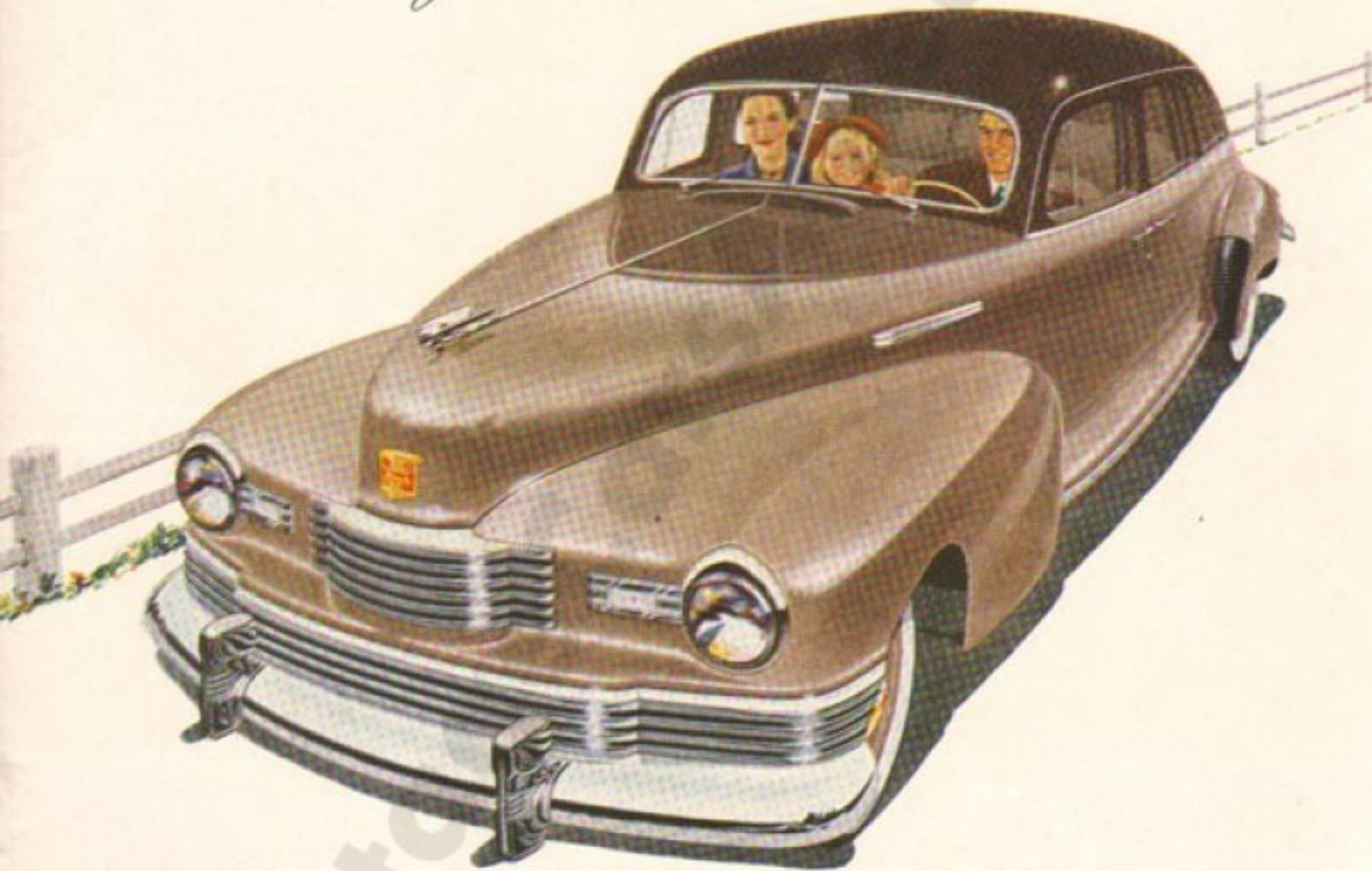


*Setting the Pace
For '48*



Nash
GREAT CARS SINCE 1902



Great Cars since 1902



More than 45 years of fine craftsmanship—dating from the famous Rambler of 1902—reaches new achievement in Nash for 1948.

Again the Big Swing is to **Nash**

EVERYWHERE today, the swing is to the new Nash.

You see it on the highway. Car after car is a sparkling new Nash. You see it in your own neighborhood. Family after family has switched to Nash. And you see it along "automobile row." Outstanding dealers everywhere are handling Nash.

And listen to the "talk" about new cars. It's about Nash, too.

It's about the flashing power of the Nash Ambassador . . . the amazing performance and economy of the Nash "600" . . . the wealth of features and the new engineering conception that have gone into both great automobiles.

Good news travels fast in the automotive industry, and the news about Nash has led all the rest. Take the Nash "600," for example:

Here is the first *big* car, scientifically designed and built to deliver more than 25 miles on a gallon of gasoline at average highway speeds.

Here is a new kind of car construction, patterned after streamlined trains and modern airplanes. Body-and-frame are one integral unit, with 8,000 spot-welds . . . making a steel-girdered "Unitized" body-frame that's lighter yet stronger, rattle-proof and squeak-proof.

It's the *newest* of all cars in basic engineering design, a car that's easier to steer, park and handle . . . a car with revolutionary new developments in comfort and features. Nash engineers have *dared* to break with the past, and to create and pioneer the new.

Some day, we predict, all cars will be built like Nash. It's the modern way, the *right* way, to build an automobile. But Nash gives you this new kind of car TODAY. That's why we can proudly say: "Nash . . . pattern of cars to come."

This, then, is the explanation of the continued big swing to Nash.

The following pages attempt to give you the complete Nash story. But for the full impact of what this new kind of car means in terms of thrilling performance, amazing economy and solid satisfaction, ask any owner. Or better yet, drive a Nash and *see for yourself what a truly fine car this is!*



Nash sets the pace for the 1947 Indianapolis 500-mile Race. This same pace car set a new class record for the Mt. Washington, N. H., hill climb. On the highway, as on the speedway, Nash sets the pace.

The 1948 Nash "600" Series

Now Available in Both
Super and Custom Models



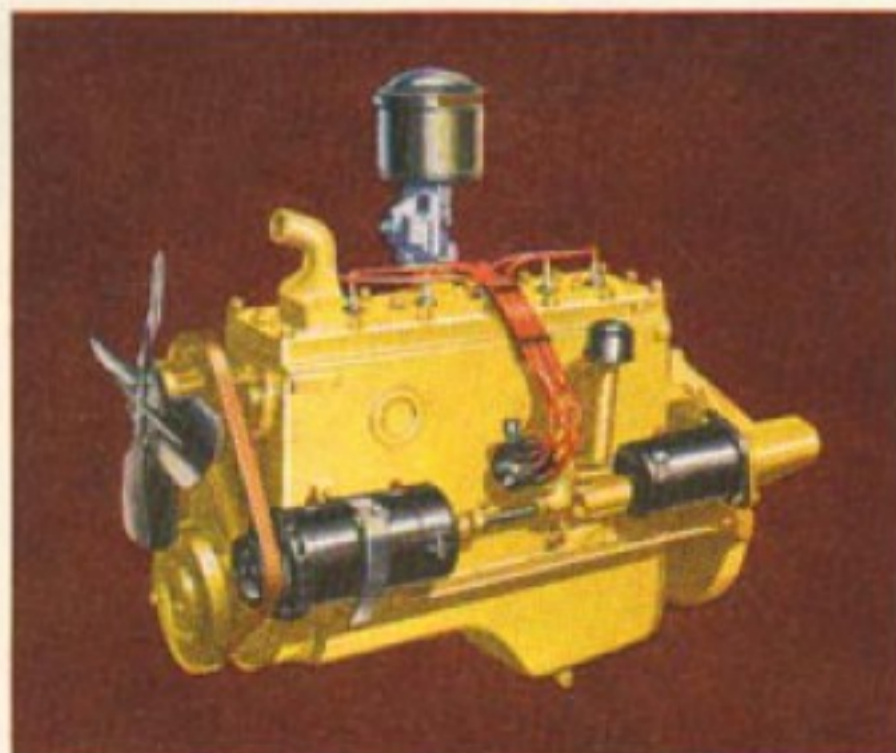
THE BIG, BEAUTIFUL Nash "600's" you see here can take you more than 500 miles at average highway speeds on a single filling of the 20-gallon gas tank. That's better than 25 miles a gallon!

Yet the Nash "600" is a *big* car—199 $\frac{1}{2}$ inches from bumper to bumper . . . a full 6-passenger sedan . . . seats sofa-wide . . . with more headroom, legroom and seatroom than you find in cars costing far more.

Reason is its revolutionary construction—8,000 spot welds join body and frame into a single Unitized structure, stronger and safer, with useless dead weight eliminated. Under the hood is one of the most efficient engines in the industry, the record-breaking Flying Scot.

Individual coil springs at all four wheels give you the smoothest kind of ride. And what a dream to drive! Steers, parks, handles like a kitten . . . actually restful on the highways, it's so quiet and easy handling.

Yes, inside and out the Nash "600" is truly advanced!





Nash '600' 4-DOOR TRUNK SEDAN



Nash '600' 4-DOOR SLIPSTREAM SEDAN



Nash '600' BROUGHAM

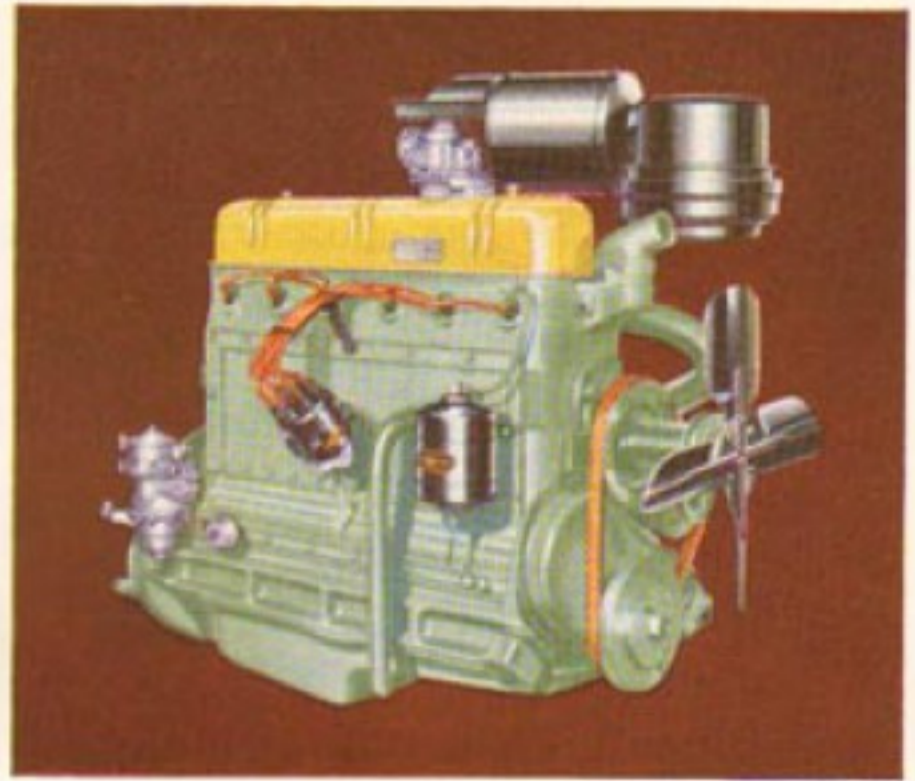
EVERYONE WHO KNOWS fine cars knows that here is one of America's truly great automobiles . . . for with its famous valve-in-head engine . . . its 112 horsepower . . . the *Nash Ambassador* is one of the most powerful 6-cylinder cars in America!

A leader in style . . . in engineering craftsmanship . . . the Nash Ambassador leads, too, in owner loyalty. Year after year you find the discriminating buying the Nash Ambassador . . . for performance, for durability, for sheer motor-ing luxury and comfort.

Ambassador means mastery of the road with the swift, silent pace of the Fourth Speed Forward, and the Automatic Overtake for sprinting spurts of speed.

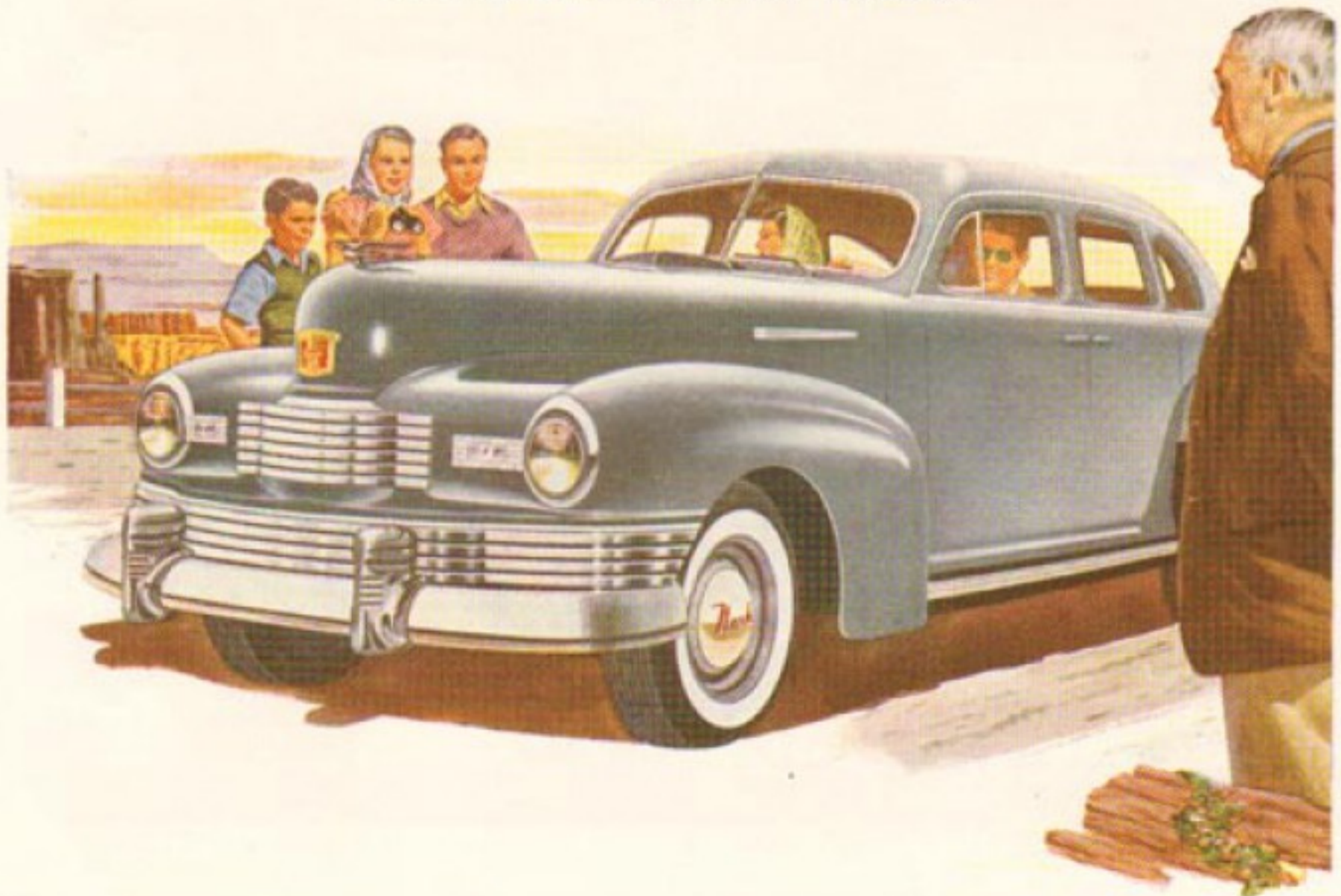
Ambassador means advanced engineering. It means the *quietness* and comfort of a spacious lounge interior . . . the cradled ride of a full 121-inch wheelbase.

With its fine-car quality, luxury and performance you might well expect the Ambassador to be expensive. Yet, it is in the medium-price field . . . one of America's foremost motor car investments.



The 1948 Nash Ambassador Series

SUPER AND CUSTOM MODELS





Nash AMBASSADOR 4-DOOR TRUNK SEDAN



Nash AMBASSADOR BROUGHAM

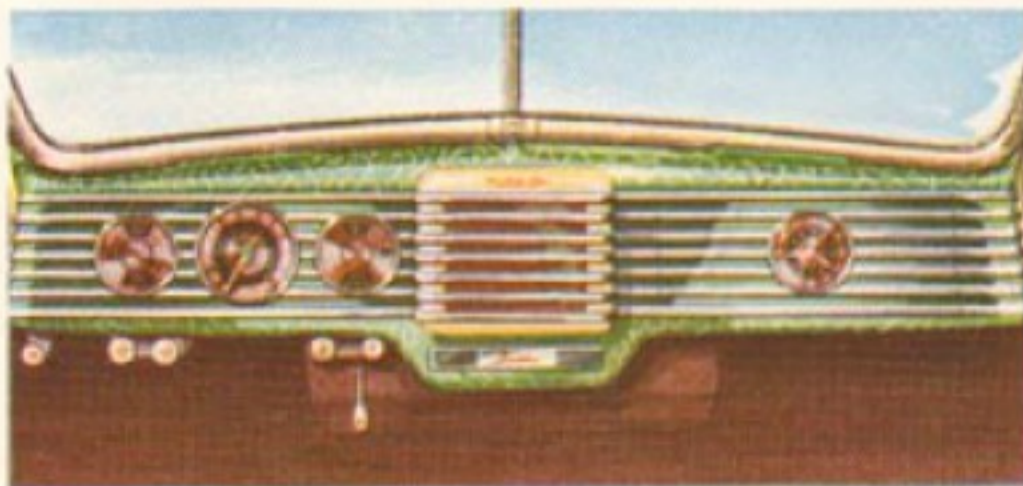


Nash AMBASSADOR 4-DOOR SLIPSTREAM SEDAN



Superb B

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



The most modern approved principles of color harmony are given full and attractive expression in the luxurious Nash Custom Models. Here the distinctive new Sherwood Green is carried through interior trim and instrument panel. The rich Nash green exterior adds striking beauty to this color ensemble.

Beauty and Color Harmony...

NEW 1948 CUSTOM MODELS

Discriminating owners who desire the finest in materials, tailoring and appointments will want the luxurious beauty of the new Custom line.

Custom Models are available in both the "600" and Ambassador series cars.

The new interiors are available in three different colors to harmonize with exteriors, and the result is both striking and beautiful.

Cushions and seat-backs are tailored of top-quality fabric and the new plastic leather. Colors available are a rich Tampico Brown, deep Sherwood Green and handsome Neapolitan Blue. The soft seat fabric is neutral to blend perfectly. Side walls, head linings, assist cords and fittings complement the upholstery.

An attractive harmonizing leather roll design on the doors below the garnish moulding is carried through the center pillar and rear quarters to add to the over-all beauty.

The instrument panel matches the leather in color and even in texture through use of a new Di-Noc graining of the metal. Instrument dials are a modern bronze that adds beauty from the driver's seat, plus the highly practical value of improved visibility.

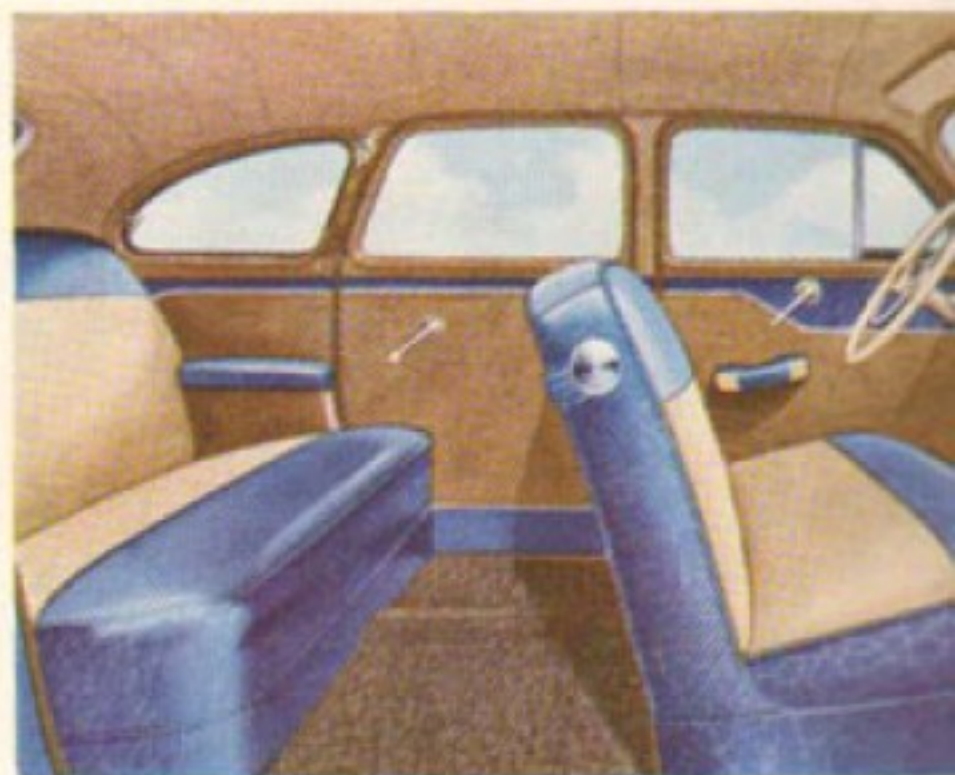
Standard equipment includes ash trays front and back, robe cord, padded and lined glove compartment, door-controlled front compartment light, and other convenience and comfort features.

For those who pride themselves on the finest of comfort and distinction in their personal automobile, the 1948 Nash Custom Models have been specially designed.

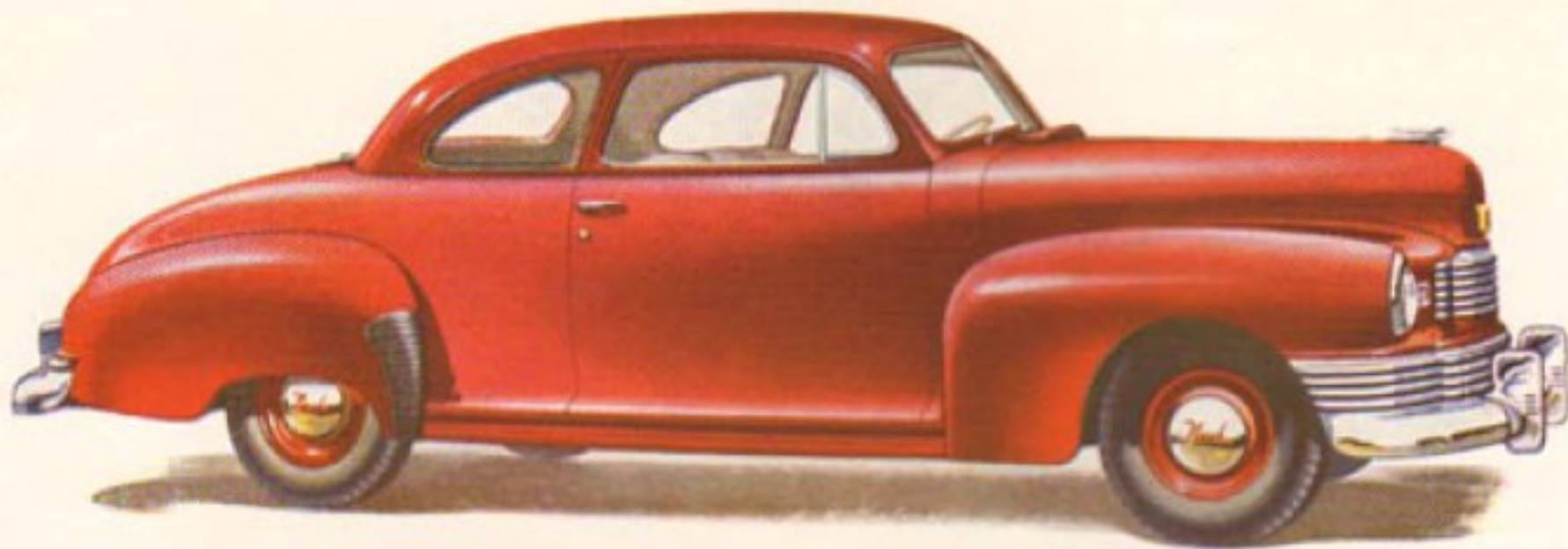
The attractive Neapolitan Blue Custom Model interior (shown at right) provides opportunity for distinctive color harmony with still other exterior shades. Design your own Custom car with your choice of rich Green, Brown and Blue interiors!



This rich and luxurious interior, finished in Tampico Brown, complements a number of exterior body colors in the wide Nash selection. Note that the handsome instrument panel is colored to match the interior trim. The plastic leather trim is washable.



The Nash "600" Deluxe Business Coupe



Wide, soft seats add to the comfort of motor travel. And there's plenty of extra space behind the seat. This compartment is lined with washable plastic leather.



Worlds of room for luggage, sample cases, complete equipment for travelling. Salesmen in particular will appreciate the utility of this extra-large Business Coupe trunk.

● One of the most popular of all automobile body styles is the Business Coupe. For 1948, Nash makes available a new De Luxe model in the "600" series.

Featuring new beauty, unusual luggage room and a new low price, the Nash "600" Business Coupe fills a long-felt postwar need.

Salesmen and fleet owners particularly will appreciate this new model. With its amazing gasoline economy, easy parking and handling, the smooth ride of coil springs on all four wheels and the comfort of Weather Eye Conditioned Air, it is the perfect answer for the traveler whether his driving covers long-distance highway trips or constant operation in a city.

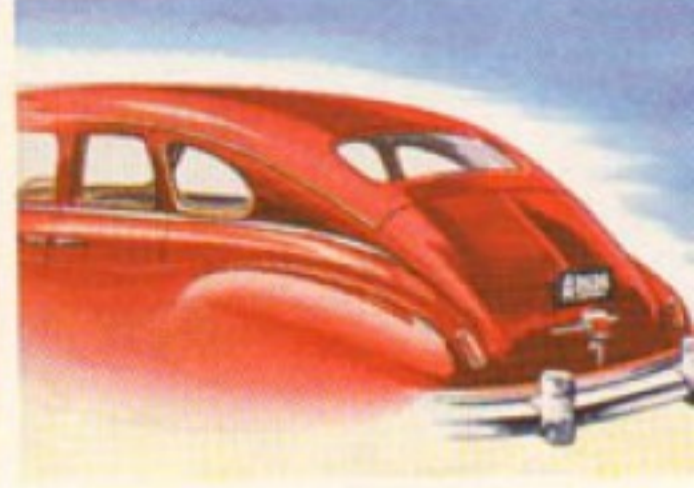
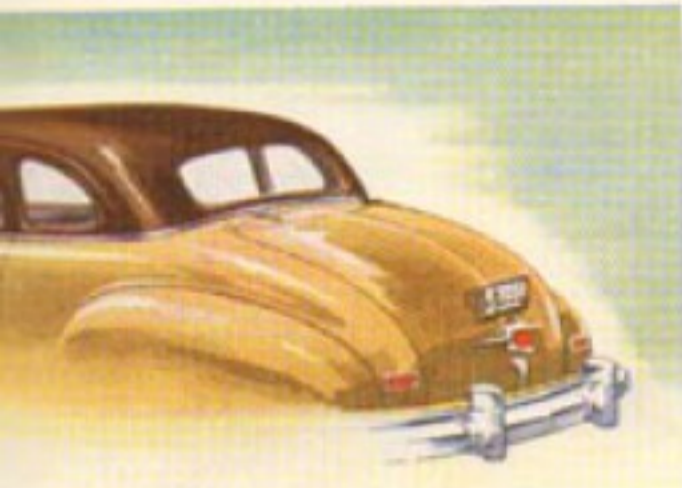
The Business Coupe is a big car. Look at its size in the picture above. And look, too, at the beauty of its long, graceful lines, its clean sweep from bumper to bumper.

Rear compartment is sturdily lined and covered with plastic leather. There's a full carpet behind the seat. Interior trim is smartly tailored in serviceable fabric, with harmonizing headliner and panels, and cream tenite fixtures. Washable plastic leather kickpads are at the bottom of both doors. Available in all standard solid body colors.

You'll like the beauty, performance and downright value of the new Nash "600" Business Coupe.

1948

Specifications



Pictures above show attractive rear-end styling of Brougham, Trunk Sedan, Slipstream Sedan

The Nash "600" SERIES

Engine—L-head; exclusive sealed-in intake manifolds. Bore $3\frac{1}{8}$ " ; stroke $3\frac{1}{4}$ " ; displacement 172.6 cu. in.; taxable h.p. 23.44; developed h.p. 82 @ 3800 R.P.M. Tri-point rubber engine mountings. Isothermal fuel system; down-draft carburetor; automatic choke; dual automatic spark control; steel-strut aluminum pistons; four main bearings, fully counter-weighted crankshaft statically and dynamically balanced; vibration damper; full pressure engine lubrication (rifle-drilled connecting rods) of all pistons, pins and cylinders; cylinders with full length water jackets; oil capacity 5 quarts; fuel capacity 20 gallons.

Chassis—112-in. wheelbase; independent front suspension system, and coil springs at all four wheels controlled by two-way direct-acting hydraulic shock absorbers; torque tube drive with track alignment bar at rear. Full ball-bearing shockproof steering system with 20.5-foot turning radius. Super-hydraulic brakes; cast-iron drums. Synchro-Shift transmission with steering column control. New-type Super-Cushion 6.40 x 15 tires. Over-all length 199 $\frac{1}{8}$ in.

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

The Nash Ambassador SERIES

Engine—Valve-in-head; exclusive sealed-in intake manifolds. Bore $3\frac{3}{8}$ " ; stroke $4\frac{1}{4}$ " ; displacement 234.8 cu. in.; taxable h.p. 27.34; developed h.p. 112 @ 3400 R.P.M. 4-point rubber engine mountings. Isothermal fuel system; down-draft carburetor; automatic choke; dual automatic spark control; steel-strut aluminum pistons each with four piston rings; full length water-jacketing. Fully counter-weighted, seven main bearing crankshaft with 66.34 square inches of bearing area, statically and dynamically balanced; vibration damper; full pressure engine lubrication (rifle-drilled connecting rods) of all bearings, piston pins and cylinders; oil filter. Oil capacity 6 quarts; fuel capacity 20 gallons.

Chassis—121-in. wheelbase; independent coil spring suspension at front; semi-elliptic prelubricated leaf springs with metal covers at rear controlled by two-way direct-acting hydraulic shock absorbers. Dual 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 with steering column control; automatic cruising gear (4th speed) with automatic overtake, optional extra. New-type Super-Cushion 7.10 x 15 tires. Over-all length—208 $\frac{1}{8}$ inches.

Body—Unitized all-steel, strongly secured to rugged frame; internal bridge-truss construction. Completely insulated and soundproofed with Sand-Mortex applied to body side panels; spool-type rubber body mountings. Weather-sealed doors. Body (inside and out), hood, fenders and all other sheet metal Bonderized to prevent rust. Finish—high-gloss Permalux enamel. Nash Weather Eye Conditioned Air System and sedan sleeping car conversion, optional extra.

STANDARD EQUIPMENT IN SUPER AND CUSTOM MODELS

- Arm Rest Both Front Doors
- Ash Receiver Front and Rear
- Assist Cords
- Carpet Inserts in Front
- De Luxe Steering Wheel with Full Horn Ring
- Dual De Luxe Bumper Guards
- Dual Dome Light Switch
- Dual Sun Visors
- Dual Tail Lights
- Dual Windshield Wipers
- Gravel Deflectors
- Gravel Pads on Rear Fenders
- Hi-Test Safety Glass Throughout
- Luggage Compartment Lights
- No-Draft Ventilation
- Plastic and Lacquered Grille for Radio
- Rear Quarter Ventilating Windows
- Robe Cord
- Sealed Beam Headlights
- Spare Tire and Wheel
- Stainless Steel Running Board Mouldings
- Voltage Control Generator
- Wrap-Around Bumpers

Nash Motors, Division of Nash-Kelvinator Corporation, reserves the right to make changes at any time, without notice, in specifications, prices of models, and also to discontinue models.

Years Ahead in Solid Comfort

● No matter what cars you have owned or driven, you'll notice an important difference—the moment you step into a Nash.

For comfort is all-important here at Nash . . . a special kind of comfort that only Nash owners can enjoy.

You *see* it at once in all the *extra* features that are exclusively Nash. Such things as the Convertible Double Bed available for every Nash sedan . . . the famous Weather Eye System of Conditioned Air . . . the living room comfort and beauty of Nash interiors . . . the convenience and distinction of ap-

pointments. You *see* it, too, in extra-wide doors, chair-high seats, extra headroom and legroom.

You *feel* it in the cradled smoothness of a gliding ride . . . the easy way it parks, and steers, and catfoots around the curves.

You *hear* it in the soothing silence of Sand-Mortex soundproofing that shuts out road roar. Even the fenders are specially molded to muffle the sound of its speeding wheels.

You *sense* it in the pride you feel in a sparkling beauty that stays bright long after other cars have grown dull. Nash bodies inside and out, hoods, fenders and all other sheet metal are Bonderized to prevent rust and help preserve the original lustre.

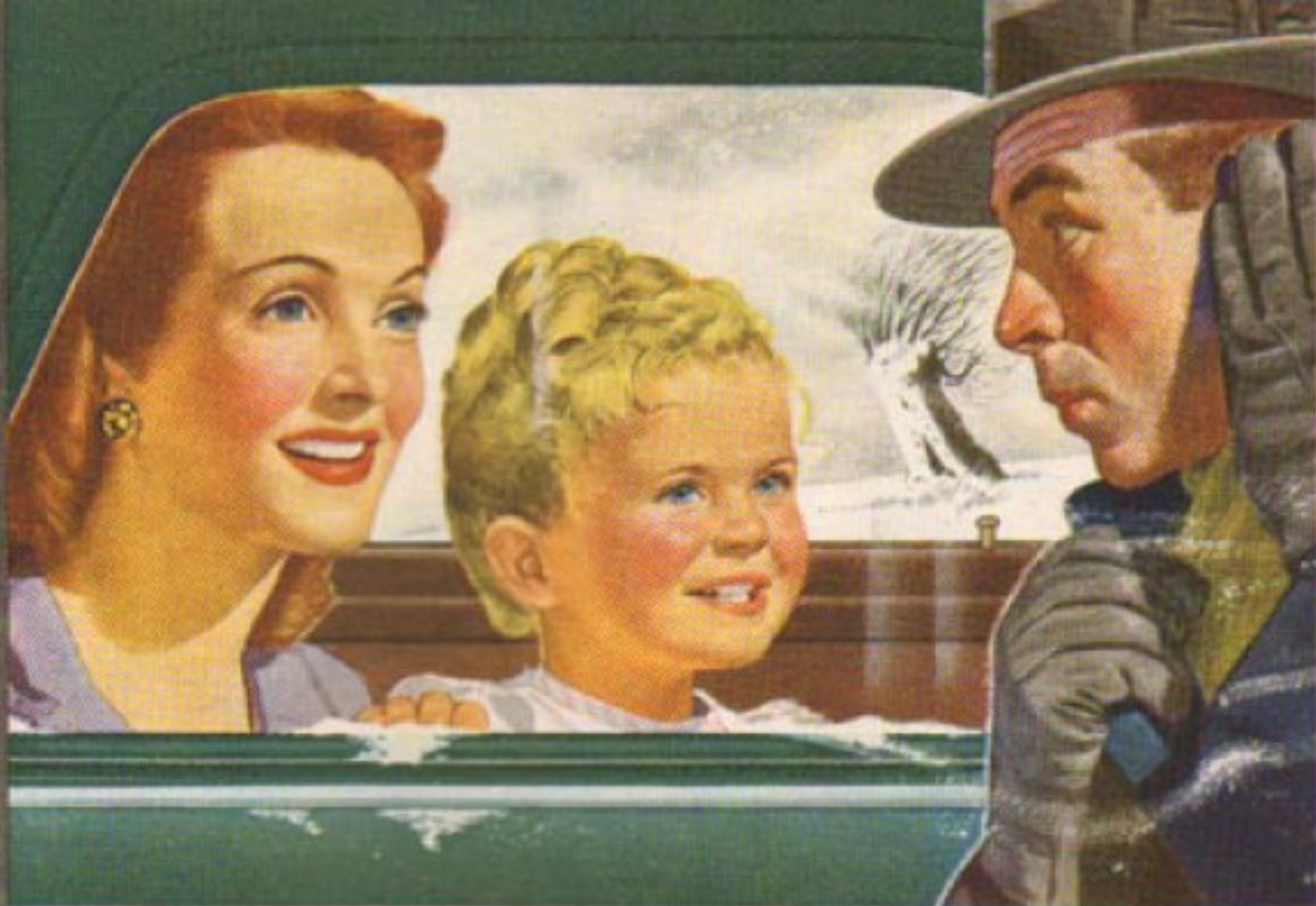
Step by step, all through the conception, design and building of an automobile, Nash has its eye on your comfort, your enjoyment, your pride in the possession of a fine car.

Don't try to *imagine* what it's like. Ask any Nash owner . . . or better yet, drive one yourself and *know* the solid comfort that's there for you.



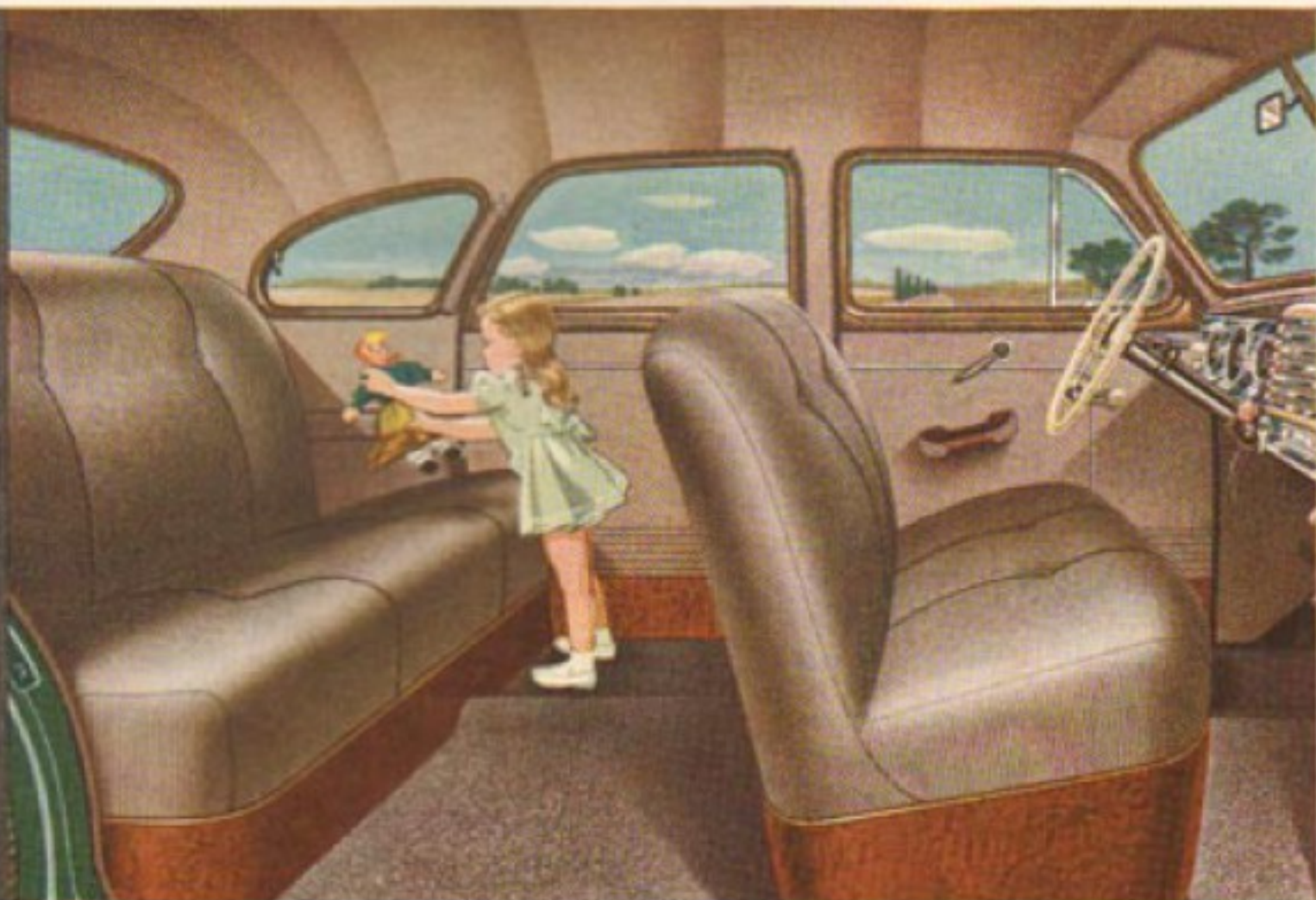
● A big double bed right in the rear compartment of your Nash sedan! Any Nash owner can have this famous feature at slight extra cost. And think of the convenience for tourists, the comfort for sportsmen. No need to "hunt up" lodgings. No need to bother with tents, cots or bedding rolls. Just lift the back of the rear seat . . . rock the seat cushion forward . . . and within 3 minutes your own luxurious bed is waiting for you no matter how far from civilization you may be!

*Nash
Weather Eye
Conditioned
Air System*



• Some day all cars surely will have this advanced method of heating and ventilating an automobile. But today, *only* Nash has the amazing Weather Eye Conditioned Air System. *Automatically* . . . fresh, filtered, thermostatically controlled warm air is brought into the car under pressure. Stale air and smoke vanish like magic. Drafts, fogged-up windows are eliminated. It's safer, healthier, more comfortable. Actually, you can drive through a blizzard without coat or gloves!

*Oversize
Luxury
Interiors*



• The revolutionary new-type Unitized Body-Frame construction used in Nash results in far more seatroom, headroom, legroom. Seats are sofa-wide, almost five feet . . . with leg and headroom of the same generous fullness . . . and doors are wide. You don't have to squirm and stumble to get in and out. Both the Nash "600" and the Nash Ambassador models ride six big people in luxurious comfort. Trim, tailoring and fittings are distinctively handsome and appropriate.

America's Precision-Built



Completely equipped laboratories duplicate the most difficult operating conditions. Here engineers are testing cold-weather operation in temperatures 40° below zero.



Manufacture of the Nash Unitized Body-Frame requires the most modern equipment and highly skilled workers. The big Nash body plant is recognized as the most outstanding in the Industry.

New developments and materials, plus speed, economy and performance are tested round-the-clock at Nash Proving Grounds.



Nash has a reputation for rugged dependability. You've heard that boast from many a proud owner since you were a child. For more than 45 years, great cars have been coming from our big Kenosha plants, and we are proud of

that reputation . . . it has become a tradition at Nash.

Year in and year out, Nash has built an honest car, a dependable car, a great car. For all its sleek beauty and advanced engineering . . . there's still that basic ruggedness beneath the satin finish.

The reason is in the care and precision and honesty with which Nash cars are built. Nash actually spends more to give you more. Spends more in manufacture, more in materials.

All sheet metal is *completely* rust-proofed by full Bonderizing; finishes are the finest Permalux enamel. You've *seen* the result in Nash cars that look like new while their neighbors' are fading and rusting away.

It costs money to rifle-drill connecting rods, to install 100% full-pressure lubrication, to provide full-length waterjacketing and manifold-sealed engines. But *you* get the benefit in longer life, smoother performance, quicker starting and greater economy.

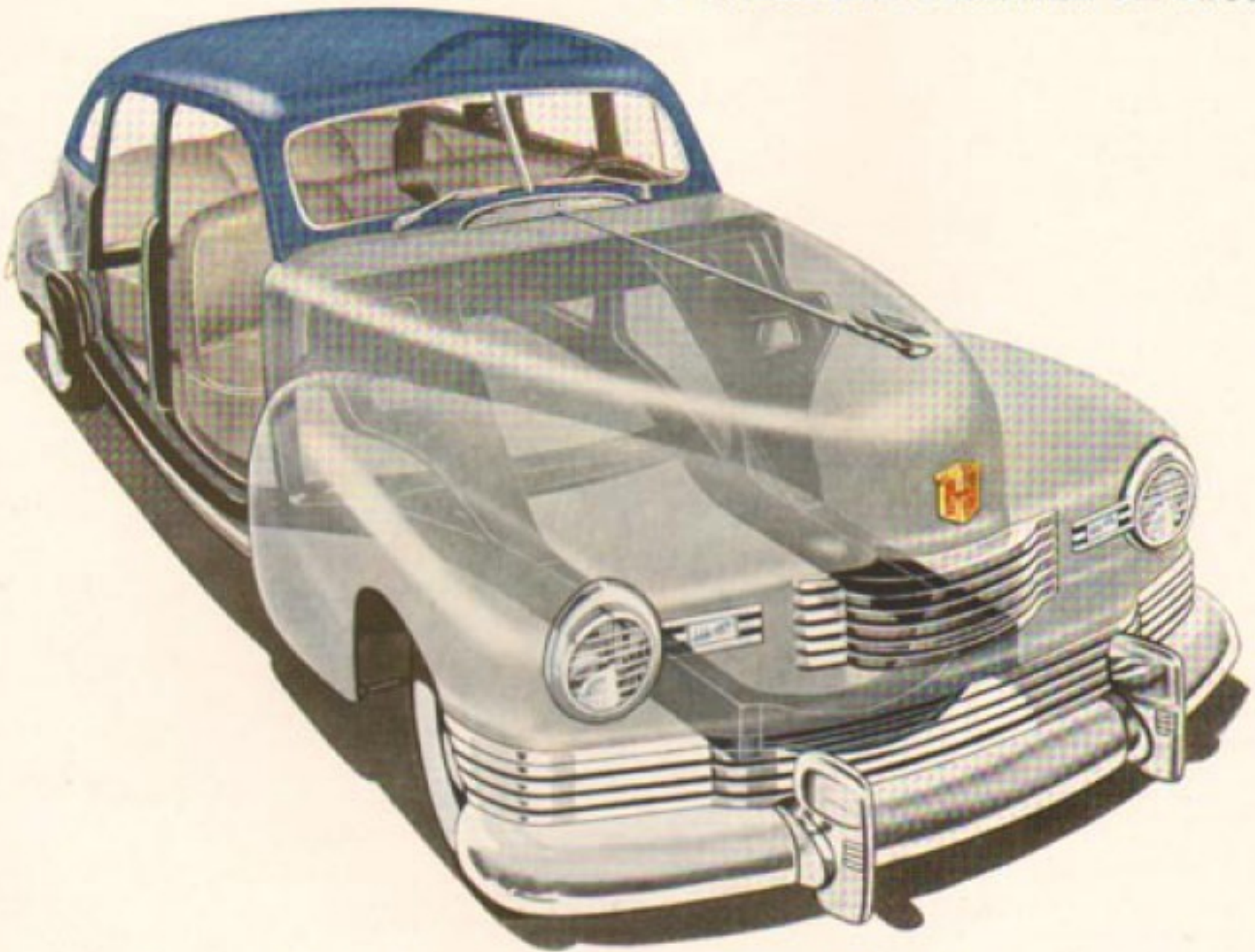
It takes more time to work engine blocks in chrome nickel alloy steel—the hardest iron alloy metallurgical chemists have developed for this purpose. But it makes a better engine for you. Cylinders wear-in smoother, valves seat better, mirror-smooth working surfaces hold their fine precision tolerances far longer.

All along the line you see precision manufacture, quality materials, extra inspection and testing that protect Nash's reputation for rugged dependability. That's the way Nash builds cars.

And in its factories, its laboratories, its design departments and its completely equipped proving grounds, the search for ever better ways goes forward constantly.

Automobile

- One Welded Steel Unit
- Far Stronger — Safer — Virtually Twist-Proof
- Sensational New Gasoline Economy
- More Room Inside
- A New Kind of Ride
- New Roadability at ALL Speeds
- Girder-Steel Protection All Around



THE UNITIZED BODY-AND-FRAME CONSTRUCTION

Product of Nash research and engineering, the Unitized Body-Frame construction is a revolutionary new conception of automotive design. Body and frame in the Nash "600" are a one-piece steel-girdered structure joined by 8,000 spot welds. Stronger and safer, yet useless dead weight is engineered out . . . and you profit by better performance and the amazing economy of more than 25 miles to a gallon of gasoline at average highway speeds!

Engineers predict some day all cars will be built this new and better way . . . like modern ships and planes and streamlined trains. Roomier, stronger, safer and quieter—here is modern design that scraps outmoded tradition . . . replaces cumbersome weight with strength and sparkling performance. Unitized Body-Frame construction is another reason why we can proudly say: "Nash . . . Pattern of Cars to Come."

Where Nash Quality Begins



Nash body plant at Milwaukee, Wis. Most outstanding in industry.



New plant of Nash Motors of Canada, Toronto, Ontario.



A complete plant for parts and service, Milwaukee, Wisconsin.



New West Coast plant, El Segundo, California.



The main plants and manufacturing headquarters, Kenosha, Wisconsin.



Nash-Kelvinator Corporation, Detroit, Michigan.

From its earliest beginnings, Quality and Fine Craftsmanship have been the basic watchwords of Nash Motors. Great automobiles have been built at the big main plants at Kenosha, Wisconsin since 1902. Today Nash manufacturing operations stretch from coast-to-coast; factory parts and service depots, zone offices and warehouses dot the map; outstanding dealers provide efficient and friendly service wherever you may go.

Nash is known as one of the most efficient and self-contained manufacturers in the Automotive Industry. The newest in equipment, manufacturing techniques and processes is your further assurance that Nash Quality and Performance are in-built for lasting satisfaction.



Complete proving grounds at Burlington, Wisconsin.