



Presenting the 1954

# ***Must Rambler***

Styled by Pinin Farina

America's Finest Compact Cars

In Exciting New Models



The Car that Started  
a Whole New Trend  
in Motoring **Now**  
**Sparkles with New**  
**Glamour**



Until you see this newest Nash Rambler—you don't know what's new in compact custom cars!

For here is the "continental look" as only the master can style it—the man who started the whole continental trend in America. Here is the new Nash Rambler by the one and only Pinin Farina.

Look at the swift, sweeping new lines by the world's foremost custom car designer. Look at the wide, wide windshield . . . the low, "show-the-road" hood with its smart and functional air scoop . . . the high, helpful "Road-Guide" fenders . . . the long, racing look of the rear . . . the distinctive, Continental rear tire mount.

Look inside at the host of luxuries the new Nash Rambler—and only the Rambler—gives you at no extra cost.

Yes, look—and you'll know why the new Nash Rambler is America's finest compact car . . . the first car especially designed for today's traffic.



And **Now** the  
**Rambler** in a new  
Spacious **Four-Door**  
**Sedan**

Here it is—something entirely new in automobiles—the Nash Rambler, now in a luxurious four-door sedan.

Entirely new in Rambler size . . . entirely new in Rambler room . . . entirely new in Rambler luxury—America's first compact car now steps out in a brand-new style.

Everything you've ever loved in the Nash Rambler is here—its quick-as-a-wink parking . . . its whiplash getaway . . . its sky-rocketing zoom up hills . . . its Pinin Farina dash and dare.

Yes, think of having all the beauty . . . all the glamour . . . all the Rambler handling ease in a spacious four-door sedan, with new wider seats, accomodating a family of six . . . and ample luggage space for cross-country trips.

But don't just think about it. Don't just dream about it. See and drive the newest Nash Rambler—the four-door sedan thousands of you asked us to build.



# The Amazing

# Nash

# Rambler

## Success Story

Yes, it's the miracle of the motoring world—the amazing rise of the Nash Rambler—America's first compact custom car. When we first introduced the Rambler, it was an over-night sensation. Thousands of the most discriminating people in America became Rambler owners—and Rambler enthusiasts. In less than four years the Nash Rambler has become THE postwar success story. Because it was just what America ordered.

### The First Car Engineered For Today's Traffic Conditions

The far-sighted designers of Nash saw the need for a car that could cope with today's city traffic, a car that could find parking spaces on today's crowded streets . . . and still bow to none on the open road.

Others had seen this need. Others talked about it. Magazine articles by the score were published. Yes, everybody talked about it—but only one company, only Nash had the vision—only Nash had the courage to invest the necessary millions of dollars to produce a car different from anything the world had seen before.



### Easiest to Park

What Nash did was to produce the finest car that can be built—a car of superlative quality and luxury in every detail—but engineered in a more compact size, to handle and park more easily than any other car on

the road. In materials, in tailoring, in luxury equipment, in performance—the Rambler lived up in every inch to the Nash fine-car tradition.

The Nash Rambler's record-breaking success inspired an important trend to the compact car idea—but the Rambler outsells them all, because it alone gave motorists the best of everything—in a more compact size.

The first Nash Rambler introduced was the Convertible—and it made motoring history—in more ways than one. It was the first safety convertible. It was the first rattle-proof convertible, with unitized Airflyte Construction. It set remarkable records for economy.

### Up to 30 Miles A Gallon



In the famous Mobilgas Economy Run, the amazing Nash Rambler set an all-time record of 31.05 miles to the gallon, with overdrive—a record that has never been equalled by any other car.

And countless letters from Nash Rambler owners report up to 30 miles a gallon—and even more—at average highway speed.

### Sensational Performance

Equally sensational was the result of the Nash Rambler's first stock car





race competition. At Lanham Speedway, Washington, D. C., the Rambler won first in the Grand National Circuit 400-lap race, beating 25 other late-model cars—proving that

America's most economical car is one of the greatest performers ever built.

Again, in 1952, the Rambler made international news in Europe's famous Monte Carlo Rally, finishing with the highest placement of any American car in history.

## 4 Out of 5 Two-Car Families Prefer to Drive the Rambler

You have noticed how many of the most prominent people in every community own Nash Ramblers. Obviously, with such people buying Nash Ramblers, a large percentage of Ramblers are owned by families who own two, three or more cars.

An independent research organization interviewed these multiple-car families. Among the questions asked was this:

"Which do you drive the most—your Rambler or your other car?"

These people, many of whom own America's most expensive cars along with their Ramblers, gave this report:

*82%—more than four out of five—said they drive the Rambler most.*

Because the Nash Rambler is so much

more fun to drive! So gay and dashing. So delightfully easy to handle. So smart about finding parking places other cars have to pass by. So incredibly nimble in traffic. So sure-footed on winding roads. Such a swift, comfortable cruiser on long trips. And so distinctive to be seen in.

The swing to the Nash Rambler is becoming greater. Year after year, more people are switching from other makes to the Nash Rambler. You see Ramblers at all the smartest places—scooting about Palm Beach . . . whipping along Hollywood Boulevard . . . skipping through Park Avenue traffic . . . parked in front of the most exclusive clubs.

## "DOUBLE-LIFETIME" Makes Nash Rambler Used Car Value

And as a used car, the Nash Rambler is one of the "most-wanted" cars on used car lots all over the nation. The same exclusive Nash features that make the Rambler so popular as a new car make it a real used car value. For this is the only compact car built with unitized Airflyte Construction . . . built to deliver a "double-lifetime" of service, to give you twice as many miles as other cars . . . and to be worth more when you trade it in.

## Among Famous **R**ambler Owners

### AMY VANDERBILT

author of the best-selling "Amy Vanderbilt's Complete Book of Etiquette," now driving her third Rambler.

### MARGARET SULLAVAN

distinguished actress.

### MRS. JAMES STEWART

prominent in charitable work, and wife of the noted motion picture actor.

### HOWARD SCOTT

famous American artist.

### PHIL RIZZUTO

baseball's outstanding shortstop.

### SAM SNEAD

one of golf's most colorful champions.

### BOB LEMON

Cleveland Indian pitcher.

### BILL STERN

No. 1 sports announcer.

### BARBARA BEL GEDDES

star of stage and television.

### NEVA JANE LANGLEY

Miss America 1953.

### LLOYD MANGRUM

one of the all-time "greats" in golf.

### DENNIS DAY

star of stage, screen, radio and television.

### MRS. PHILIP ARMOUR, III

distinguished social leader.

### JOHNNY MIZE

famous baseball star.



NASH LA BREA  
1150 SO. LA BREA  
LOS ANGELES 19, CALIF.

# The Story of

# *Nash*

# "Firsts"

*The Nash  
Ambassador*

*The Nash  
Statesman*

*The Nash  
Rambler*

*The Nash  
Healey*

**T**oday, the list of important names who are changing to Nash Airflytes reads like a cross-section of "Who's Who" and the "Social Register". Today, more than one million Nash cars are in the hands of enthusiastic owners. And survey after survey shows more people preferring Nash than ever before in our fifty-two year history.

The rise of Nash in popularity and prestige is the result of the most daring and the most advanced planning. For, year after year, Nash has continued to blaze new trails to better motoring. Year after year, Nash has pioneered scores of important developments—great "firsts from Nash," a few of which are listed here:

*UNITIZED BODY-AND-FRAME (AIRFLYTE CONSTRUCTION) . . . WEATHER EYE CONDITIONED AIR SYSTEM . . . ISO-THERMAL INTAKE MANIFOLDS . . . RUBBER-MOUNTED ENGINE . . . 7-BEARING, 100% COUNTERBALANCED CRANKSHAFT . . . CLUTCH PEDAL STARTING . . . CONTINENTAL STYLING . . . THE SAFETY CONVERTIBLE . . . PULL-OUT GLOVE DRAWER . . . SWEEP-BACK REAR QUARTER WINDOW . . . AIRLINER RECLINING SEATS . . . TWIN BEDS . . . ENCLOSED FRONT WHEELS . . . ONE-PIECE CURVED WINDSHIELD ON ALL MODELS . . . COWL-TYPE FRESH AIR HEATING AND VENTILATING INTAKE.*

Yes, these are some of the great developments that make Nash the "car with the double lifetime"—your safest investment today . . . your soundest re-sale value tomorrow.



# The World's Most Luxurious Compact Cars

Specially Designed for  
Today's Driving Needs



## Nash Rambler Custom Station Wagon

Also available in Greenbrier and Suburban models.

Double your money's worth with the All-Purpose Station Wagon that's both a luxury sedan and practical utility car. Best of all, with double-rigid unitized Airflyte Construction, it's rattle-proof. The rear seat folds down flush with the floor to provide over six feet of carrying space. Enhancing the beauty of the continental-style hood is the optional hood ornament created by George Petty, famous artist.



Over six feet of carrying space.



## World's Safest, Smartest Convertible

Here, in the only American convertible styled by Pinin Farina, you enjoy all the thrill of the open car with sedan comfort—with the life-saving safety of exclusive Nash Airflyte Construction and steel girder rails overhead. Electrically-operated top glides into place at the mere touch of a button. And think of it—a rattle-proof convertible



Smart, new Continental rear tire mount.

## Nash Rambler Custom Country Club

The new, popular "hardtop convertible"—the 1954 Nash Rambler Custom Country Club, styled by Pinin Farina. And with Continental rear tire mount (standard at no extra cost on Custom Country Club, Custom 4-Door Sedan and Convertible models) you get space for two extra suitcases in the luggage compartment. Deep, wide side windows drop completely out of sight to let "all outdoors" in.



## All-New Custom 4-Door Sedan

Also available in Super model.

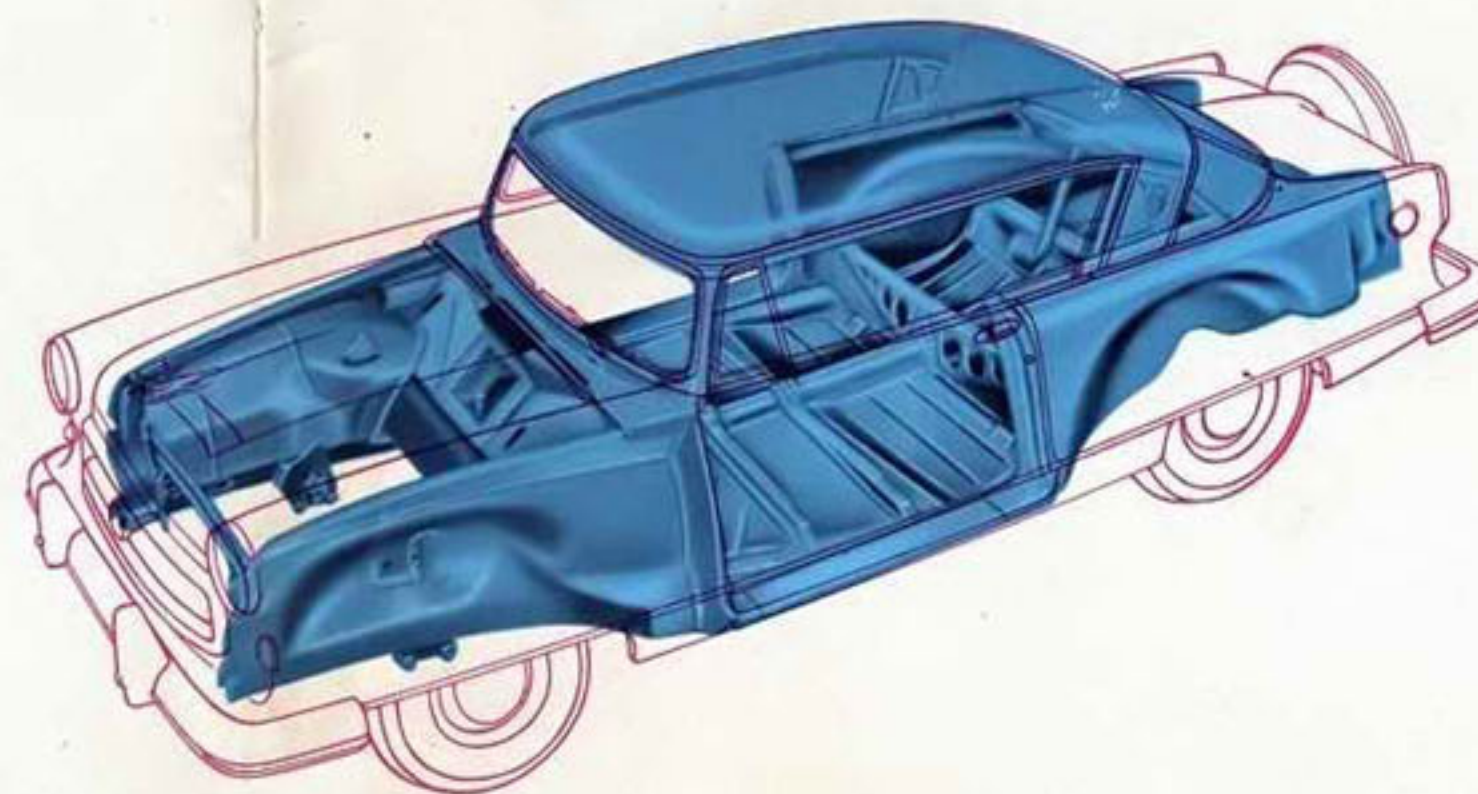
Here is the newest of the new—a beauty that combines roominess with compactness in a manner never before thought possible.

Head room, leg room, hip room are of really generous proportions. And the 90-horsepower Super Flying Scot engine has a high power-per-pound ratio that means sparkling performance and amazing economy.



## Nash Rambler Super Country Club

Here is America's leading value-packed automobile buy. All the beauty . . . all the comfort . . . all the flashing pep and performance always associated with the Rambler are yours in this smart, thrifty car. With custom radio and famous Nash Weather Eye Conditioned Air System included, the Super Country Club delivers for a low price that will amaze you.



LIKE ALL NASH CARS, the Rambler is built the new and better way—with exclusive unitized Airflyte Construction, termed the greatest advance in automotive construction in half a century. Body-and-frame are one welded unit, stronger, safer, twice as rigid—and lastingly free of body-bolt squeaks and rattles. It gives Nash cars a "double-lifetime" of service—makes Nash your safest investment today, your soundest resale value tomorrow.



**YOU'VE NEVER KNOWN SUCH COMFORT** as you'll enjoy with the Airliner Reclining Seats new available on the Nash Rambler. At the mere flick of a lever, the seats adjust to any of four comfortable positions. Great for resting children on long trips. In the new 4-Door Rambler, Nash Reclining Seats convert into comfortable Twin Beds.



**LOOK AT THE BEAUTIFUL INSTRUMENT PANEL** that brings every driving knob and dial in easy reach of hand or eye. Here is a perfect combination of eye appeal and real driver and passenger convenience. There's a big glove drawer, too, for maps and other necessities. It slides out instead of "spilling out." Exquisite upholstery combinations in needlepoint and homespun are standard on custom models.



**MORE LEG ROOM, HEAD ROOM, HIP ROOM** than in many cars that lack its compactness are yours to enjoy in the new Rambler 4-Door Sedan. Nash engineering genius has built in the extra room where it counts most—in the passenger compartment and trunk. Front and rear seat passengers alike can relax in absolute comfort in this new family-size sedan.



**RELAX IN RESTFUL SLEEP** in the comfortable Twin Beds in your Nash Rambler 4-Door Sedan. Beds make up out of the soft seat cushions and seat backs in a jiffy . . . enable you to forget hotel accommodations when traveling. Ideal for hunters, fishermen, vacationists, tourists. Mattresses and insect screens available at slight extra cost.

## And Remember —

Custom accessories that cost hundreds of dollars extra in other cars are included in the Rambler Custom Price!

## In the Rambler You Get **All These!**

- |   |                                 |
|---|---------------------------------|
| Custom Radio and Antenna  | Custom Two-Tone Upholstery      |
| Weather Eye Conditioned Air System                                | Electric Clock                  |
| Continental Rear Tire Mount (except on Station Wagon-type models) | Courtesy Light                  |
| Custom Steering Wheel   | Cigarette Lighter               |
| Directional Signals   | Chrome Wheel Discs              |
| Foam Rubber Cushions  | Map and Glove Compartment Light |

## Performance

plus

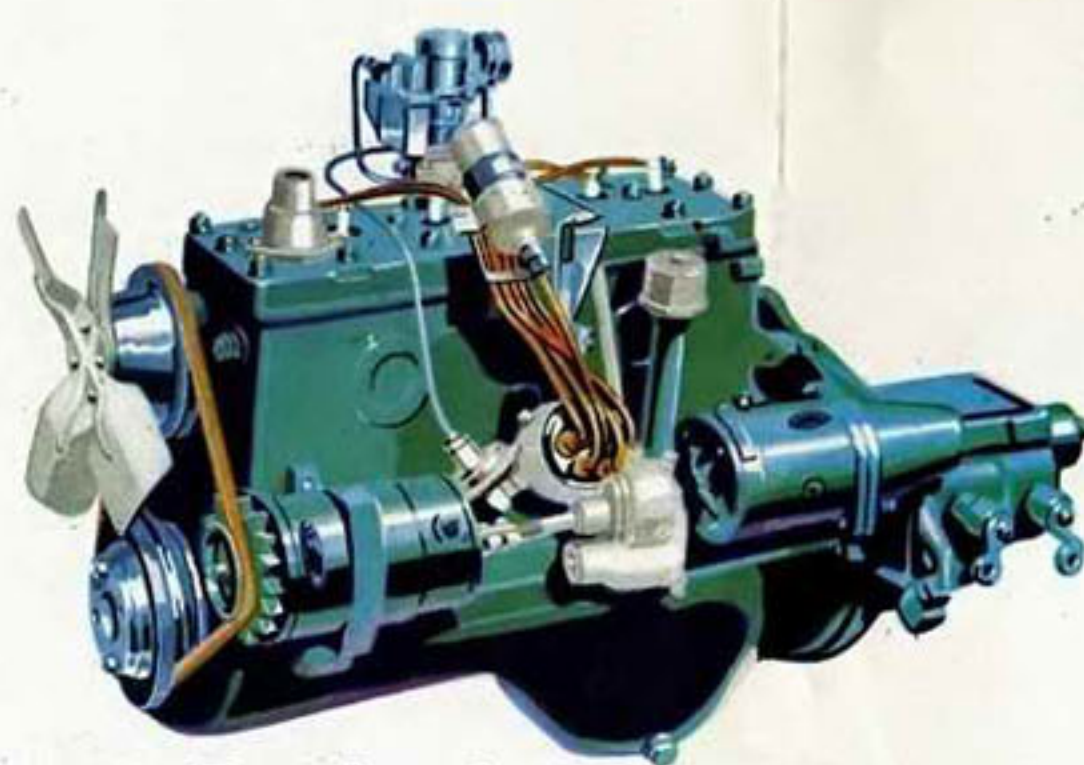
## Economy

in the

## Super Flying Scot Engine!

with three Transmission Choices including Dual-Range Hydra-Matic Drive

Try it for something brand-new in performance—the Super Flying Scot Engine providing amazing dependability and smoothness combined with traditional Nash Rambler economy. You have a choice of three transmissions, Dual-Range Hydra-Matic Drive, Automatic Overdrive or Standard Synchromesh. Whichever transmission you choose, you'll enjoy "jack-rabbit" pick-up in traffic . . . effortless cruising on the open highway. The Rambler Super Flying Scot engine offers an exceptional power-per-pound ratio.



## Specifications • 1954 Nash Rambler Series

**BODY:** Exclusive Airflyte Construction—all models. Fully Bonderized for rust protection. Two-door models have 100 in. wheelbase, 59 in. loaded height, and 178 1/4 in. overall length (185 3/4 in. with Continental rear tire mount). Four-door models have 108 in. wheelbase, 59 1/2 in. loaded height, and 186 1/4 in. overall length (193 3/4 in. with Continental rear tire mount). All Rambler models have 73 1/2 in. overall width, 53 1/2 in. front tread, 53 in. rear tread, and 7 3/4 in. road clearance at rear axle.

**MECHANICAL:** Two-door models have L-head, 6 cylinder, Super Flying Scot engine with 184 cu. in., 85 HP, and 7.25:1 compression ratio. All four-door models (and two-door models with Hydra-Matic) have 195.6 cu. in. engine with 90 HP and 7.3:1 compression ratio. UniFlo-Jet YF type carburetor, Integral Iso-Thermal intake manifold. Four-ring pistons with U-Flex lower oil control ring. Airflex front suspension. Coil springs at front, semi-elliptic rear springs. Hotchkiss

type drive. Three transmission choices: Dual-Range Hydra-Matic, Automatic Overdrive, Standard Synchromesh. Super cushion tires, 6.40 x 15 standard on Custom two-door and all four-door models; 5.90 x 15 on others. 20 gal. fuel tank.

**EQUIPMENT:** Custom models shown include as standard equipment, Continental rear tire mount on Custom Country Club, Custom Convertible and Custom four-door sedan models, Weather Eye Conditioned Air System, radio, custom steering wheel and upholstery, foam cushions, directional signals, electric clock, chrome wheel discs. All Super models have Weather Eye and radio as standard equipment. Extra cost equipment includes Dual-Range Hydra-Matic, Automatic Overdrive, Airliner Reclining Seats, Twin Beds (four-door models only), special leather-and-needlepoint trim on Country Club and Convertible Sedan models, Solex glass, white sidewall tires, wire wheel trim and Petty hood ornament.

NASH MOTORS, DIVISION OF NASH-KELVINATOR CORP., DETROIT, MICH., RESERVES THE RIGHT TO MAKE CHANGES AT ANY TIME, WITHOUT NOTICE, IN SPECIFICATIONS, PRICES OF MODELS, AND ALSO TO DISCONTINUE MODELS.

## Nash Motors

DIVISION, NASH-KELVINATOR CORPORATION, DETROIT 32, MICHIGAN