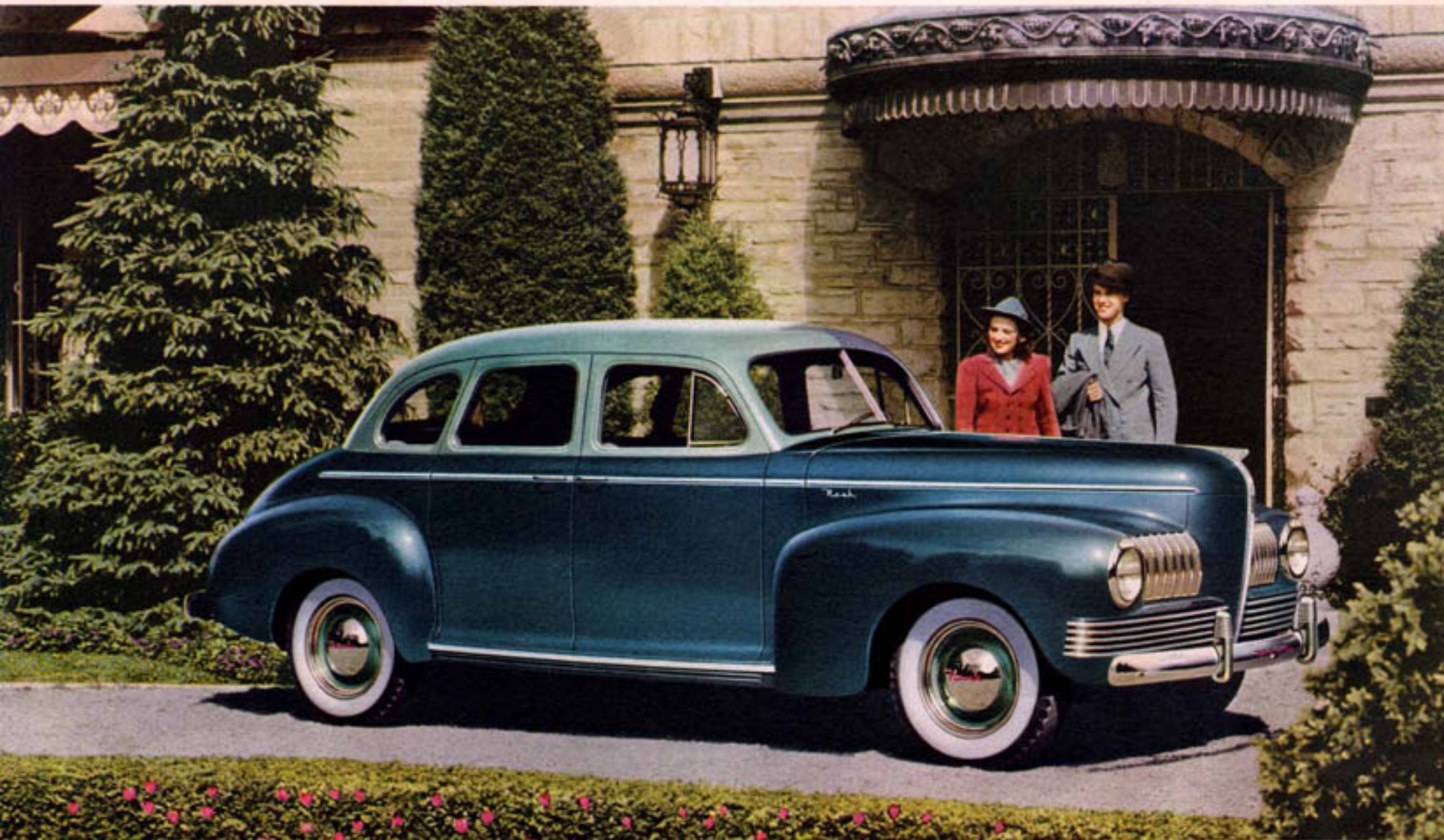


A vintage Nash car is shown in profile, facing right, on a dark, textured ground. A vibrant, multi-colored beam of light, resembling a rainbow, shines down from the top of the frame onto the car. The background is a dark, deep blue sky with some faint, wispy clouds. The overall mood is mysterious and exciting.

There's a New Thrill

THE STORY OF A NEW KIND OF CAR BUILT BY

NASH



★

THE NASH AMBASSADOR "600" sells for the same money as an ordinary low-priced car! It brings revolutionary new economy and sparkling performance to this field with the new six-cylinder sealed-manifold "Flying Scot" engine. With one of the roomiest and safest bodies ever built, the car measures 194 inches over-all from bumper to bumper.

★

THE NASH AMBASSADOR SIX enters a new lower-price field . . . an entirely new car, larger, more luxurious and with finer performance than last year's Nash Ambassador. Wheelbase: 121 inches, with AEROWPOWER—105 H.P. twin-ignition, 7-main-bearing, valve-in-head engine.

★

THE NASH AMBASSADOR EIGHT—at prices considerably less than last year—puts a new low cost on fine car luxury. On any comparison of appointments, size and performance, you'll find it has but few equals, yet it is in the medium-price range. Wheelbase: 121 inches, with AEROWPOWER—115 H.P. twin-ignition, 9-main-bearing, valve-in-head engine.

Go NASH
SAVE MONEY EVERY MILE

A New Kind of Car Brings America Revolutionary New Economy

Brilliant Nash engineering discoveries . . . new methods and machinery, backed by a vast expansion program, result in values absolutely without parallel in automobile history

IF YOU have priced a new Nash, and driven it, you know now—before even reading this book—that something important has happened to automobiles.

A new kind of car—at new lower prices for an automobile—has, almost overnight, upset the old "price class" tradition of an industry.

New Nash engineering has shown the way to new savings in operating costs.

Certainly, no car has ever appeared in the lowest price field that can match the luxurious room and the phenomenal 25 to 30 miles-a-gallon economy of the Nash "600." And your wonder grows even more when you find out how far the Nash Ambassador Six and Eight eclipse and out-economize the rivals in their fields. By every comparison, the odds are so much in favor of Nash that you

are justified in asking the question—"How can one company assume such leadership in such a highly competitive industry?"

The answer is simple. You are seeing the results of a three-year expansion program deliberately planned to produce these 1941 cars.

Nash has long enjoyed a number of advantages over competition in the automotive industry.



Nash has more than \$45,000,000 in resources, unencumbered by a single dollar of debt . . . and can buy virtually all of its materials in sufficient quantities to get the benefit of volume savings.

Nash has one of the most self-contained manufacturing organizations in America, making more of its own parts than any other automobile manufacturer in America, except one.

With all these advantages, Nash is an Independent. Unhindered by consideration for any "sister car companies," Nash can concentrate all of its engineering genius into a car of one name.

It has full freedom to price that car.

Three years ago we saw an opportunity that other manufacturers had overlooked.

With all of the much-vaunted progress in car building, automobiles had not been made any more economical to own.

It was our belief that America was ready for a new kind of car . . . that we were better able to build it than companies hampered by a standardized building and pricing program.

Millions of dollars were poured into new plants and machinery . . . seven

million dollars in this past year alone! Starting with a clean sheet of paper, Nash engineers built a new kind of car from the ground up.

Anticipating higher gasoline prices, increased taxes and greater demands on the family budget, Nash engineers began intensive research on operating economy, and what they have achieved has startled the American public.

Reaching far afield in aerodynamic design . . . learning from America's crack train and aircraft designers—they developed a new body construction immensely superior to the old type.

And as always happens, when a problem is approached with a wide-open mind—other astonishing improvements were made.

From a phantom car in blueprint, it grew into hand-built models—then into the baptism of fire of grueling road-testing—then into production.

Today—the new Nash, tried and proved, a car that is making history in every corner of America—is turned over to you. And before your hands leave the steering wheel, we feel confident you'll agree that here is a car literally years ahead of its time!

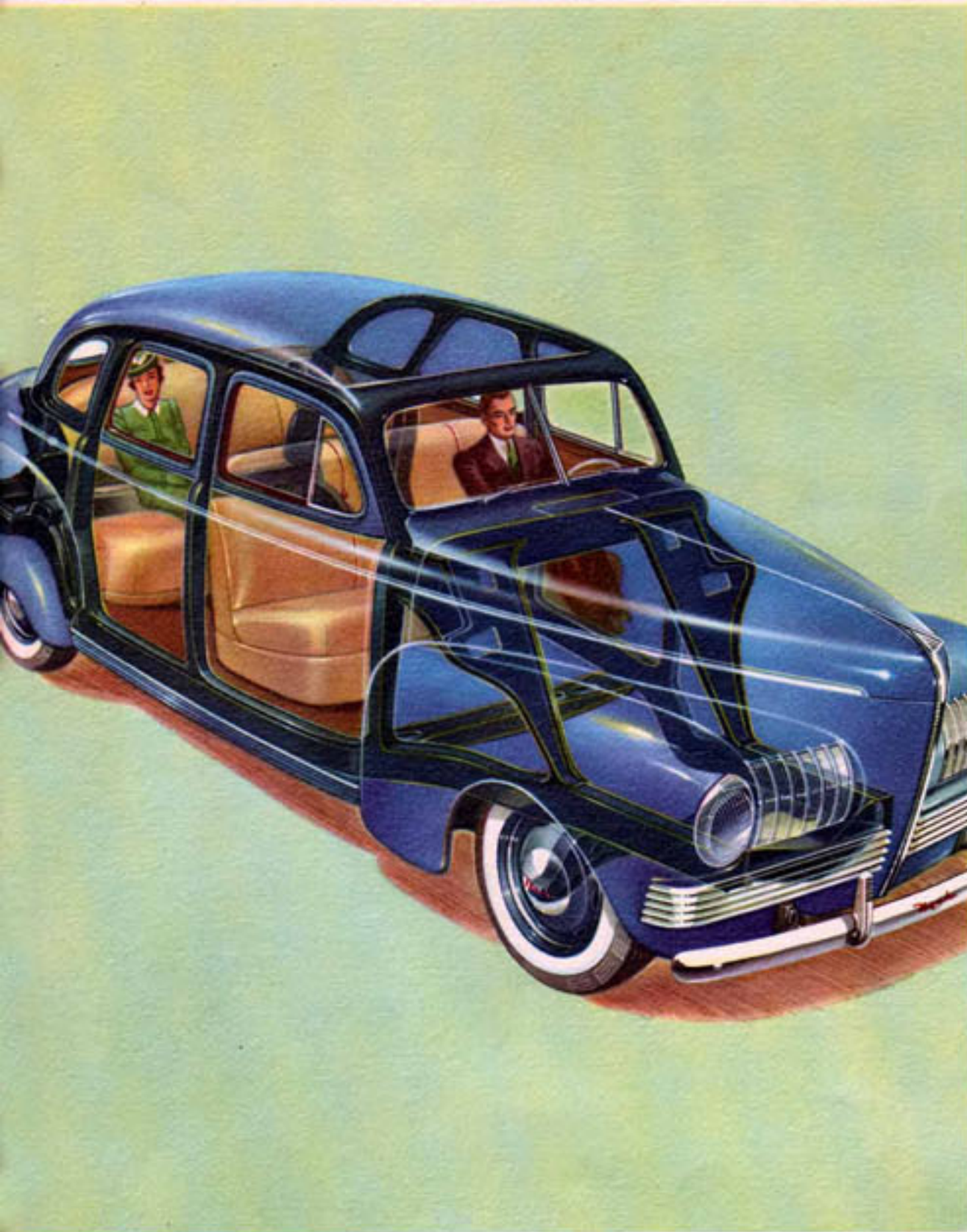
In these pages we shall try to tell you about it as simply and as honestly as this very exciting dramatic subject permits.



Nash applies the same principles that revolutionized Airliners and Streamliners . . . and you get

More Room, More Luxury, More Beauty

AT ABOUT HALF THE PRICE YOU USED TO PAY!



LITERALLY, it came like a bolt out of the blue—this new idea of building a car body.

For years, Nash engineers had been looking skyward at the tremendous strides in aerodynamic engineering. Airliners were winging across America carrying 40 passengers three times faster, at less cost . . . than did the 8-passenger planes of a few years ago.

Over the rails were gliding new streamlined trains that cut days off of coast-to-coast schedules, and reduced rates of travel to new lows.

A new idea of cantilever construction . . . that of building a body with its load stresses distributed through its span . . . was revolutionizing other forms of transportation—why couldn't it be applied to a low-price automobile?

These aircraft and train designers went to work with Nash engineers . . . and out of their combined efforts . . . out of countless experiments, has come the Nash Unitized Body. A safer car—stronger car—a car with more livable room in it than America has yet seen at anywhere near its new low price.

In place of "dead weight" to secure strength, Nash engineers have built a stronger structure with lighter arched girders welded, one into another—through floor, sides, top, front and rear.

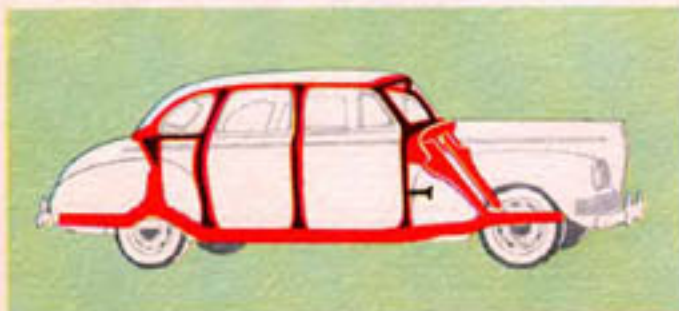
Every pound of steel in the new Nash body has a structural function . . . "trained down," so to speak, like an athlete in condition.

Here's a good indication of how much more room your automobile dollar buys in a Nash. The following figures show the interior room of the lowest priced Nash, compared with a 1940 car that sold for twice the price—

	Nash	Higher Priced Car
Front Seat Width	57½"	57¼"
Front Seat Headroom	38"	38½"
Rear Seat Width	50"	51½"
Rear Seat Headroom	36½"	36½"

NOW—FRAME STRENGTH IS BUILT INTO A CAR BODY!

Look at the Difference in Structural Strength—You can see by the red outlines where structural strength is added by Unitized design . . . both in the length and the strength of the members, while the black lines indicate ordinary body bracing. The members run from front to rear, and span the length of the car.



Just as railroad engineers eliminated 70 tons, and built a safer streamlined train body—so Nash engineers have done away with hundreds of pounds of useless weight, and given you a safer, stronger car—*more economical* to run.

As the result of intensive research, they learned some amazing facts.

The old-time dead weight in a car frame was no longer necessary. Running boards could be made a part of the body. Seats could be made wider! Windows could be larger! More head-room, more leg-room, more luggage-room could be added to create greater comfort.

The car body was lowered . . . a new center of gravity was achieved. And you can sense the



new sureness, the "geared-to-the-road" feel as soon as you drive a new Nash.

Its ultra-streamlined beauty speaks for itself. A design that may re-pattern all cars before it's through. Long, sleek, tapering lines . . . singing with action . . . clean as a hound's tooth. Big and brawny from the front—the whole car nearly eight inches wider than it is high.

This body, too, plays its part in the remarkable smoothness and silence of a Nash. Being a single rigid spot-welded unit, there is no source of annoying rattles and squeaks within the body structure itself.

And, last of all, through the years you own a Nash . . . from its inner web of girders to its rustproofed panels . . . it is built to serve you staunchly, to do away with upkeep costs, and save you money every mile you drive.



● "Let the sunshine in"—and Nash engineers have. Nearly 2,500 square inches of glass area in a Nash sedan. Windshields over two inches deeper and even wider than last year give you new vision.

● These lovely lines are not marred by protruding hinges. Door handles are visually concealed on top of the body belt moulding.

● Look what you get in the luggage compartment! Room for all the luggage you'll want on any trip. There are 20 cubic feet of space. You can even carry a trunk.

● High ceiling. You get it in a new Nash. The roof is 49½ inches from the floor, 36½ inches from the rear seat. You can go high hat, if you want to.

● No Running Board? Yes—there is, concealed inside and kept clean and safely dry by the overlapping of the door. Note the new easy-action rotary door latch.

● This young lady on the curb can peer over a Nash, that's how closely it hugs the road. The car is 8 inches wider than it is high.



FAMILY FOURSOME! Cozy, isn't it? Four members of a family in the front seat. You probably won't want to ride four in one seat, but it does show that there's plenty of room to be comfortable under all circumstances. The seat is nearly five feet wide, almost as wide as your living room lounge. And the floor is virtually clear of all obstructions.



New Nash Ambassadors offer Aeropower at New Low Prices

THESE pages introduce to you the new fine car values represented in the Nash Ambassador series. Benefitting by the same program that makes our lowest price Nash possible . . . Ambassador prices are now in a new low range—for the finest performing, most luxurious cars Nash has ever built.

This is the story of the engine that powers them—and it won't bore you.

Nash engineers began with the power-pattern that holds all speed and endurance records on land, sea and in the air . . . a Valve-in-Head engine.

But in less time than it takes to describe it—your first toe-touch to throttle tells you Nash engineers have done something revolutionary to the Valve-in-Head principle.

A Nash Ambassador Six swings you from 15 to 50 in a single, 11-second swoop. Does it with such casual ease that this giant of power never hums above a whisper.

Its brute strength . . . its lightning change of pace . . . the solid, staunch feel of it . . . make it a tireless traveler, and a frugal one to boot. (The predecessor of this engine won the 1940 Gilmore-Yosemite Economy Run in the fine car class, with 21.76 miles to the gallon.)

And new Nash owners soon find cause for more wonder; in blazing hot August, or in zero January, or on a wet, humid day in April—this engine delivers the same sparkling performance regardless of weather conditions.

What happens inside a Nash engine happens in no other engine in the world.

Intake manifolds are built *inside* the engine . . . isolated from outside weather changes that affect operation. This provides uniform fuel mixture temperatures. The car-

buretor can be adjusted to the leanest of gas mixtures for year around operating conditions.

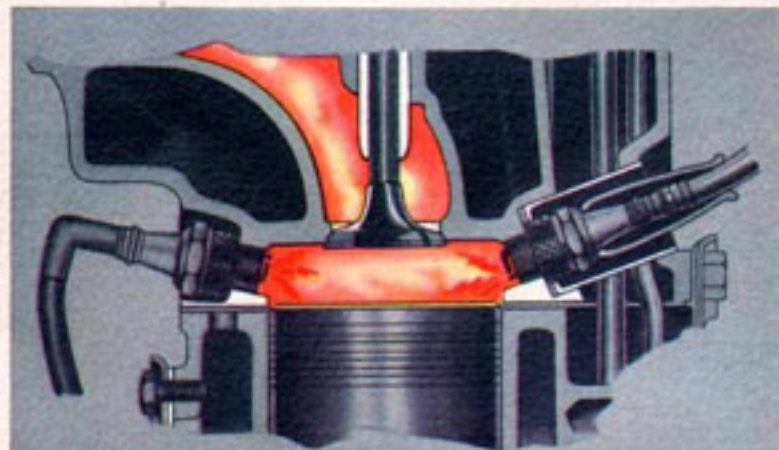
Then AERPOWER comes into play! With *two* spark plugs per cylinder instead of one, each twisting, writhing charge of gas vapor is exploded with double force. Combustion is far more rapid, complete, and uniform than with single spark plugs.

The great airliners winging aloft have twin-ignition and valve-in-head engines. That is Aeropower!

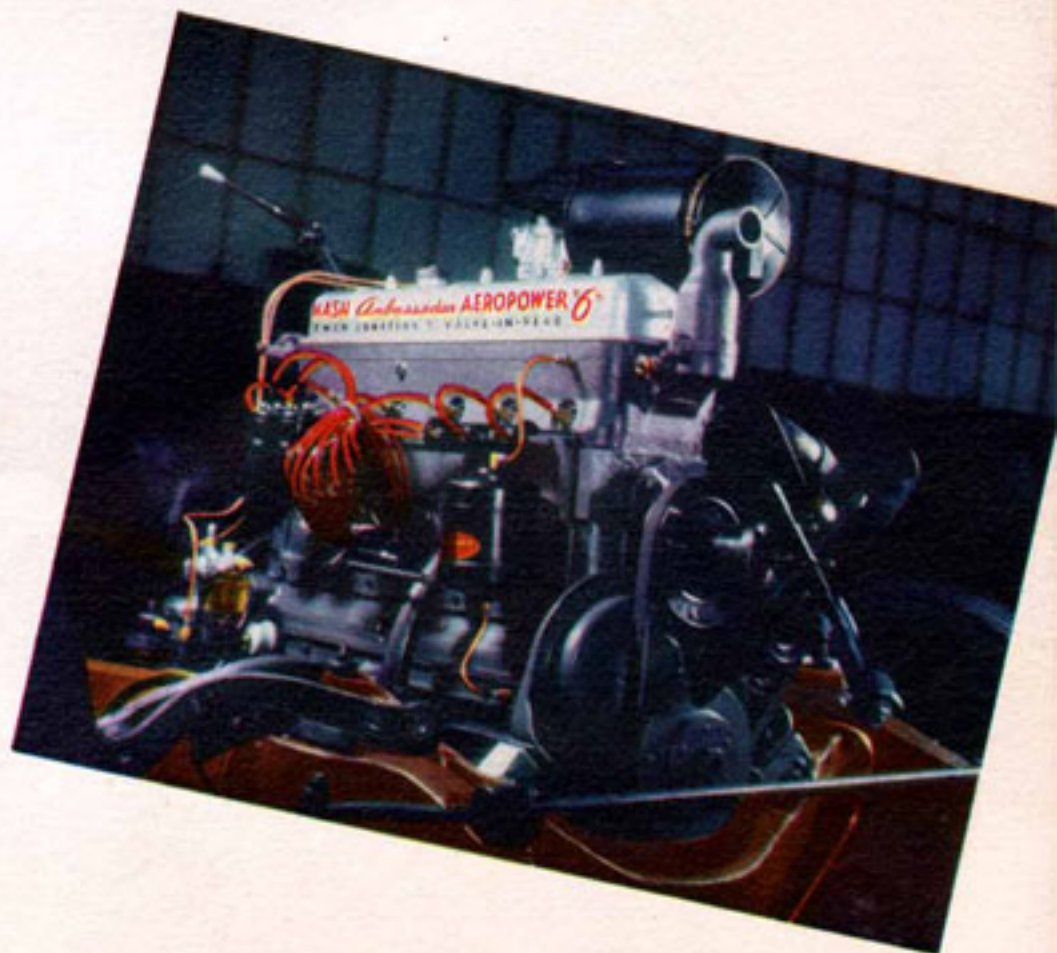
But—of all the world's fine cars—only the Nash Ambassador and Rolls-Royce offer you this supreme engine performance.

And what's more, this precision-built engine includes many fine car engineering features usually found only in cars costing hundreds of dollars more, such as steel-strut aluminum alloy pistons and full pressure lubrication with rifle-drilled connecting rods . . . that means a smoother, sweeter-running engine with longer life and lower up-keep expense even after thousands of miles of trouble-free operation.

Nash Six and Eight engines have a main bearing on each side of each connecting rod. Just as an increased number of men take the strain off a weighted pole, so more main bearings take the strain off an automobile engine.



Exclusive Twin-Ignition Power means there are two spark plugs (instead of the usual one) firing in unison in each cylinder in the Nash Ambassador engine. Fuel combustion is far more rapid, more complete for greater power, livelier all 'round performance and improved fuel economy.



The NASH Ambassador
SIX SERIES



NASH AMBASSADOR SIX DE LUXE FOUR-DOOR TRUNK SEDAN

For sheer streamlined beauty, for size and comfort and luxury and for the finest six-cylindered performance any car offers, you can't match this new Nash Ambassador Six at anything like its new lower price. Here at Nash we're convinced it's the greatest value ever offered the motoring public.

We believe, also, that even in this fast-moving age, a man can still feel a genuine affection for his car. That's why we consulted with leading stylists to give you the choice of the model you want with your own individual combination of colors. The Ambassador Six line is available in six new body types.

Specifications

ENGINE—Valve-in-head; exclusive built-in inlet manifolds cast inside. Bore 3 $\frac{1}{2}$ "; stroke 4 $\frac{1}{2}$ "; displacement 234 cu. in.; taxable h.p. 27.3; developed h.p. 105 @ 3400 R.P.M. 4-point rubber engine mountings. Isothermal fuel system; down-draft carburetor; automatic choke; twin ignition; double automatic spark control; steel-strut aluminum pistons; four piston rings; full length water-jacketing. Seven bearing crankshaft with 66.34 square inches of bearing area; vibration damper; full pressure engine lubrication (rifle-bored connecting rods) of all bearings, piston pins and cylinders; oil filter. Oil capacity 6 quarts; fuel capacity 20 gallons.

CHASSIS—121" wheelbase; independent coil spring suspension at front; semi-elliptic prelubricated leaf springs with metal covers at rear controlled by two-way direct-acting hydraulic shock absorbers. Dual arrow-

straight shockproof steering system. Rigid box girder frame with double thickness side rails. Super-hydraulic brakes; cast-iron drums. Front ride stabilizer. All-silent Synchro-Shift transmission; steering column control; automatic cruising gear (4th speed), optional extra. 16 x 6.25 silent ribbed tires. Over-all length—201 $\frac{1}{4}$ inches.

BODY—Unitized all-steel; internal bridge-truss construction and integral chassis sub-frame welded into rigid one-piece unit. Completely insulated and sound-proofed with Sand-Mortex applied to body side-panels; spool-type rubber body mountings. Weather-sealed doors. Body and fenders Bonderized to prevent rust. Finish—high-gloss Permalux enamel. Exclusive Nash automatic Weather Eye conditioned air system and sedan sleeping car conversion, optional extra.

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

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



Coupe Brougham with full-width seats

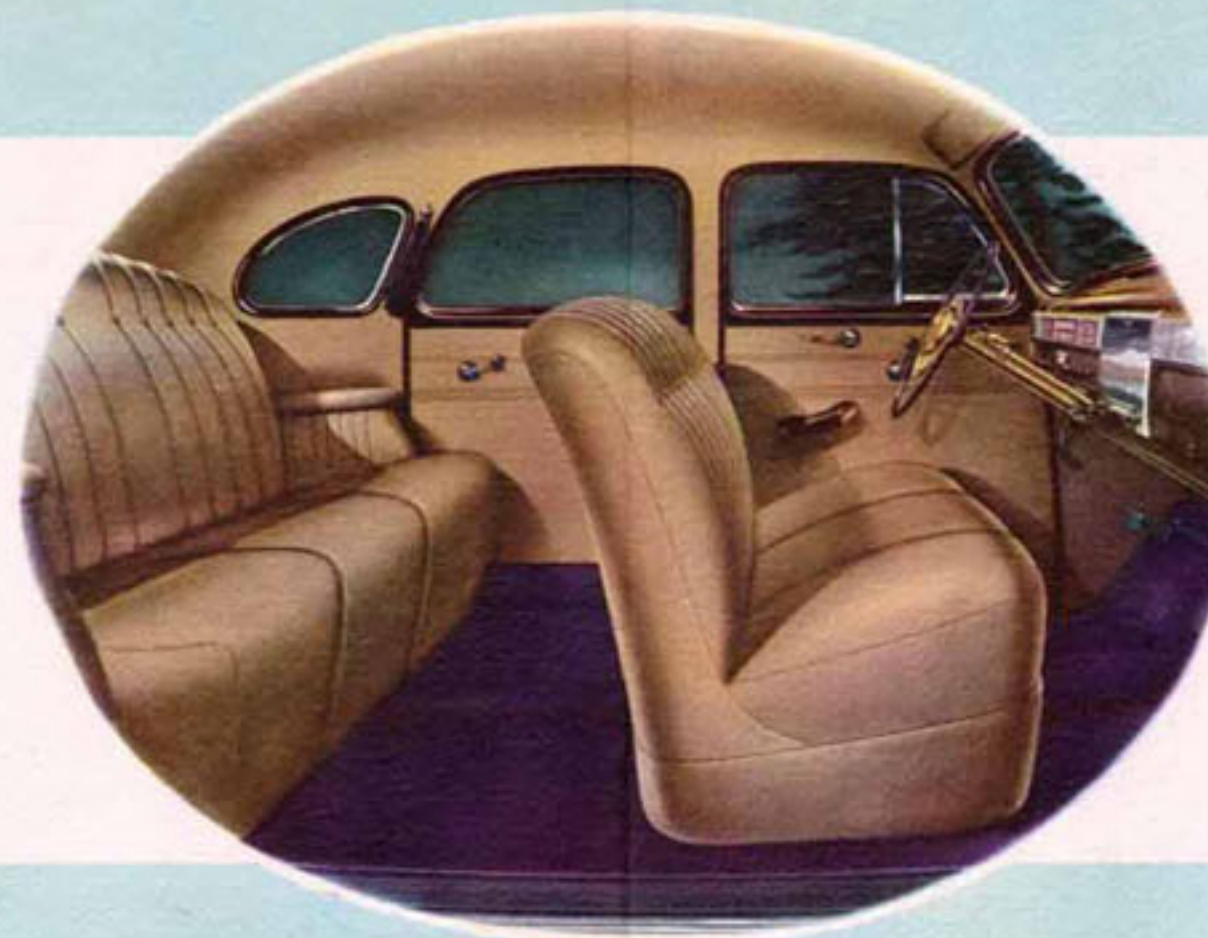


Four-Door Slipstream Sedan with built-in trunk
(Available in Special and Deluxe Models)

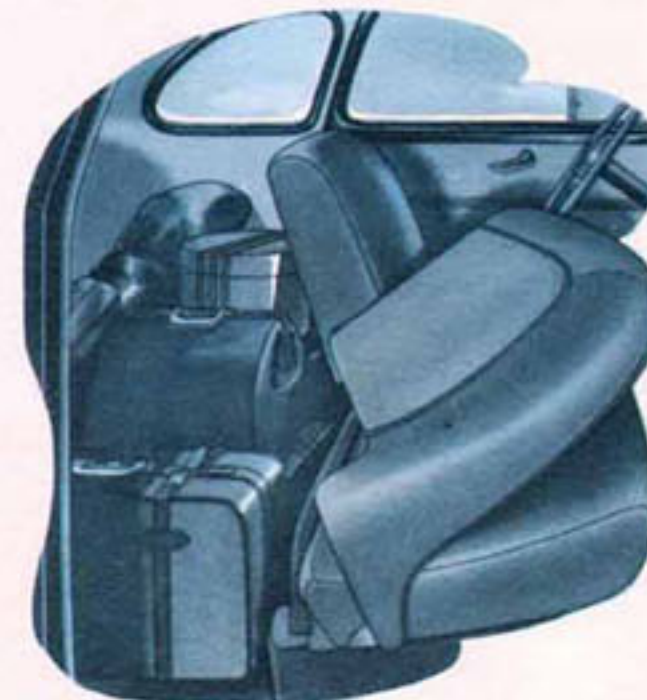


NEW HOOD LOCK. Now no one can tamper with your engine while you're away. This new inside hood lock, located on the instrument panel, prevents it. To lock the hood, you simply press the hood down. To unlock, you pull the lever. In addition to protection against tampering, the new lock prevents the possibility of wind blowing the hood up while the car is in motion.

PRESTO! TOP LOWERS. No tugging, pulling or straining to get this new Nash Convertible Coupe top down . . . or up. It's completely automatic. To lower, you simply turn two thumb screws at the top of the windshield, loosen the catch and then push a button on the instrument panel. Vacuum cylinders do the work in 12 $\frac{1}{2}$ seconds.



SALON INTERIOR. Inviting, isn't it? When you step into this new Ambassador Six interior, you step into a wide sunlit parlor with soft deep seats of an entirely new construction designed to fit your body. Rich upholstery, gleaming chromium and lustrous tenite fittings combine to add to the effect of luxurious motoring. The chair-height seats are fashioned of Foam-Sponge rubber in the Trunk Sedan. The Business Coupe interior (right) has plenty of room for luggage, golf clubs or parcels behind the front seat while the spacious rear deck compartment has 27 $\frac{1}{2}$ cubic feet of usable space.



Convertible Coupe with automatic top



Business Coupe with spacious rear deck compartment

Americas Finest Eight at the Lowest Price in Nash History

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

Listen to the soft, deep whisper of its 115 H.P. 8-cylinder engine.

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

Here is luxury, here is smartness, here is performance that we invite you to compare with any car of any price you care to name.

Compare . . . its thrilling eight-cylinder Aeropower performance against the L-head sixes or eights that sell in this popular price field.

Compare . . . the wider seats, larger luggage compartment, the extra inches of head-room, leg-room, elbow-room this great new Nash Ambassador Eight gives you.

Compare . . . the quietness of Nash Sand-Mortex soundproofing and Fabreeka and rubber spool body mountings against what your ears

discover in other cars.

Compare . . . economy. The Nash Ambassador Eight's record is an open book . . . winner over all in its price class in the

1940 Gilmore-Yosemite Economy Run.

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

Compare the safety, the safety of its new Unitized body and dual frame with even the highest-priced cars.

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

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

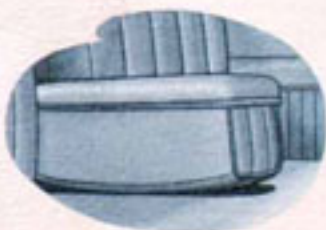
Look at the costly upholstery . . . the special Two-Tone hardware . . . the dozens of little niceties that mark a fine custom car. Everything you can

ask for in your fondest dreams of an automobile is here!

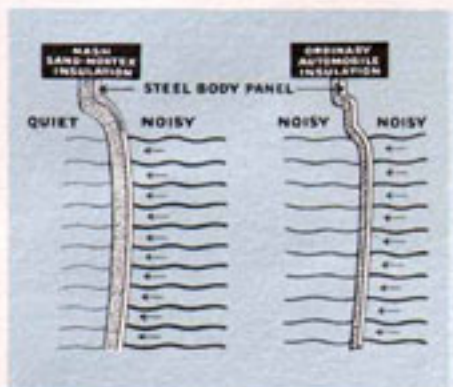
There are new Two-Tone interiors as standard equipment. And you have your choice of two fine upholstery fabrics — either fine-quality cloth or Canda Cloth.

Even the deep, comfortable seats are custom tailored to your individual needs with the new three-section Foam-Sponge rubber cushions. And with this three-section design it's like having three separate seat cushions in one, as each section functions independently of the other for the individual seating comfort.

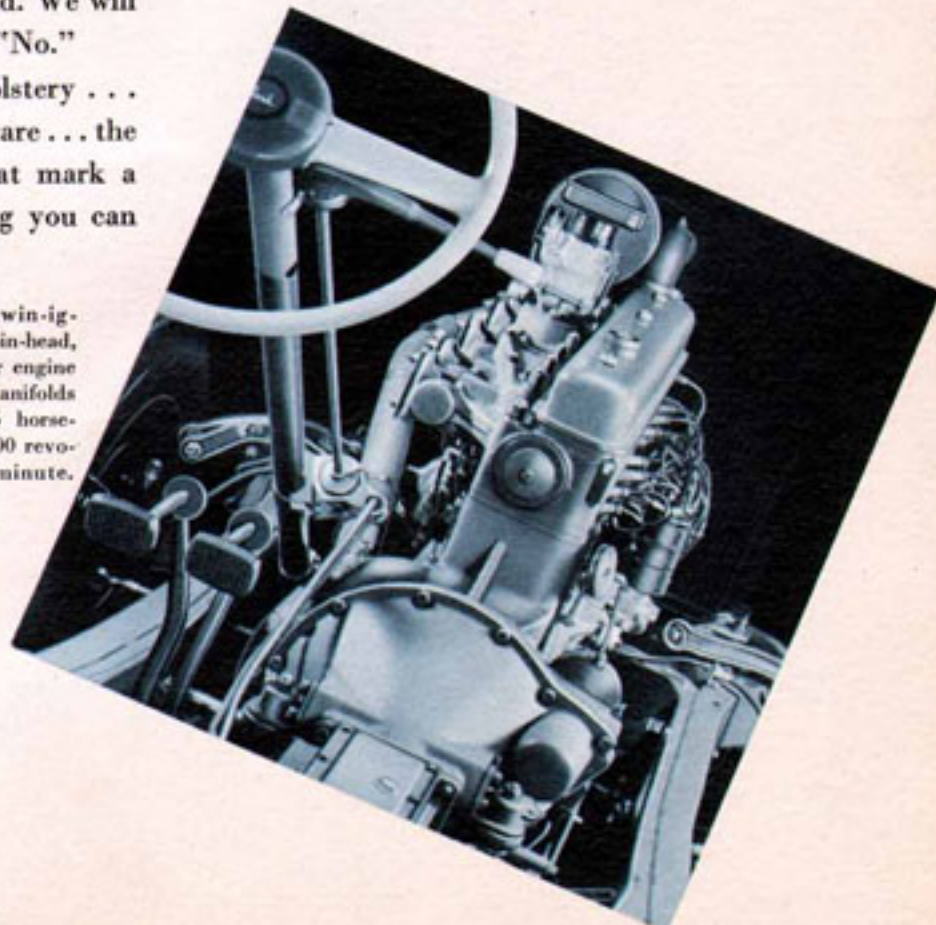
And the price of all this luxury? Not \$3,000 . . . or \$2,500 . . . but less than one-half that sum!



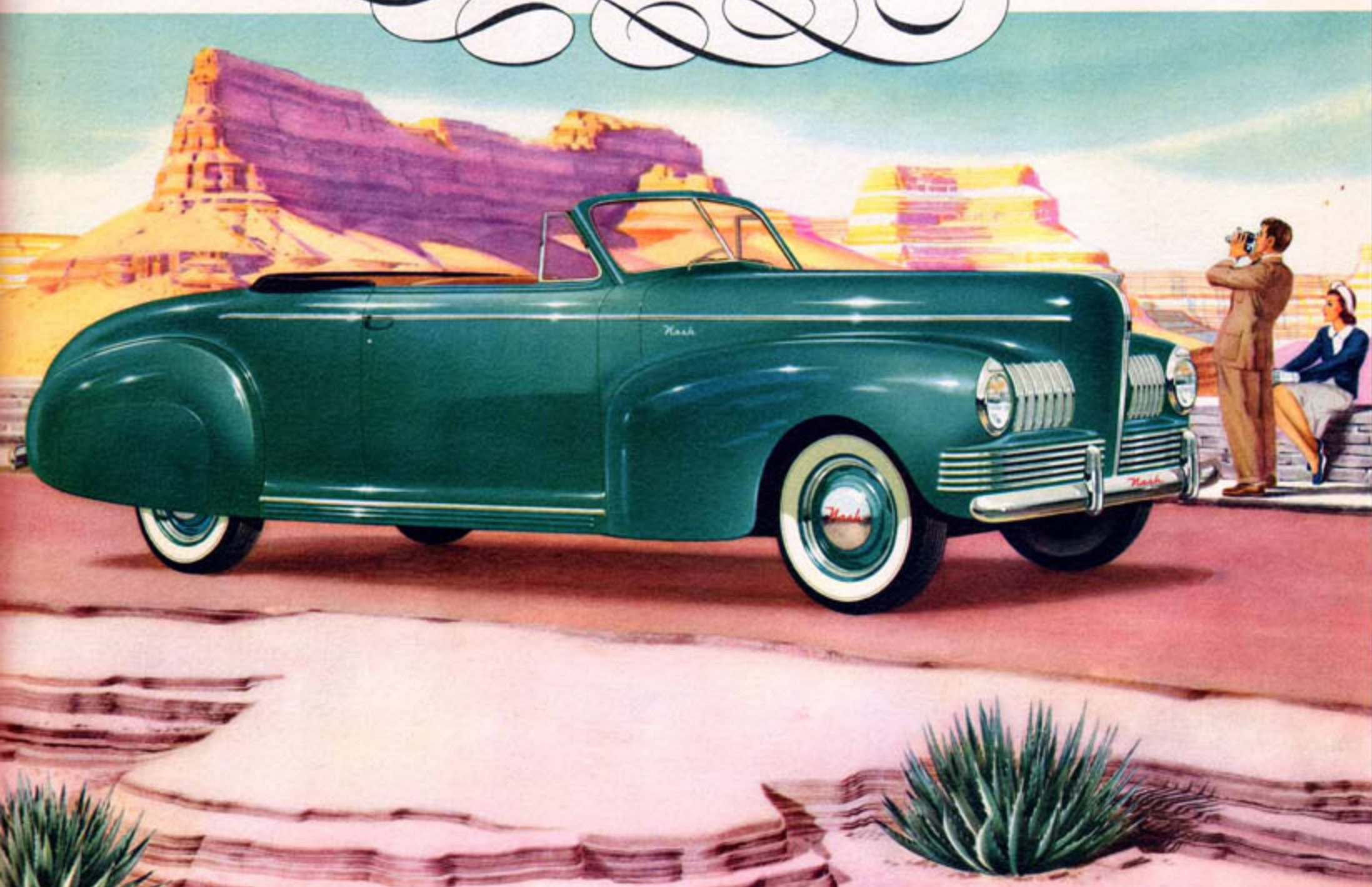
Sound waves go through the solid materials used in other cars, but their energy is dissipated by the grainy structure of exclusive Sand-Mortex insulation applied to the body panels of all Nash cars. Combined with rock wool at the fire wall, it provides complete insulation. You ride relaxed in quiet comfort in a Nash.



This great twin-ignition, valve-in-head, eight-cylinder engine with sealed manifolds develops 115 horsepower at 3,400 revolutions per minute.



The NASH Ambassador
EIGHT SERIES



NASH AMBASSADOR EIGHT CONVERTIBLE COUPE

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

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

Specifications

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

CHASSIS—121” wheelbase; independent coil spring suspension at front combined with semi-elliptic prelubricated leaf springs with metal covers at rear controlled by two-way direct-acting hydraulic shock absorbers.

Dual arrow-straight shockproof steering system. Rigid box girder frame; double thickness side rails. Super-hydraulic brakes; cast-iron drums. Front ride stabilizer. All-silent Synchron-Shift transmission with steering column control; automatic cruising gear (4th speed), optional extra. 16 x 6.50 silent ribbed tires. Over-all length 201 $\frac{1}{4}$ inches.

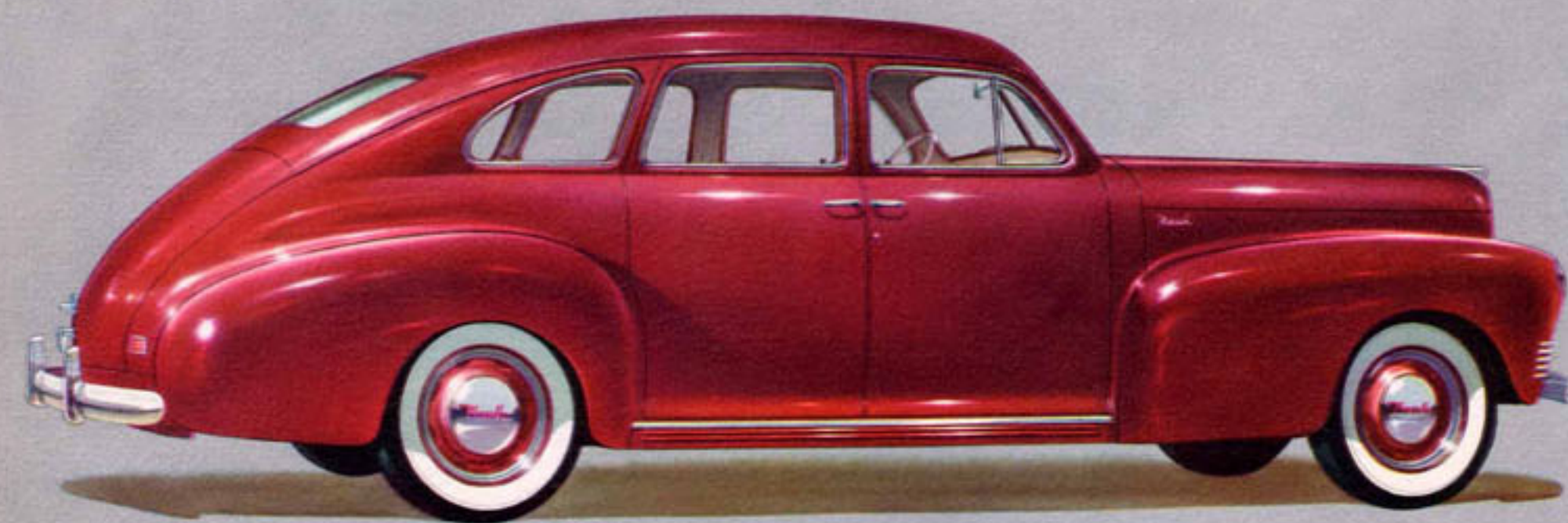
BODY—Unitized all-steel; internal bridge-truss construction and integral chassis sub-frame welded into a rigid one-piece unit. Body side panels completely insulated and soundproofed with Sand-Mortex; spool-type rubber body mountings. Weather-sealed doors. Body and fenders Bonderized to prevent rust.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

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

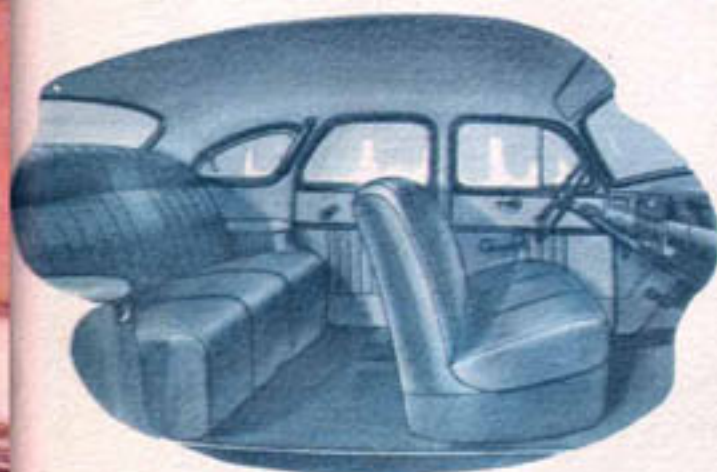
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Coupe Brougham with full-width seats

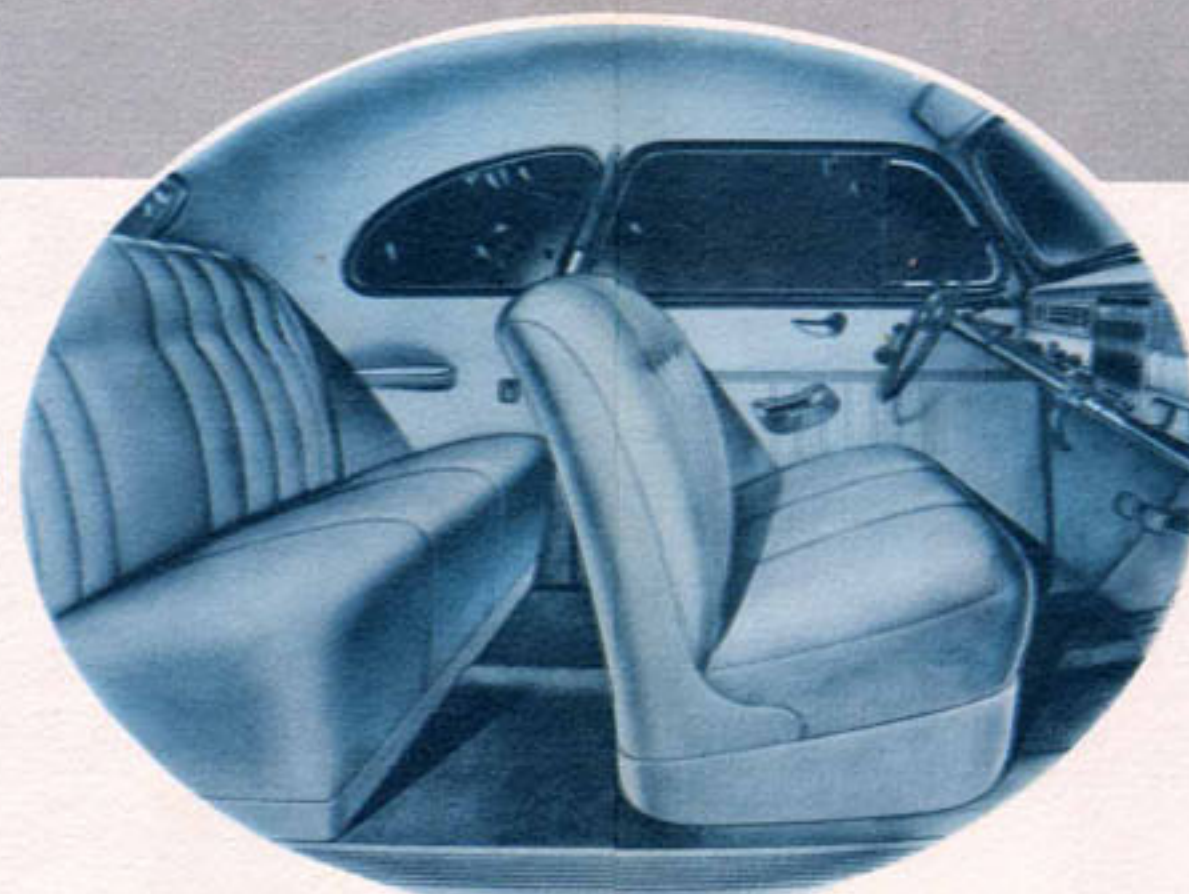


Four-Door Slipstream Sedan with built-in trunk
(Available in Special and Deluxe Models)

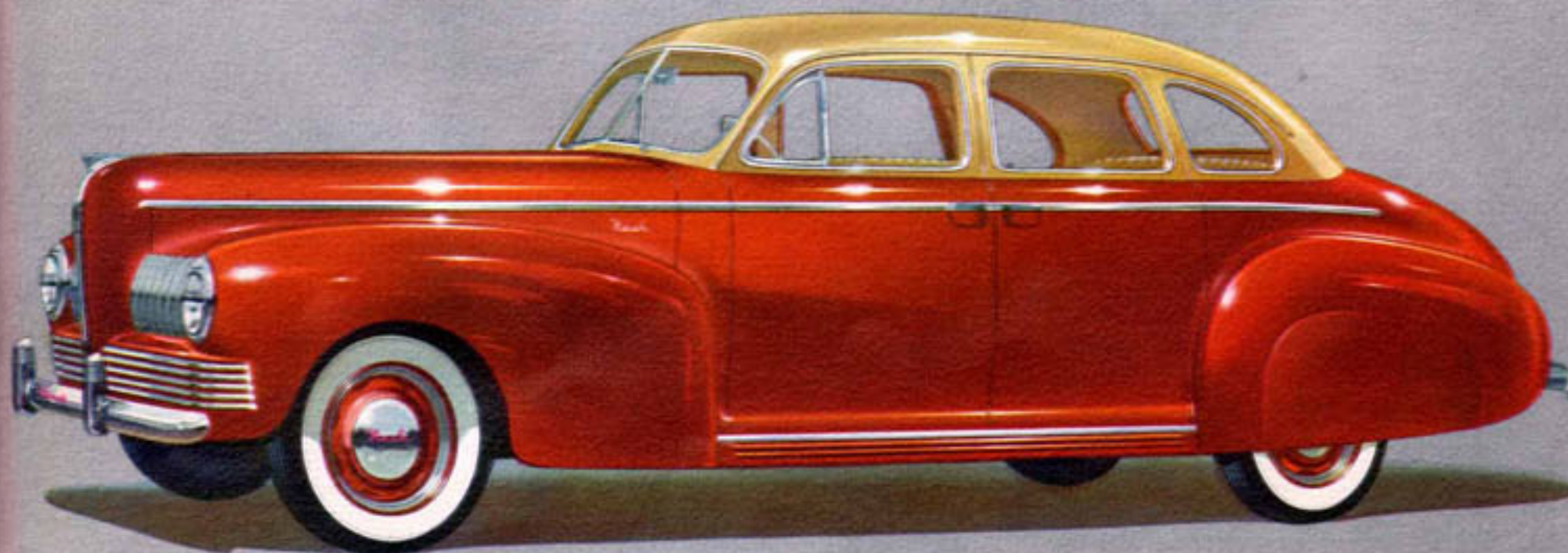
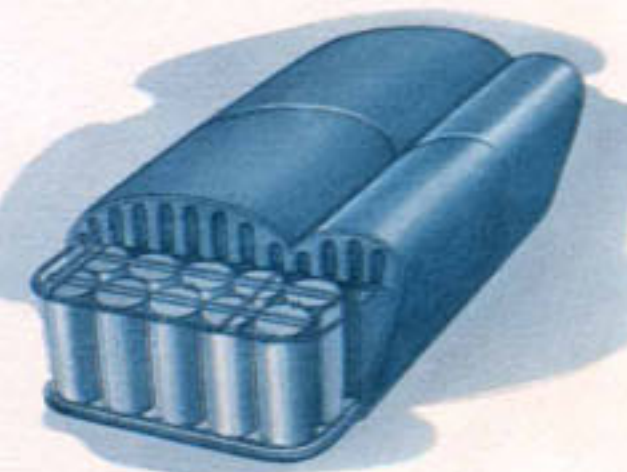


SLIPSTREAM SEDAN INTERIOR (left). Luxurious in every detail, every appointment. Wide, divan-like Foam-Sponge seats, fashioned to fit the body contours. Little luxuries that add up to a big comfort total, such as twin ash trays, spring-type assist cords and adjustable rear quarter windows. Choice of high quality cloth or Canda Cloth upholstery with the over-all interior finished in a smart two-tone effect at no extra cost. (Deluxe Series illustrated.)

COUPE BROUGHAM INTERIOR. As spacious inside as it is big and impressive outside. Full 57-inch seat in the rear. Space for all the luggage you'll want on any trip. Soft broad-cloth or Canda Cloth upholstery. Twin ash trays, spring-type assist cords and adjustable rear quarter windows—all promote the comfort of rear seat passengers.



FOAM-SPONGE SEATS (right) are standard equipment on the Nash Ambassador Eight at no extra cost! Divided into three separate sections for individual seating comfort, they readily conform to the shape of the human body, relieving pressure and strain on important nerve centers which often causes driving fatigue. The seats are composed of thousands of tiny interconnecting cells. Air circulation is unimpeded for comfortable seating in hot weather. **LUXURIOUS SEDAN INTERIOR** reproduced in full color (below) is exquisitely appointed with comfort and convenience features as standard equipment that are not often included in cars costing several hundred dollars more. The front seat is nearly five feet wide to comfortably seat three full-size people. The rear seat is equipped with a center arm rest that folds away when not in use.



Four-Door Sedan with built-in trunk



The Day of "30 Miles to the Gallon" is here!

The Nash Ambassador "600" Is the First Car That Combines 25 to 30 Miles per Gallon Economy and the Handling Ease of a Small Car—with Big Car Size, Comfort, Performance

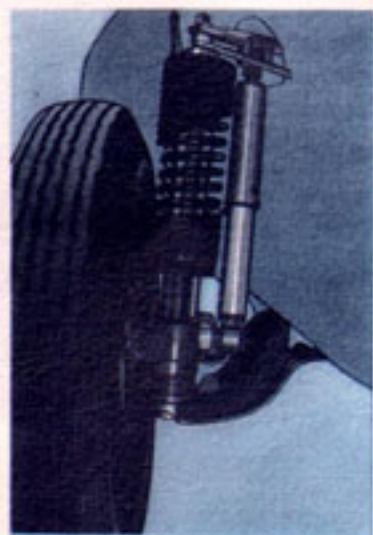


TODAY—America has a new kind of car in the lowest priced field!

Designed and built—not for just 15 to 20 miles a gallon economy, but for an honest 25 to 30.

Designed and built—not for minimum size and comfort—but to give you the sumptuous roominess and riding ease of a \$1,200 automobile.

Designed and built—not simply to "match" the performance of its competition—but to give you the biggest thrill of your whole car-owning experience!



NOW A COIL SPRING RIDE ON ALL FOUR WHEELS—You know how soft coil springs on the front two wheels have revolutionized riding comfort. Most lowest price cars have them and make a big point of this today. Now—see what coil springs on the back as well will do for riding comfort. Nash introduces complete coil springing on all four wheels . . . for the first time in a lowest price car! Nash's springs are of a new type . . . safer . . . proved by millions of miles' use over European roads. Combined with Nash's new exclusive ball-bearing steering, they make this great new car the easiest to handle on the road today.

In a word—a revolutionary new car. A more modern car, a better value, for your automobile dollar!

It offers features rarely found in high-priced cars before—never in those of lowest price.

A "Unitized" streamlined body. The improved Weather Eye Conditioned Air System. A Convertible Bed for vacation trips. A new kind of coil spring ride and amazing economy.

This is the first time, in over a quarter of a century, that any car is so new, so advanced over present-day standards that it can make such sweeping changes in value in the lowest price field.

MORE THAN 500 MILES ON A TANK OF GAS

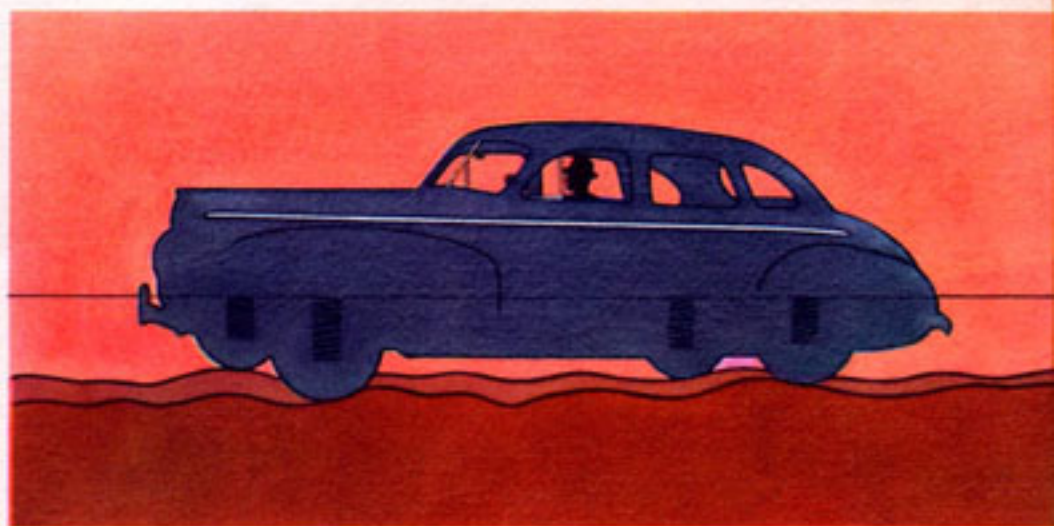
Imagine, if you can, driving from Boston to Norfolk, Virginia, and never stopping once for gas.

Imagine making a business trip from Chicago to Memphis without adding a drop of gasoline or oil. Or imagine going on a vacation trip from Grand Canyon to Los Angeles on one filling of the gas tank.

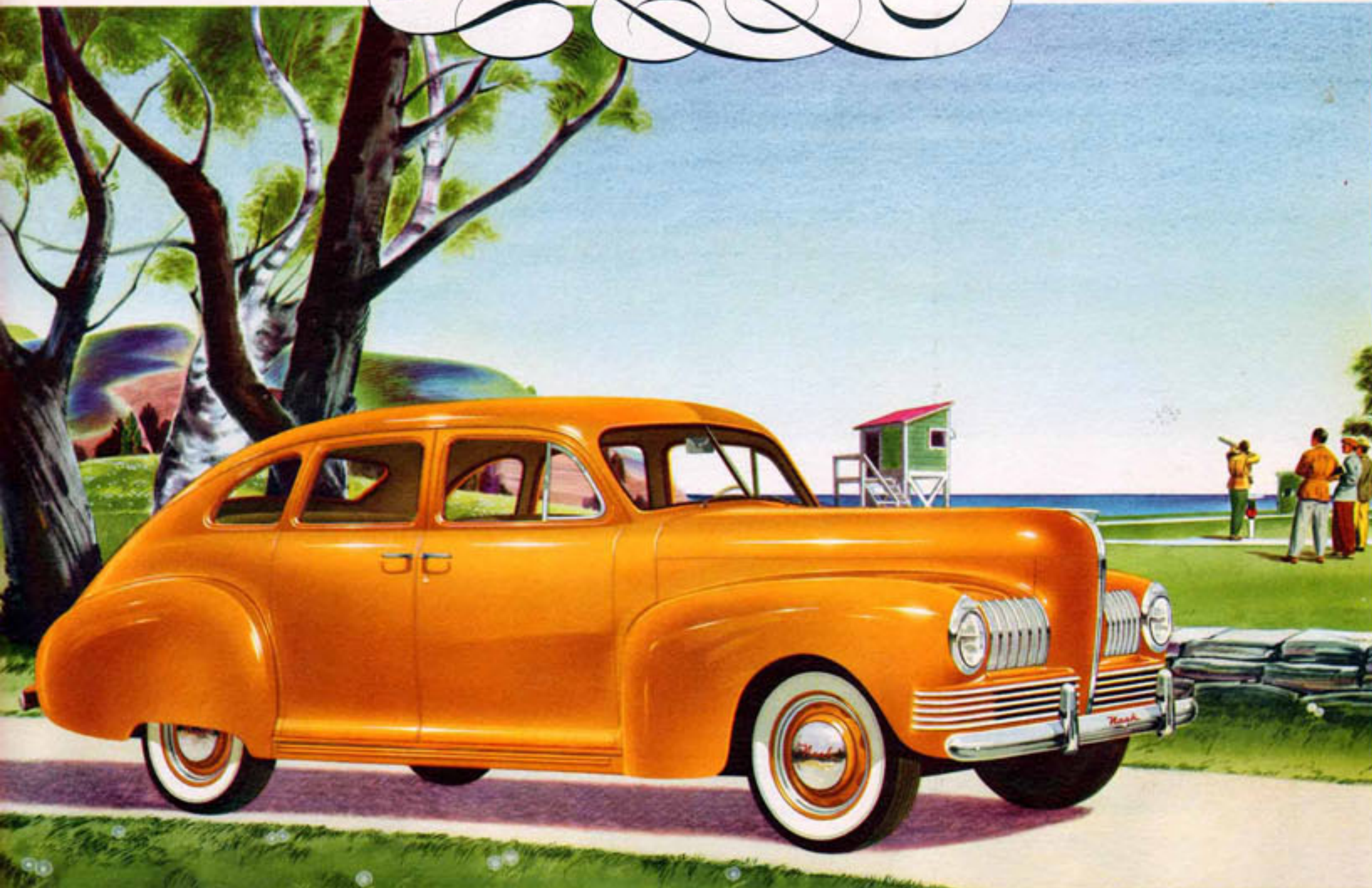
These no-refueling distances sound almost fantastic, don't they? Yet they're the kind of trips you can make on one tankful of gasoline in the Ambassador "600," according to figures brought in by engineers in day-to-day tests in Ambassador "600" cars, equipped with the Fourth Speed Forward.

The engineering records show averages well over 30 miles to the gallon of gasoline at normal driving speeds with the Fourth Speed Forward. The new Nash Ambassador "600" carries a gasoline tank that holds 20 gallons.

Your dealer can doubtless verify this with records made in your own state. You, yourself, when you buy a Nash, will be given a Savings Book in which you can check the savings you make on trips, and in everyday driving.



The NASH Ambassador
"600" SERIES



NASH AMBASSADOR "600" FOUR-DOOR SLIPSTREAM SEDAN

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

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

Specifications

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

CHASSIS—112" wheelbase; enclosed independent front suspension system and coil springs at all four wheels, controlled by two-way direct-acting hydraulic shock absorbers; torque tube drive with Axilizer alignment bar at rear. Full ball-bearing shockproof steering system with 33-foot turning circle. Unitized body and frame construction. Super-hydraulic brakes; cast-iron

drums. Synchro-Shift transmission with steering column control. Automatic cruising gear (4th speed), optional extra. 16x5.50 silent ribbed tires. Over-all length 195 ins. **BODY**—Unitized all-steel; internal bridge-truss construction and integral chassis frame welded into one rigid twistproof, shakeproof unit. Completely insulated and soundproofed with Sand-Mortex applied to body side panels. Weather-sealed doors. Body and fenders Bonderized to prevent rust. Finished in high-gloss Permalux enamel. Exclusive Nash automatic Weather Eye conditioned air system and sedan sleeping car conversion, optional extra. **STANDARD EQUIPMENT—DE LUXE FOUR DOOR TRUNK SEDAN** . . . Hi-Test safety glass, chrome window reveals and running board moldings, dual windshield wipers, sun visors and horns, assist cords and robe cord, front door arm rests, chrome instrument panel trim and speaker grille, de luxe steering wheel, instrument panel

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

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



Business Coupe with spacious rear deck compartment



Four-Door Sedan with built-in trunk

CUT YOUR MOTORING COSTS UP TO 35%

Now—with the new Nash Ambassador "600"—you can save money every mile you drive, up to 35% of your motoring costs.

In fact, it's quite possible for you to get a new Nash today and drive it several years without it costing you one penny more than you'd spend keeping your present car—and you'd be doing without the fun and happiness of a new Nash!

Because, if your present car will cover the down payment, you'll be able to save enough during the time you keep your Nash to more than meet the cash difference needed to trade now.

Here's how we figure it:

If you're an average driver, you buy about 724 gallons of fuel a year, according to the American Petroleum Industries Committee. You pay an average of 18.8 cents a gallon . . . or a total of \$136 a year (including taxes) for gasoline.

SAVE \$50 TO \$60 ON GAS!

Under the same conditions, the 1941 Nash Ambassador "600," using the Fourth Speed Forward, would require 400 to 450 gallons of gas. This would save you \$50 to \$60 a year.

And that's just the beginning of your savings. The new "600" engine provides comparable savings in oil.

Illustrated at the right is a phantom view of the rugged Nash Ambassador "600" chassis. Note the sturdiness of the deep box section frame side rails (formed in the body structure) that are built into the Unitized one-piece steel body to form a rigid twistproof structure.

And tires! Here's another saving. The design of the Ambassador "600" eliminates 500 pounds of useless weight, adds 20% to 30% to tire mileage.

SAVE \$14 LODGING COSTS

In Nash you can get the famous Convertible Bed to save lodging expense. Say you use it 14 nights a year. That's a saving of \$14 to \$25.

Now add up your savings—\$50 to \$60 for gas, \$14 to \$25 for lodging, plus the savings on oil and tires—and you get a total that will reach \$70 to \$100.

If you drive your car 3 1/2 years (average length of ownership), you can save anywhere from \$245 to \$350.

And, again, this will be just part of your savings.

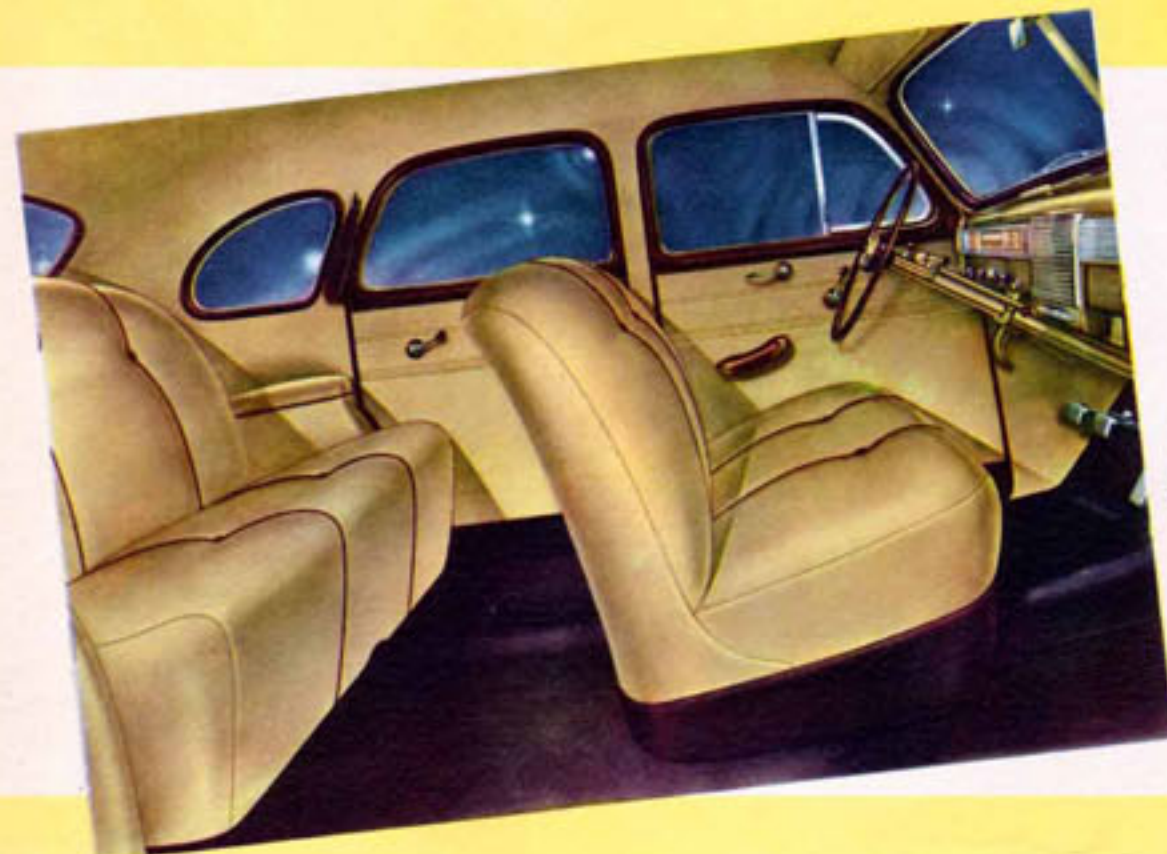
The Ambassador "600" will stand up

better, require fewer repair bills with the new Unitized body-and-frame construction. The soft-acting coil springs on all four wheels will never present you with a bill for lubrication.

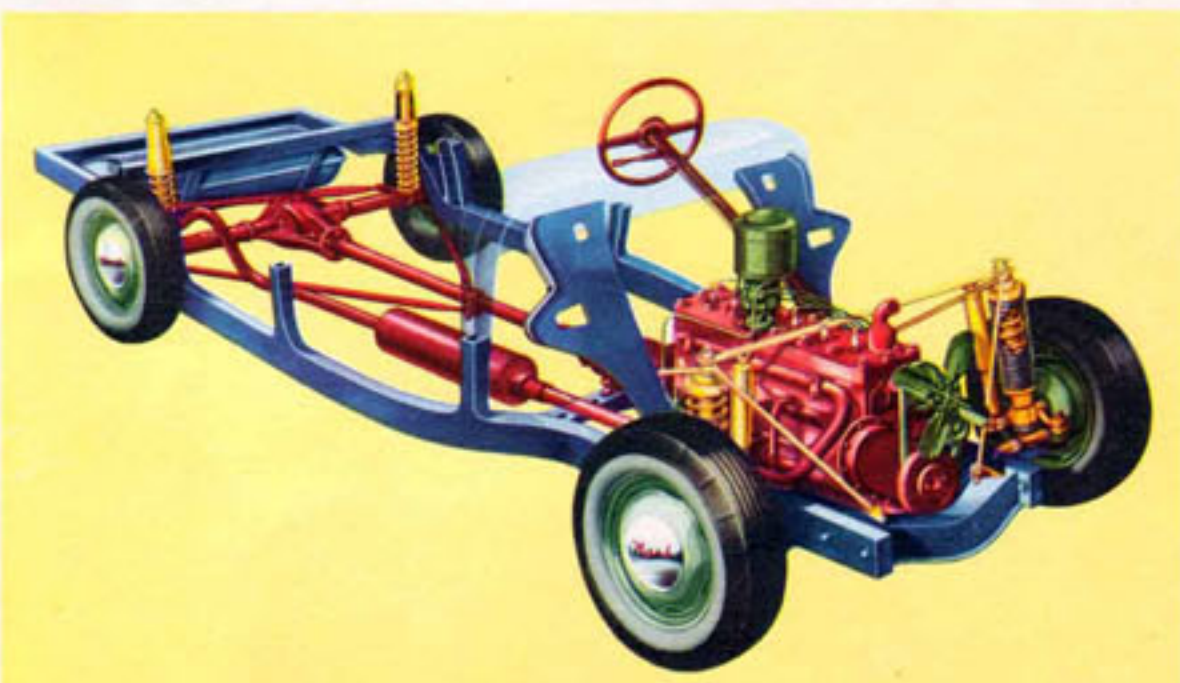
Even in the beauty of the car there's a saving. Exposed sheet metal is Bonderized, a procedure that is rare in the automobile industry. The finish is not the usual, quick-drying lacquer, but Permalux—a glass-like finish that is baked on at high temperatures to stay beautiful.

Your dealer is ready now to give you more details on this great economy story.

ROOMY, LUXURIOUS INTERIOR. For room, for distinctive styling, luxury appointments, this Ambassador "600" Trunk Sedan interior compares favorably with cars costing \$200 more. This big package in the low-price class even gives you two-tone styling and de luxe appointments. The improved steering-post gearshift (above) is standard equipment on all models.



BUSINESS COUPE. The most practical businessman's car on the market today. Has 27 1/2 cubic feet of usable storage space in the rear deck, plus additional luggage space back of the seat.



Coupe Brougham with full-width seats



The Wizardry of the Nash Weather Eye

BRINGS YOU COMFORT NO CAR AT ANY PRICE CAN MATCH



There isn't any winter any more! No more colds, drafts, dust or stuffy, smoky air! Heavenly fresh warm May air is yours automatically in a Nash . . . uncannily kept at a constant comfort level by a device that out-guesses the weather and wind

THE wind howls. The mercury drops. The storm unleashes all the bleak and bitter fury of winter at its worst. It's a night of all nights to be home by the fire—but braving the storm is a shining new Nash.

The man at the wheel is hatless and coatless . . . and you can see through the window a woman's bare arm. Not another car is on the road—it's far too cold to be out tonight.

But cold as it is—it's a balmy spring for those who ride in that Nash. Life is different in this new kind of car, thanks to the wizardry of the new Weather Eye.

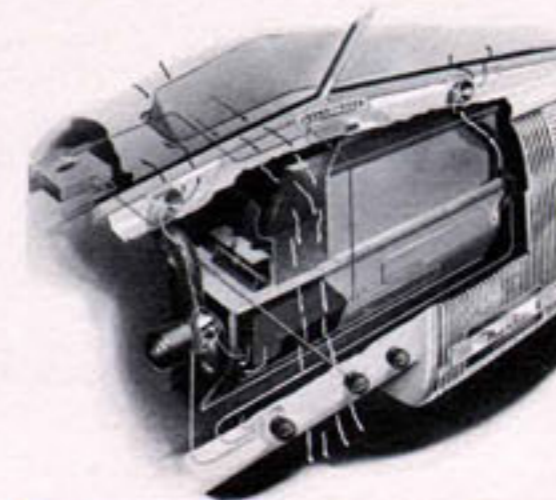
Pioneered by Nash, it is still exclusive with Nash; and any comparison soon shows why it is superior to any other car heating or ventilating devices used today.

Its one efficient unit supplies you constantly circulated, *fresh - conditioned* air . . . up to 600 cubic feet a minute, with all windows closed. And it automatically controls the degree of warmth you select.

Simply by twirling the Weather Eye dial on the instrument panel, you "tune in" the comfort you desire—set it once and forget it. A flood of warm air fills the car—and this, of course, makes hats, coats and gloves unnecessary while you're driving.

But what's most important to you is how the Weather Eye continues to out-guess the weather afterward.

Whether you go fast or slow, or stop completely . . . whether passengers enter or leave . . . whether the mercury tumbles or rises—everyone's comfort, front seat



MORE POWERFUL THAN EVER—Fresh air enters through cowl ventilator and passes over rain shedder to remove moisture. Dust, pollen, etc., is removed by filter and air passes directly into heating core, is diffused into car interior through 18"-wide register and is circulated under front seat to rear compartment. The comfort level is selected by dial upon instrument panel. Sensitive Weather Eye thermostat balances temperature of cold incoming air with that inside to hold the desired comfort level by acting upon the largest heating core ever put in an automobile.

and back, never varies one bit. The Weather Eye automatically sees to that.

And here's what it means to you . . . in terms of health, comfort and enjoyment.

You and your family never need dread again the thought of drafts and colds or stuffy, "headachy" air. Instead, you can actually enjoy winter driving.

Even in sleet storms that frost windshields and cause accidents—*your* windshield stays clear and free from ice.

Even infants or aged grandparents are just as safe in a Nash, with its evenly maintained warmth, as they are at home. No sudden drop in temperature can endanger their health.

Your cigar smoke will never cloud the air or cause complaints from the back seat. The smoke and odor both disappear as if by magic.

In summer, too—the Weather Eye again is an aid, with fresh filtered air when windows are closed to dirt, dust, bugs and pollen.

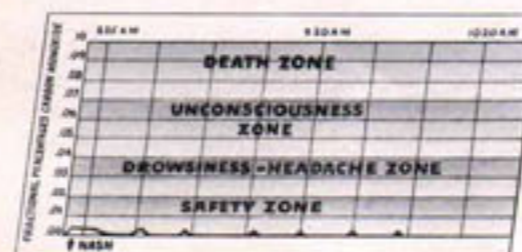
Your clothing will never become soiled or dusty . . . and your wife can arrive at a party any time of the year without that usual disarrayed, "wind-blown look" from an open window.

Yes—any time of the year is the ideal time to drive in a Nash.

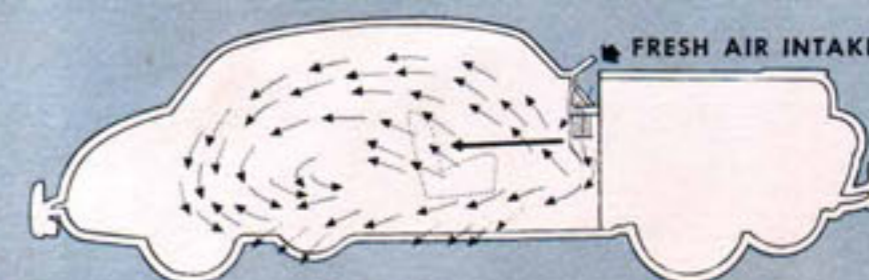
It's a new kind of car with a new kind of comfort for driving—winter that's always a perfect summer's day.

A hundred thousand motorists will tell you many dramatic stories about the Nash Weather Eye . . . how it has saved lives, prevented accidents . . . cut down family colds . . . practically doubled their use of an automobile . . . changed winters from "shut-in" periods to months of good times. They'll all tell you it's by far the greatest comfort feature ever put into an automobile!

Each year Nash has constantly improved the Weather Eye — this year, more than ever before. The new 1941 double-efficient Weather Eye offers you protection down to 20° below zero.



Here's health insurance against the danger of carbon monoxide poisoning in your car. This graphic chart of a recent Nash test, approved by the National Association of Safety Engineers, shows the pure filtered air provided by the "Conditioned Air" system for winter driving. The Weather Eye System permits less than 2/100 of 1 per cent of fumes to enter the car. Complete change of air is made in 12 to 17 seconds.



The automatic Weather Eye Conditioning System pulls in fresh air (as shown above); builds up slight pressure inside to push out stale air. Keeps out odors, gases; heats and circulates draftless fresh air. An ordinary car, in motion, creates a partial vacuum that sucks in cold drafts; holds stale, stuffy air (right). Dangerous air from the engine can enter the low-pressure passenger compartment.





Let's go Travelling!

Find out how different driving can be in this new kind of car



No more cramped quarters, or luggage in your lap! Here's more room than you've seen before—in this new Nash. Plenty for six grownups, the son of the house and all their vacation luggage.



Traffic holds no worries now. Steering and braking have been stepped up in a Nash . . . and you have the thrilling new acceleration to speed you from 15 to 50 m.p.h. in 12½ seconds, high gear. Performance never varies, winter or summer.



The engine seems to stop, but the scenery starts to fly by in double-quick time. The secret? A Fourth Speed Forward—all automatic—that takes the strain and hustle out of high-speed travel, cuts fuel costs 30%.



A "Sunday Driver" hogs the way? A tap on the throttle will take care of that! For the Fourth Speed Forward has an Automatic Overtake feature that gives you instant command of full direct-geared engine power.



Why hug the highways? Let a Nash show you how untraveled ways become miracles of restful smoothness. New weight engineering, advanced springing and scientific, body-fit cushions make a startling difference in riding comfort.



It's uncanny at first—the quiet of driving a Nash. Precision engineering has reduced engine roar to a whisper, rubber mountings soak up vibration, Sand-Mortex soundproofing absorbs noise.



No more dusty miles, grimy faces, soiled linen. No more wind-blown coiffures for Milady. The dirt and dust of travel are filtered out of incoming air by the many-purpose Weather Eye System.



The winter "shut-in" days are over! No matter what the thermometer says, go out and enjoy yourself. Just set your Weather Eye, and a Nash stays warm as a tropical island. Your windshield stays clear. No need for a hampering overcoat.



Snaking around sharp turns . . . "gunning" over riddled macadam . . . you've never felt such complete command of the road. The new Nash construction, with low center of gravity, cradles you close to the road.



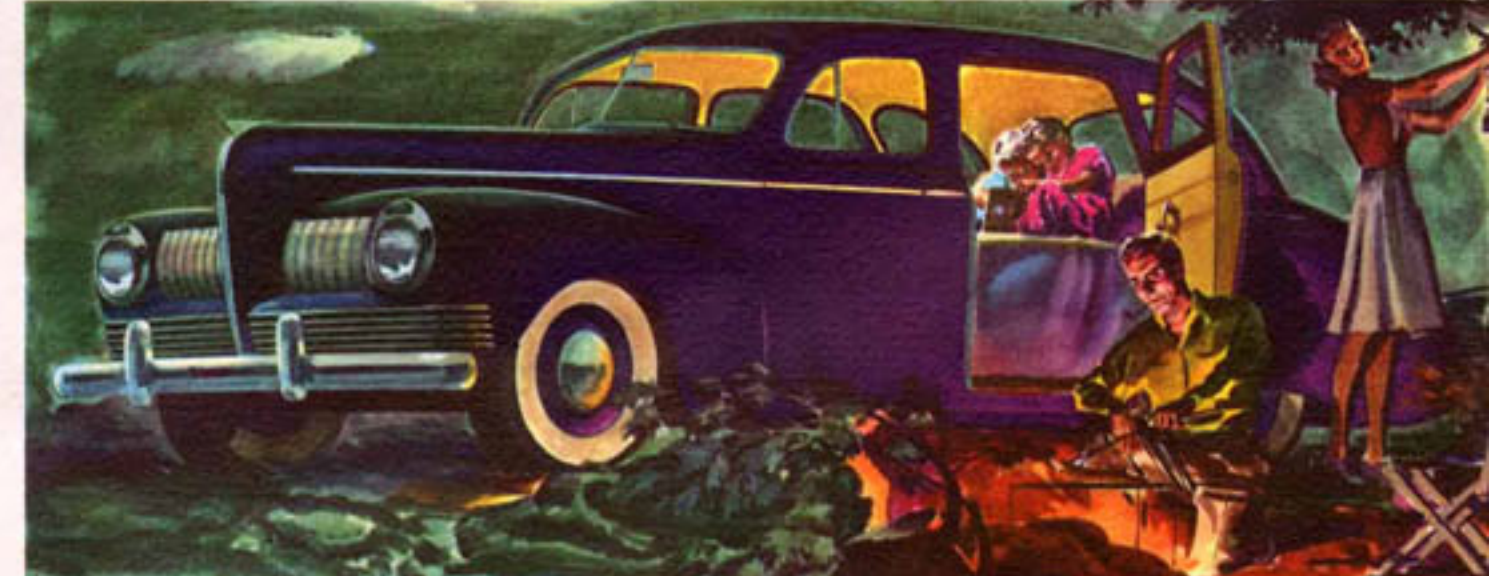
More than 500 miles a day without adding gas! Records set by test drivers of the Nash "600" show motorists how to save \$75 to \$100 a year. Other Nash Ambassador series also give you exceptional economy.



It's a new "Who's Who" of motoring . . . the ever-growing proportion of well-known people who have changed to Nash. In Hollywood, New York, in smart circles wherever distinction is prized, Nash has started a new vogue. It isn't



You feel safer—you are safer in a Nash. Around you is the strongest all-steel body ever built, pound for pound. Feather-pressure from your foot puts oversize hydraulic brakes in action.



Nash Sedans are quickly converted into beds. You can park right next to your favorite hunting or fishing spot—and, in three minutes, your bed is ready. They turn weekends into vacations, save real money in lodging costs.

Yes—life is different in a Nash. Traveling ease has been so far advanced by this new kind of car that it is bringing new horizons to thousands of homebound people. Why don't you try it now? You'll really enjoy living again!

only the larger, finer car bodies that money buys—it's also the brilliant choice of colors and quality upholstery materials that make Nash in 1941 the standout value of the year. New Two-Tone Styling is available on all models in all series.



1916

This year Nash is celebrating its Silver Anniversary with the outstanding values of its history!

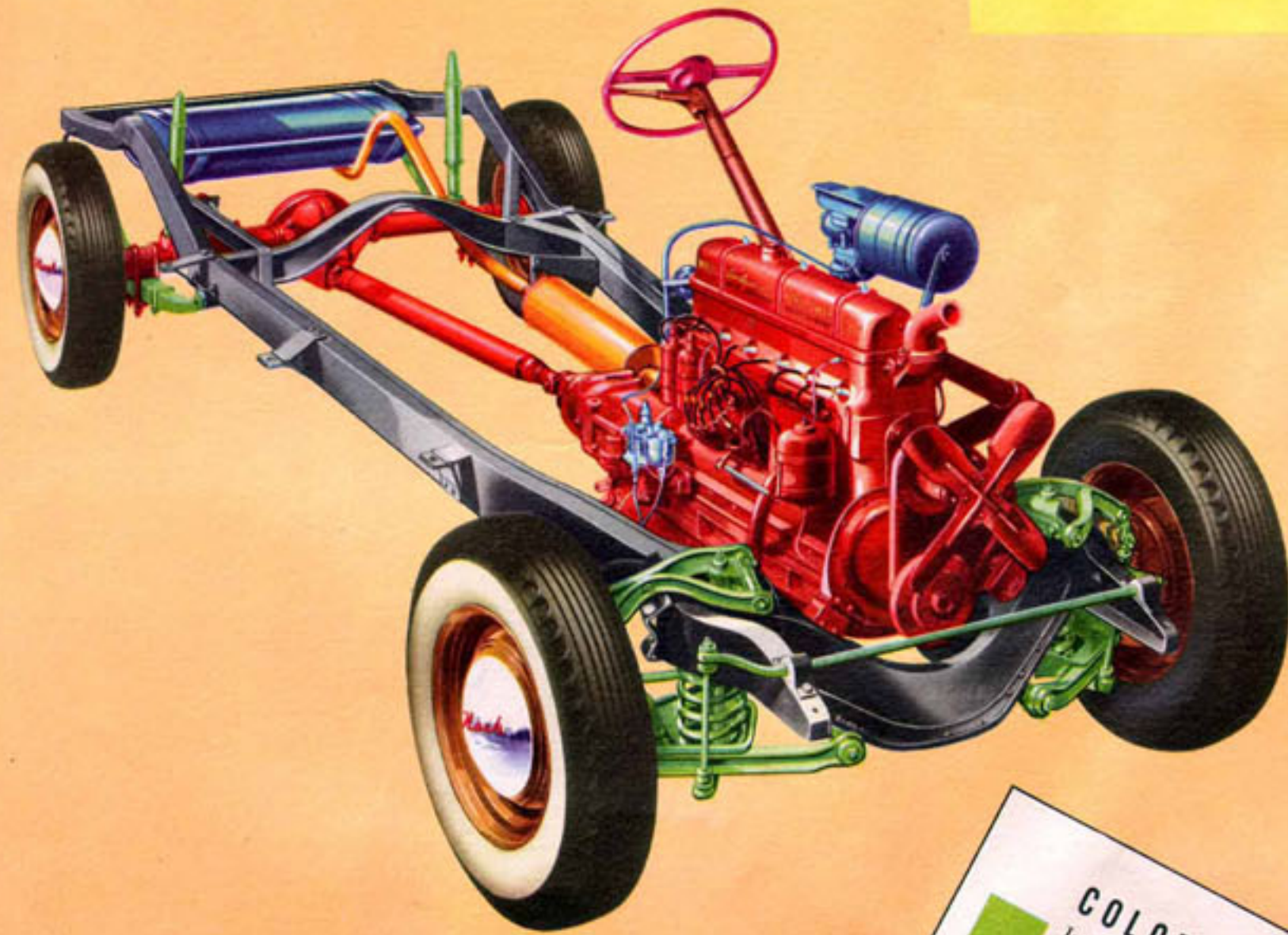
1941



The Genealogy of a Great Car

Built by the maker of more than a million and a quarter fine cars with a reputation for dependability and ruggedness known throughout the world

★



The Ambassador Six and Eight chassis pictured above embodies many outstanding engineering developments that add to performance, dependability and long life. Such features as Super-Hydraulic Brakes . . . Hypoid Rear Axle . . . Dual Frame and Independent Coil Spring Suspension are but a few. Others are shown on the opposite page.

COLOR KEY:

- Independent coil spring suspension in front and long tapered leaf springs at the rear in combination with big direct-action shock absorbers give the Ambassador Six and Eight the Arrow-Flight Ride.
- Twin-ignition manifold, sealed, valve-in-head engine and drive line system.
- Fuel system with full downdraft carburetion.
- Exhaust system with straight-through power muffler.

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

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

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

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

On this, our 25th Anniversary, America again sees a new kind of car bearing the Nash name. A car built to meet a new demand for greater economy. Automobiles built by new methods, with new machinery . . . engineered in advance of present-day standards.

Yet, with all of the revolutionary advances, one old-fashioned principle still rules our factories . . . the original words of C. W. Nash . . . "Build Them to Last!"

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

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

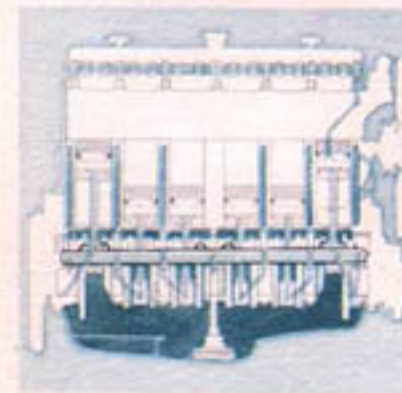


FAMOUS NASH FIRSTS

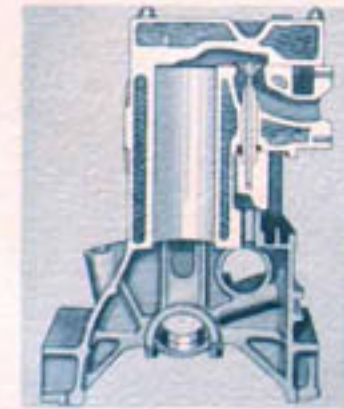
The story of Nash is a story of famous automotive engineering firsts. The first Nash car, in 1916, introduced important developments. Each succeeding model has added to the achievements. Today, the list of Nash contributions to American motoring is a vivid outline of a great industry's progress over a period of 25 years. Here are some important Nash developments:

- Rubber engine mountings. Complete clutch plate, streamlined rear body panels.
- Sealed check-valve in valve-in-head engine.
- Enclosed mechanism on valve-in-head engine.
- Chilled cast-iron valve tappets. Roller-type steering gear. Manifold-sealed engines. Clutch pedal starting.
- Sand-Martex insulation. Conditioned air for winter driving. All-steel body with seamless steel top.

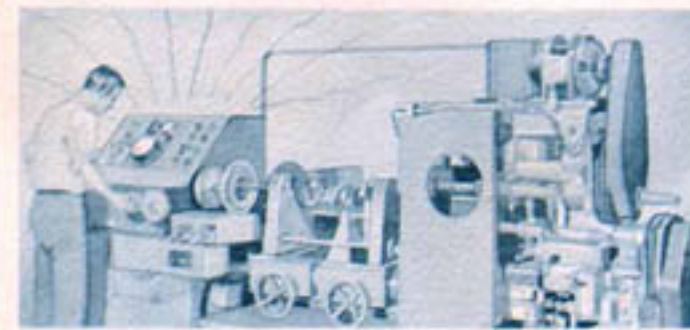
Now, this year, Nash has moved even farther ahead.



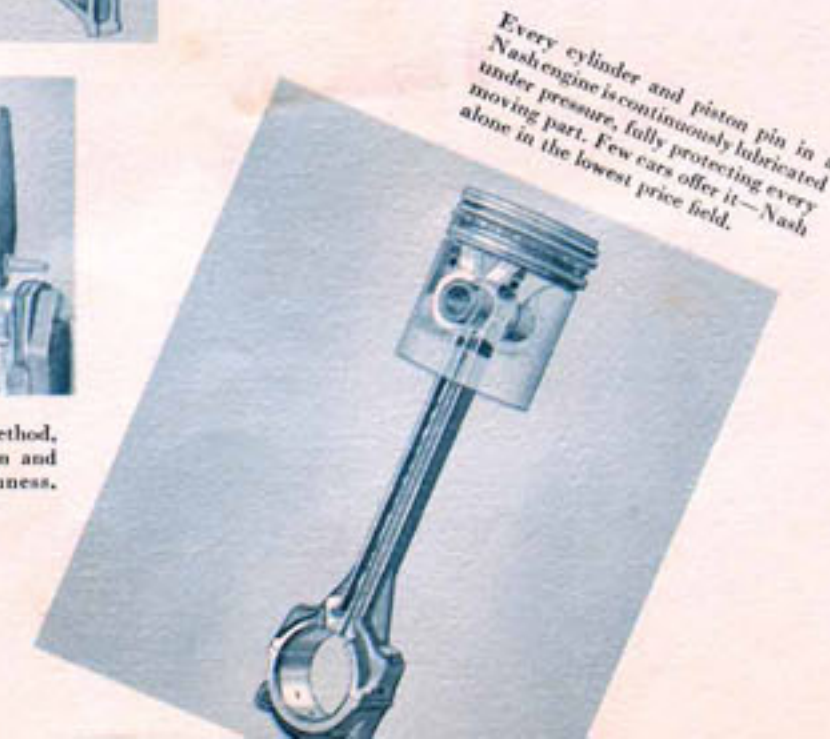
Full-length water-jacketing is an expensive car feature. Yet every Nash cylinder is so protected. Prevents uneven heat expansion . . . lowers oil temperature, improves lubrication, lengthens engine life.



Intake and oil manifolds are enclosed within the engine. Operating temperature is uniform winter and summer. You get quicker starting, brilliant performance under all conditions.



Balancing Crankshafts by Radio. With this new advanced method, Nash craftsmen "listen out" the most infinitesimal vibration and correct it automatically to provide new engine smoothness.



Every cylinder and piston pin in a Nash engine is continuously lubricated under pressure, fully protecting every moving part. Few cars offer it—Nash alone in the lowest price field.

Nash uses lightweight aluminum-alloy pistons with controlled struts in all engines in all series. This method, employed in higher priced cars, insures perfect piston seal at all times, prevents "slap" and oil pumping and saves power.



EVERY FACT . . . EVERY COMPARISON SAYS:

"Go NASH this Year!"

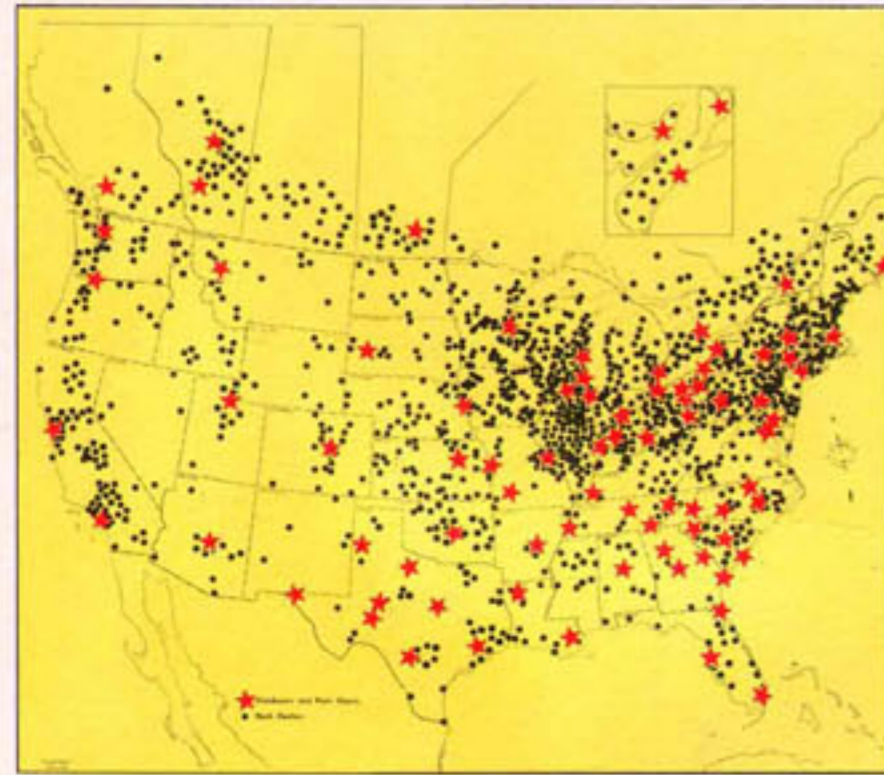
FORGET, for a minute, the fine time you have behind the wheel of a Nash . . . its brilliant performance . . . the luxury of its ride . . . the tingle you get out of "just looking at it."

Each year, some one car steals the show from the others . . . simply because its maker best guesses the trend of the public mind.

This year, that car is Nash. And millions of dollars have been deliberately spent to make it so.

On the previous pages you've seen how every new feature that went into this great new 1941 car has been designed not only to add immeasurable comfort to today's motoring—but to *reduce your operating costs as well.*

Nash saves you money every step of the way. With all 1941 models in new low-price ranges, you *pay less, yet get more*—cars



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

that are bigger, more luxurious, better performers, with more features . . . *better values in every way.*

You've heard the remarkable story of the Nash "600" and the \$70 to \$100 yearly savings it offers in the lowest price field.

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

Its beautiful, sparkling finish is no soft, quick-drying lacquer, but *Permalux*, a baked-on, glass-like finish that tests prove stands up far better. When trade-in time comes around, you will still have a new-looking car.

Nash coil springs will never present you with a bill for lubrication. They'll provide uniform spring action for the life of the car.

The costly alloy, strut-type piston used by Nash . . . and the rifle-bored connecting rods . . . not only stave off reborring time—you also enjoy a sweeter-running, finer-performing engine.

On vacation costs the exclusive Nash Convertible Bed can save you \$15 to \$25 a year—and you can have a vacation every weekend, too, if you want it.

You can't measure health in dollars and cents, but the Nash Weather Eye is an invaluable aid against illness and colds for you and your family—and lets you actually enjoy driving all winter.

And if freedom from worry means anything to you . . . if you value friendly, honest service—then Nash's 2,000 dealers from coast to coast should be figured in as "money savers," too.

These are the outstanding reasons why we think you should own a 1941 Nash. Your Nash dealer can show you many more.

And you'll find they will all agree with your own personal preferences in picking a new car.

For instance, if you want to own the most economical big car on the road . . . if you want to buy in the very lowest priced class—then, without a doubt, the car you want is the Big Mileage Nash Ambassador "600."

Likewise, if you want to enjoy the finest six-cylindrical performance any car can offer . . . Twin-ignition, Valve-in-Head . . . 105 Horsepower—yet still stay in the medium low-price field—there can be no question about it—the car you want is the new Aeropowered Nash Ambassador Six.

But, if it's real luxury you're looking for—with all the "custom" atmosphere and beauty of an automobile that would ordinarily cost well over \$2,500 . . . the powerful performance of a Valve-in-Head Eight—with Twin-ignition . . . 115 Horsepower . . . and all this for around a thousand dollars—there's only one car in the world to offer it to you—the luxurious new Nash Ambassador Eight.

So—at whatever price you're prepared to pay for an automobile today—you'll find there's a new Nash Ambassador to exactly suit your needs.

There's a new kind of motoring waiting for you today. Why don't you try it? Why not step into a new Nash right now?



A LIFETIME VALUE! Because we build more fine car engineering into every Nash, you get more out of them—in longer life and smoother performance, higher resale value later on. Actual charts and figures in the industry's used car valuation books show you what your car is worth from year to year—prove that the Nash way of building cars is best.



EVERY NASH SEDAN TURNS INTO A SLEEPING CAR!

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

Then, and only then, you'll appreciate the comfort, the convenience—and the economy—of sleeping in your own bed, no matter where you are.

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

No need to wire ahead for accommodations or hunt up lodgings in a strange town. No need to pack bulky camping equipment for a few days and nights in the woods. You simply park your car at some pleasant spot beside the road or trail and make up your bed in less than three minutes.

It's easy. All you have to do is lift the back of the rear seat and roll the seat cushion forward on tracks. A "false" back, with a

mattress attached, folds down into the space previously occupied by the cushion. You place a mattress pad over the platform in the trunk, arrange your sheets and blankets and crawl in for a comfortable night's sleep.

And you don't even have to worry about bugs or insects. Special screens, available with the bed equipment, fit snugly into the window openings.

Sportsmen! Think of the advantages on hunting and fishing trips! Salesmen! Think of the added convenience and the regular savings in your work! Doctors and police and fire officials! Think of this perfect car for transporting convalescents, for emergency ambulance work!

The Nash bed car saves time, saves lodging expense and—in emergencies—saves lives.

Try it. Take it with you on just one trip . . . and you won't want to be without this great feature on any of your trips.

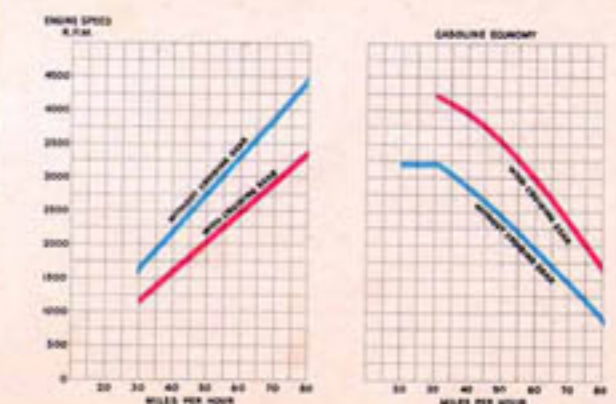


Winter or summer, it's all the same with a new Nash. The Manifold-Sealed engine gives you the same kind of performance in all kinds of weather.

If a slow-moving car looms ahead and you want to—or have to—pass in a hurry, you simply nudge the throttle. The Automatic Overtake gear takes hold and you trade wheels for wings to swoop by in the twinkling of an eye.



At 33 to 35 miles per hour the Fourth Speed Forward cuts in automatically. Your engine seems to "sleep" (at 30 per cent reduced speed, noise and strain) but you glide on, smoothly and quietly, to arrive at your destination fresh and relaxed. What's more, the Fourth Speed Forward is kind to your pocketbook because it cuts fuel costs as much as 15-25%, saves up to 50% on oil.





Go **NASH**

AND SAVE MONEY EVERY MILE