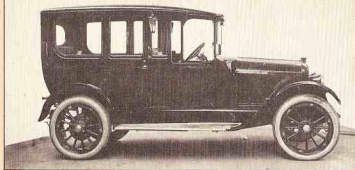
1913 REGAL (Body by Seaman)



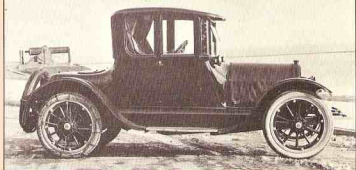
1914 CASE Limousine (Body by Seaman)



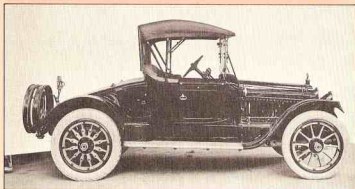
1914 FRANKLIN (Body by Seaman)



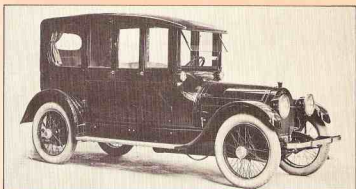
1914 DORRIS, with custom body by Seaman Body Corporation, Milwaukee



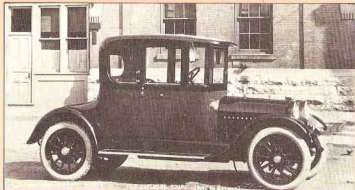
1914 CADILLAC (Body by Seaman)



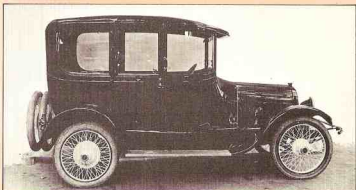
1914 PACKARD Runabout (Body by Seaman)



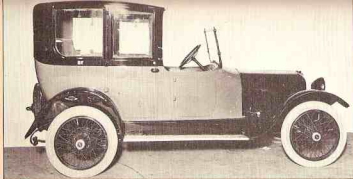
1915 STEVENS-DURYEA Limousine (Body by Seaman)



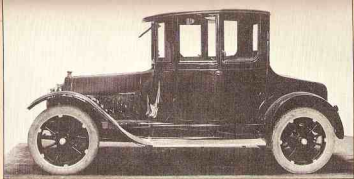
1915 CHALMERS (Body by Seaman)



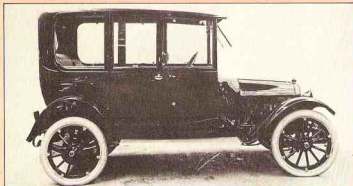
1915 KING (Body by Seaman)



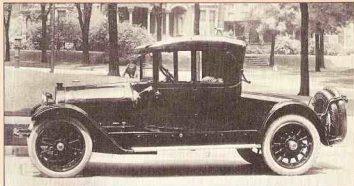
1916 VELIE, with custom body by Seaman Body Corporation, Milwaukee



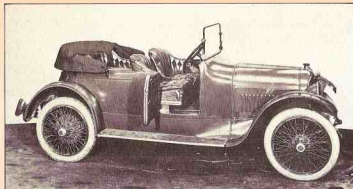
1916 MITCHELL (Body by Seaman)



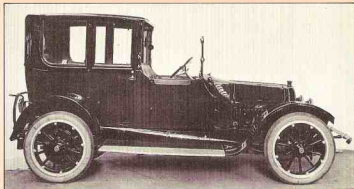
1916 OAKLAND (Body by Seaman)



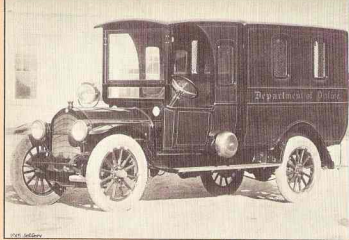
1916 LOCOMOBILE Cabriolet (Body by Seaman)



1917 MOLINE-KNIGHT (Body by Seaman)

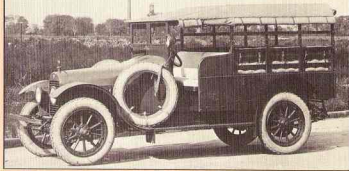


1918 CADILLAC Town Car (Body by Seaman)

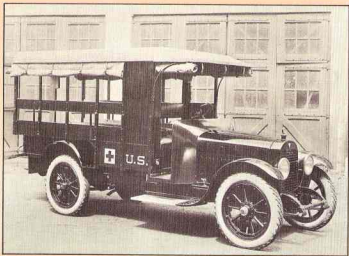


©1915. Jeffery

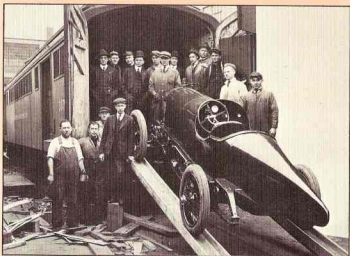
1915 JEFFERY--Notice the emergency bell just below the door of this Jeffery-built police "paddy wagon," which was built only to order.



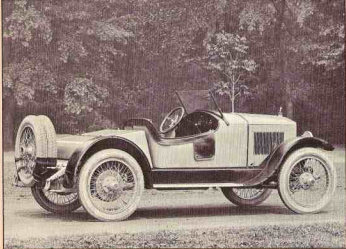
1917 HUDSON--During World War I, Hudson Motor Car Company built a limited number of these military vehicles for the U.S. Army.



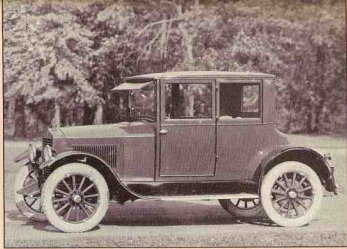
1917 HUDSON--No detailed description of this vehicle, also built for the U.S. Army by Hudson, survives. It probably was a field ambulance.



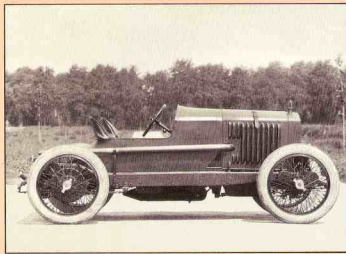
1917 HUDSON Racer--Crews stood at attention as a special Hudson race car was loaded into a railroad boxcar, bound for a West Coast racing event.



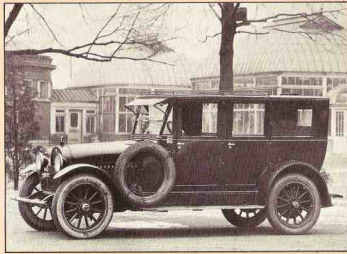
1919 ESSEX Special--This trim Essex roadster was built for an official of a Hudson Motor Car Company supplier firm.



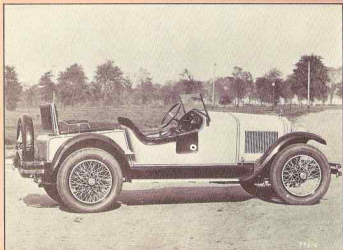
1919 ESSEX--Under consideration for the 1919 Essex line, but eventually rejected, was this unusual four-passenger cabriolet model.



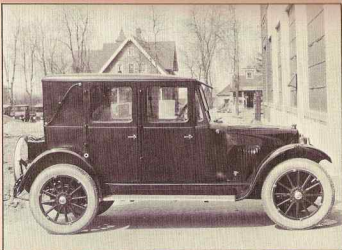
1920 ESSEX--This "Pike's Peak Special," along with a similar Hudson special racer, broke the Pike's Peak record.



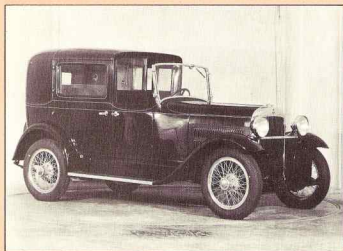
1920 HUDSON Touring Sedan--This experimental model featured a roof rack located over the driver instead of in the back as was customary.



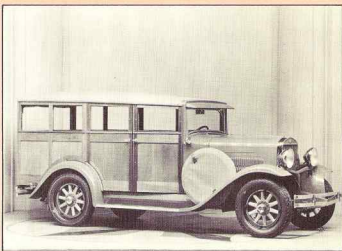
1924 ESSEX Roadster--This special model was built for R. B. Jackson, Hudson president. Note similarity to 1919 roadster shown on page 135.



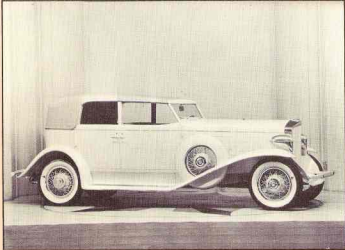
1924 NASH Brougham--The unique custom body for this 1924 experimental Nash was created by Seaman Body Corporation of Milwaukee.



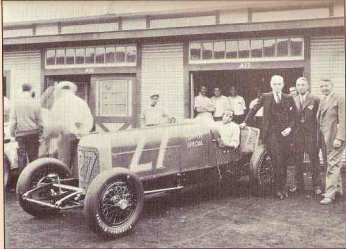
1929 ESSEX Town Car--This luxury Essex was finished in Geneva blue, with a black belt panel. Only a few were built.



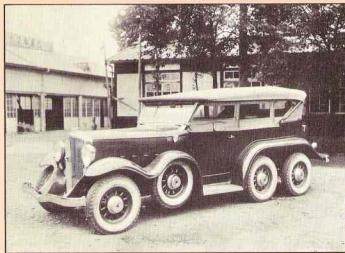
1930 ESSEX Depot Car--This model was never put into production, but it was one of the industry's earliest station wagon body styles.



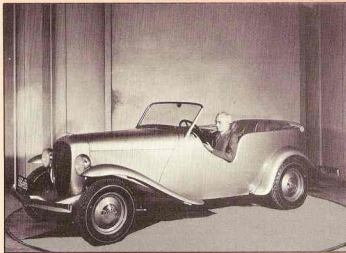
1931 HUDSON--The body for this sleek Hudson convertible sedan was built by Walter M. Murphy Co., coach-building firm in Pasadena, California.



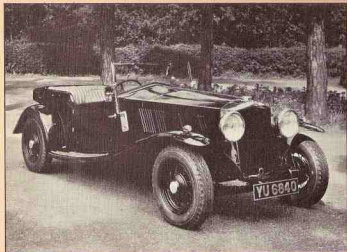
IN THE 1931 Indianapolis 500-mile race, this Marr Special powered by an eight-cylinder Hudson engine finished in 10th place, with Chet Miller at the wheel.



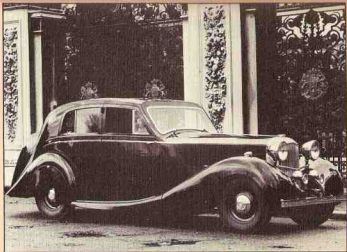
1932 HUDSON--Six of these special vehicles were built for the Japanese Government for use in the Manchurian War.



1932 TERRAPLANE--Designer Frank Spring is at the wheel of this most unusual experimental Terraplane model. Note its advanced features.



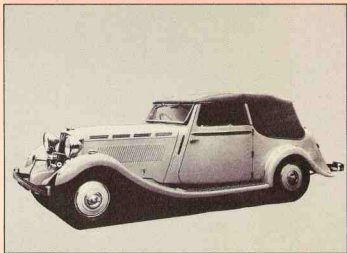
1933 RAILTON--From 1933 through 1938, a total of 1,460 Railton sports cars, powered by U.S.-built Hudson engines, were produced in England for sale in the British Empire. The designer was Reid Railton, creator of Malcolm Campbell's famous "Bluebird" race car. Eighty-one had 6-cylinder engines; 1,379 had 8's.



LAST RAILTON--This handsome Railton sedan, built in 1947, was assembled of remains of production parts not used in 1939. Its chassis was on a Hudson Straight Eight long wheelbase. The final Railton to be built, it was turned out at the Hudson facility on the Great West Road in London.



1935 BROUGH SUPERIOR--The Hudson engine powered the English-built Brough Superior sports car. George Brough, who designed and built the car from 1935-39, was noted more for his high-quality motorcycles. Principal body maker was Atcherleys of Birmingham. This model was restored by J. J. Johns, of Cornwall, England. About 1,200 Brough Superior cars were produced.



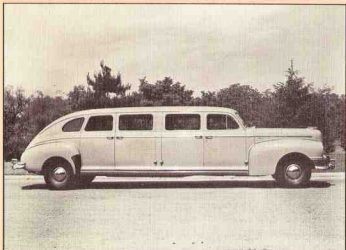
BROUGH SUPERIOR--This late-model Brough Superior, powered by a six-cylinder Hudson engine, was finished in a light color, unusual since most models were painted black. The first Brough Superior was shown to the press in May, 1935, at Hatfield Aerodrome. All were built by Brough Superior Cars Ltd., Haydn Road, Nottingham, England. (Photo courtesy Railton Owners Club.)



1936 HUDSON--A Hudson Eight was converted into a 1936 funeral coach by the Knightstown Funeral Car Company of Knightstown, Indiana. Note the reverence displayed by the two on-lookers.



1940 NASH Cabriolet, Model 4081--Count Alexis de Sakhnovsky (at wheel), noted designer, created this special Nash cabriolet. Twenty were ordered but only 11 were sold. Parts normally chrome-plated were copper-plated on five models.



1947 NASH Ambassador--This 12-passenger limousine (only one of its kind) was especially constructed in 1947 for use by Nash engineers and their assistants in traveling between the Kenosha plant and the company's automotive proving ground near Burlington, Wisconsin (acquired in 1946).



1949 HUDSON--Mrs. Roy D. Chaptin, whose husband was one of Hudson's founders, owned this 1949 custom brougham created by Derham of Rosemont, Pa. Two others were built. With its leather-covered top, it was a forerunner of the modern vinyl roof design. It featured divided partition and luxury appointments.



NXI--In January, 1950, Nash Motors asked more than 250,000 persons at "surview" meetings across the country if they wanted the company to build this small two-passenger car. Called the NXI (for Nash Experimental International), it was the prototype for the Metropolitan, introduced in 1954.



NXI--Although it was not announced at the time, the next step in the Nash small car program was this model known as the NXI (for Nash-Kelvinator International). A hardtop, it was similar in design to the NXI. Standing is Meade F. Moore, Nash engineering vice-president; at wheel is President G. W. Mason.



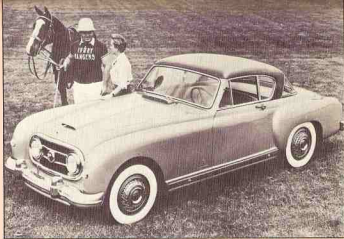
1951 NASH-HEALEY, Model 25160--In February, 1951, Nash introduced the two-passenger Nash-Healey sports car. The engine and major mechanical parts of the roadster model were manufactured by Nash in the U.S., with bodies built in England by the Donald Healey Company.



1952 NASH-HEALEY, Model 25262--First shown at the Chicago Automobile Show in February, 1952, this Nash-Healey sports roadster was styled by Pinin Farina. The chassis was built by the Donald Healey Co. of Warwick, England; engine and transmission were built by Nash in the U.S., and the body by Farina in Italy.



1953 NASH-HEALEY, Model 25367--A new Nash-Healey hardtop, first shown at the 1953 Chicago Automobile Show, featured an all-steel top and styling by Pinin Farina of Turin, Italy. In all, 506 Nash-Healey models were built from December, 1950 through August, 1954.



1954 NASH-HEALEY, Model 25367--On June 3, 1954, this Nash-Healey LeMans hard-top with forward-slanting rear window pillars was introduced, at a port-of-entry price of \$5,128. Farina continued to hand-build the bodies, but in three months production was halted, with only about 30 of this model produced.



HUDSON ITALIA--On August 25, 1953, Hudson announced details of its "dream car," the Italia. The body was custom-built in Milan, Italy by Carrozzeria Touring. All mechanical components were the same as were used on the Hudson Jet. Doors were recessed 14 inches into the roof line.



1954 HUDSON ITALIA--The Italia in 1954 was shown to more than 10 million persons, and in August, limited production began with hand-built bodies made in Italy. New York port-of-entry price of the cream-colored special model was \$4,350. Only 26 were built.



1956 NASH Prototype--Soon after the Nash-Hudson merger, Pinin Farina was commissioned to create a new Nash Ambassador design, for possible application in 1955 or 1956 models. This distinctive model (only one built), eventually was purchased by Bill Schamberger, American Motors dealer in Cedar Rapids, Iowa.



1960 METROPOLITAN Station Wagon--Another prototype that was never put into production was this Metropolitan station wagon built in 1960 by American Motors' styling and engineering departments. Of two prototypes built, one was scrapped; the other was sold to Cranbrook School in Bloomfield Hills, Mich.



RAMBLER Palm Beach--This sport model, powered by a 90-h.p. Rambler six-cylinder engine, was designed and built in early 1956 by Pinin Farina in Italy. Exhibited at automobile shows in the United States and Europe, it was not put into production. Wheelbase was 101.5 inches.



1961 RAMBULANCE--In the model years 1960 through 1965, American Motors produced a limited quantity of "Rambulances" for sale to ambulance services and fire and police departments in smaller cities. A wide range of equipment was offered. In the five-year period, 246 were produced.



MIGHTY MITES--Standing at attention during his inauguration as President was John F. Kennedy as four Mighty Mite four-wheel-drive, air-borne vehicles built by American Motors passed by. From January, 1960 to January, 1963, a total of 3,922 Mighty Mites, powered by aluminum V-4 engines designed by American Motors engineers, were built in Detroit for the U.S. Marine Corps.



1964 RAMBLER Typhoon--To introduce its all-new 232-cubic-inch "Torque Command" six-cylinder engine in the spring of 1964, American Motors offered the new engine in a limited number of Rambler Typhoon two-door hardtops. All 2,520 built were finished in Solar yellow with a black roof and black side spear and grille accents.



1964 RAMBLER Tarpon--First shown at the national convention in Detroit of the Society of Automotive Engineers in January, 1964 was this experimental fast-back model called the Rambler Tarpon. The car, which was not put into production, had a wheelbase of 106 inches, overall length of 180 inches and width of 52-1/2 inches. The model was finished in gold-flecked vermillion.



AMX--The first AMX prototype was shown at the national SAE convention in Detroit in January, 1966. Basically a two-passenger car, it had shell bucket seats in leather and a full-length center console. The design experiment, however, called for a unique "ramble seat" similar to the old rumble seat except that a top-hinged rear window permitted conversation with the driver.



PROJECT IV--In June, 1966, American Motors unveiled the four "idea" cars shown on this page. They were shown to "Project IV" audiences in major cities to test reaction to new design concepts in the sporty and smaller car fields. One model was this operational AMX with a custom Vignale body built in Italy.



CAVALIER--The Cavalier, which had an overall length of 175 inches, introduced the possibility of interchangeability of body panels. Right front fender and left rear fender were identical, as were their opposite quarter panels. Hood and deck lid were the same, as were front and rear bumpers.



AMX II--A modified version of the original AMX was the AMX II, which featured a "Y" rear window to blend with rear deck contours, and overall length of 187 inches. Safety tail lights with green, amber and red lenses would give cars behind immediate indication of the driver's intentions or actions.



VIXEN--A landau-type roof with canted vents in the rear characterized the Vixen. The vents were angled at 45 degrees to increase visibility when the car was parked or when the driver backed up, and a sliding quarter window permitted flow-through ventilation when desired.



1967 TORINO--A special Argentine Rambler called the Torino was introduced in December, 1966 by I.K.A.--Renault, which began building Ramblers for the Argentine market in 1961. Designed by Pinin Farina, the Torino sported racing-type seats and controls and a walnut-inlaid instrument panel. About 15,000 were built in the 1967-69 period.



AMX III--An experimental fastback sports station wagon called the AMX III was exhibited first at the Chicago Auto Show in February, 1967. A novel feature which added versatility to the cargo area was the unique action of the tailgate which lifted up and, with scissor-action hinges, slid horizontally forward to rest on the roof. The model was finished in silver-gray.



SPECIAL WAGONS--In February, 1967, American Motors introduced three station wagon models, each marketed in a specific region of the U.S., featuring distinctive side paneling and interior upholstery. From the left are: the Briarcliff (400 built), sold in the East; the Martner (600), sold in the coastal areas, and the Westerner (500), sold in the Midwest and Southwest.



AMITRON--In December, 1967, American Motors showed this experimental three-passenger commuter car called the Amtron in announcing a joint venture for development of an electric automobile. The research program involved American Motors and Gulton Industries, of Metuchen, N.J., which had developed a lightweight lithium battery system.



TRANS-AM JAVELIN--To showcase its all-new Javelin, American Motors entered it in road racing beginning in 1968. In the tough Trans-American championship series, Javelin finished every race and placed second in six of 12 events.



AMX-GT--This prototype of a two-passenger, high-performance GT (Grand Touring) super sports car was shown first at the International Auto Show in New York in April, 1968. The fiberglass body was mounted on a 37-inch wheelbase.



"MOD" JAVELIN--Early in 1969, three new "mod" colors were made available on the Javelin and the AMX. With the new colors--"Big Red Orange," "Big Red Blue" and "Big Red Green"--were such options as airfoil, simulated exhaust rocker moldings and reverse "C" striping.



1969 SC/RAMBLER HURST--Production of this special high-performance Rambler Rogue was limited to 500 units and was quickly oversubscribed. The cars were modified by Hurst Performance, Inc., of Detroit, and were equipped with 390-cubic-inch V-8 engines and all performance options were standard.

