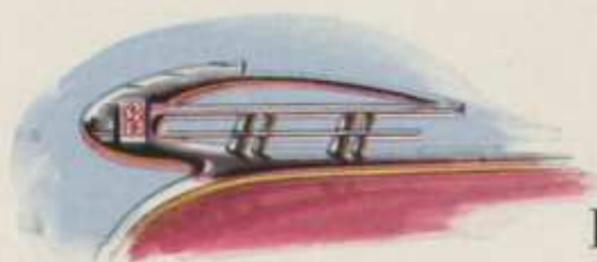


Beauty



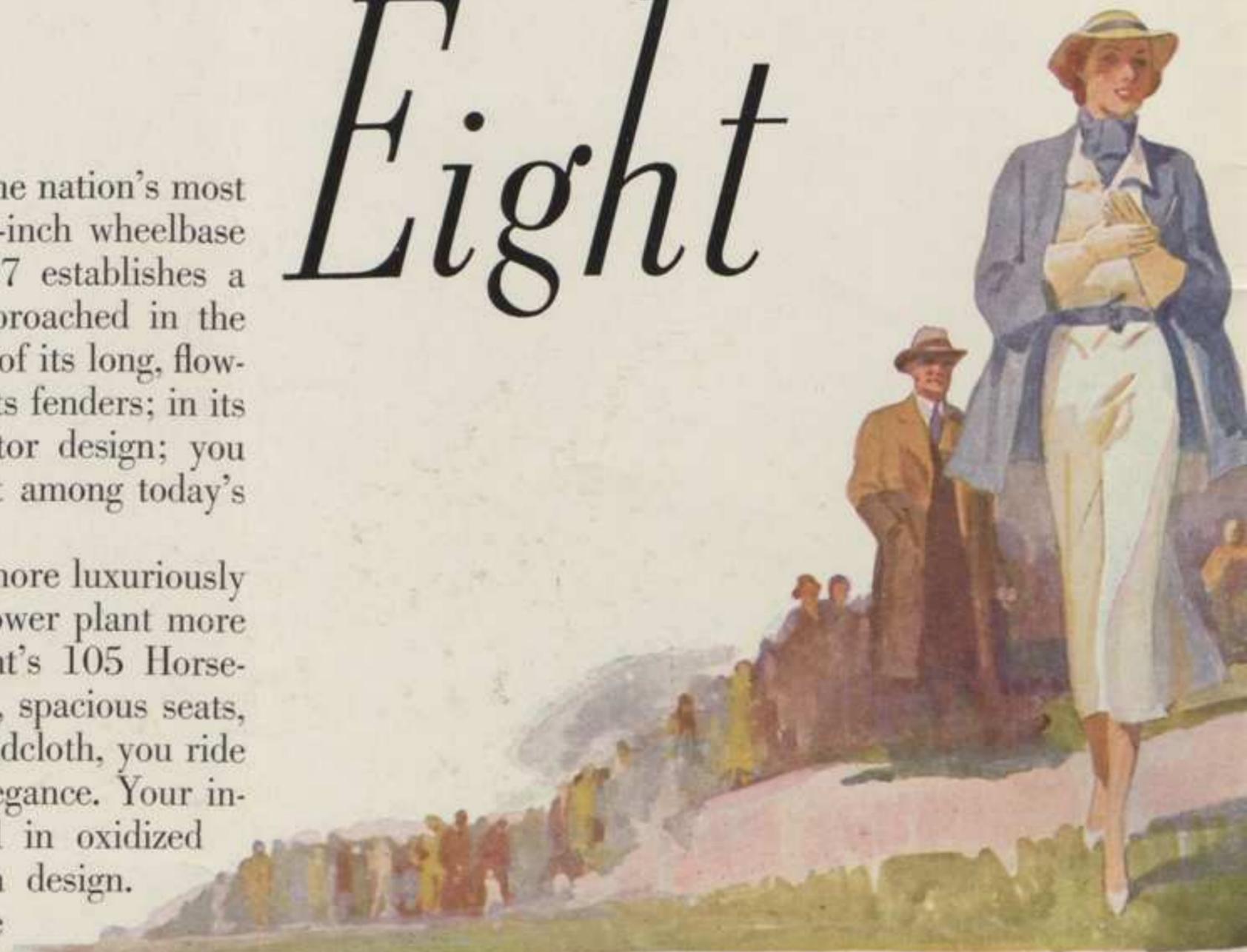
NASH *Ambassador*

Eight



Built for the nation's most discriminating car owners, the 125-inch wheelbase NASH Ambassador Eight for 1937 establishes a standard of value never before approached in the fine-car field. In the flawless beauty of its long, flowing lines; in the graceful sweep of its fenders; in its imposing size; in its striking radiator design; you will instantly recognize an aristocrat among today's fine motor-cars.

No car can give you an interior more luxuriously beautiful. No car can give you a power plant more capable than the Ambassador Eight's 105 Horsepower Twin-Ignition motor. In deep, spacious seats, custom-upholstered in the finest broadcloth, you ride amid an atmosphere of dignified elegance. Your instrument panel, richly embellished in oxidized silver, is a masterpiece of modern design. De Luxe fittings throughout complete the picture of beauty.



A G A I N . . . N A S H L E A D S T H E W O R L D I N M O T O R - C A R V A L U E !

ELDEN PLATNER
NASH - LA FAYETTE
2519 EAST SLAUSON AVE.
JEFFERSON 5555
HUNTINGTON PARK, CALIF.



AGAIN...NASH LEADS THE WORLD IN MOTOR-CAR VALUE!

NASH AMBASSADOR EIGHT SEDAN



AGAIN... NASH LEADS THE WORLD IN MOTOR-CAR VALUE!

NASH AMBASSADOR EIGHT CABRIOLET

ELDEN PLATNER

NASH - LA FAYETTE

2519 EAST SLAUSON AVE.

JEFFERSON 5555

HUNTINGTON PARK, CALIF.



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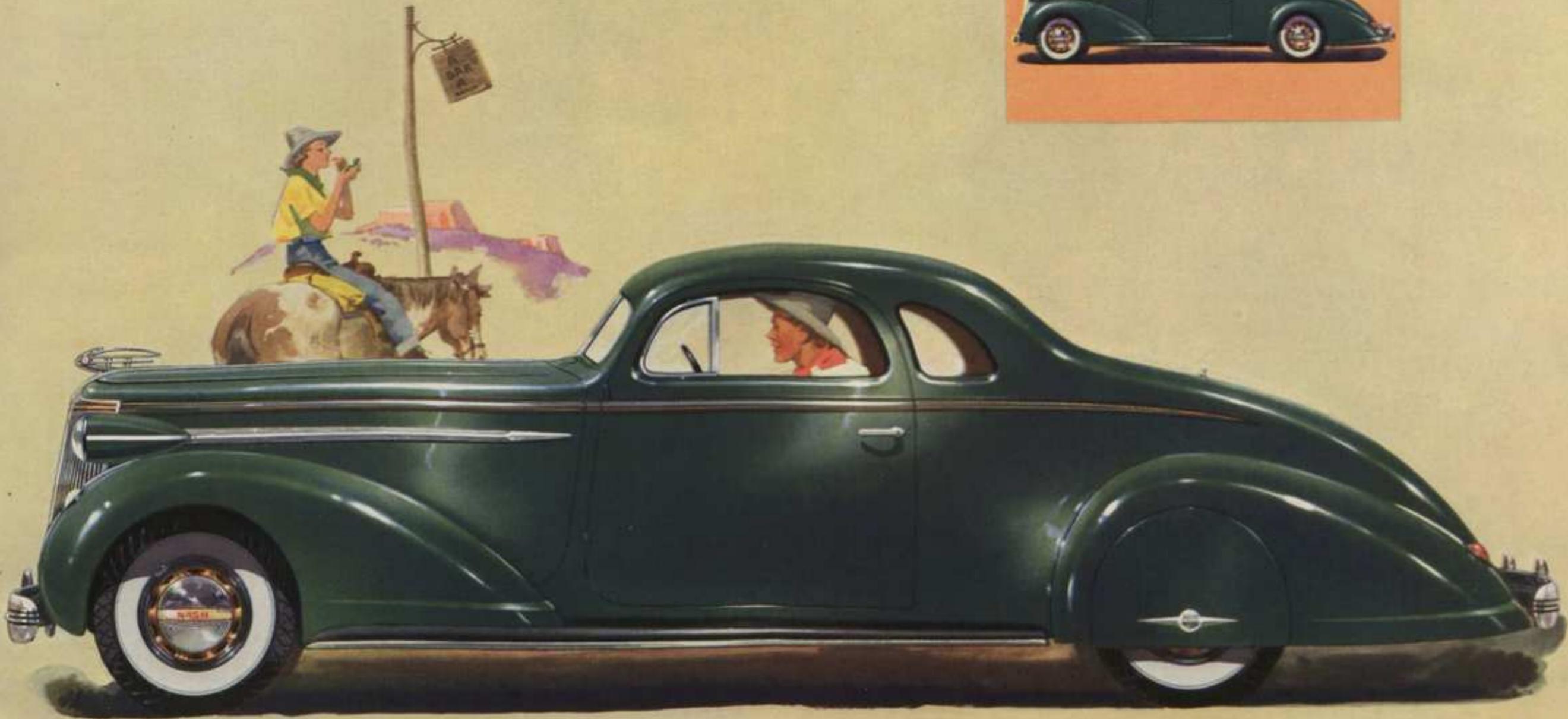
NASH AMBASSADOR EIGHT VICTORIA SEDAN



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NASH AMBASSADOR EIGHT COUPE
(Three and Five Passenger Models)

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BEAUTY UNSURPASSED IN THE MOST EXPENSIVE CARS

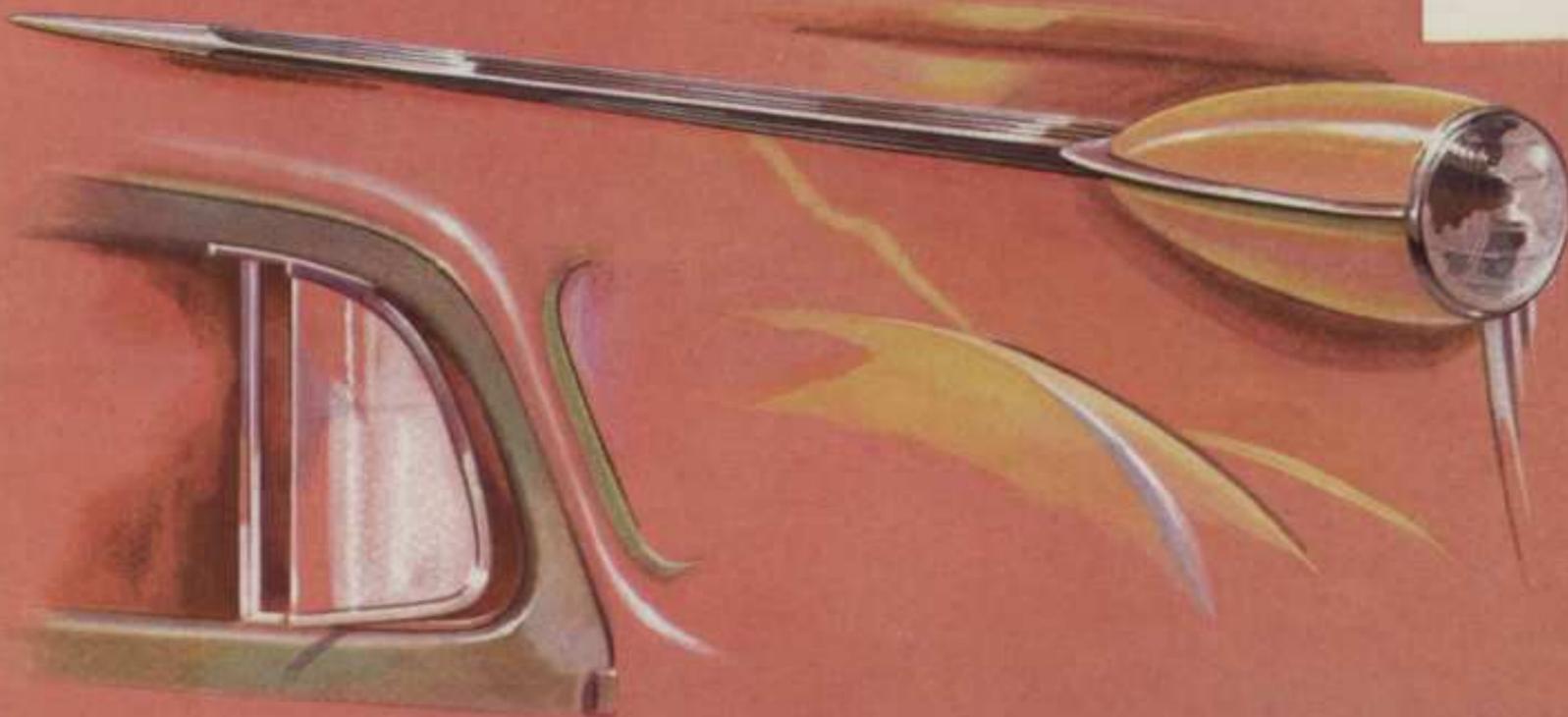
Have you ever seen an instrument panel more strikingly beautiful than the panel on the NASH Ambassador? Large speedometer dial has figures etched in glass and inlaid in gold. The two panels are of oxidized silver mounted on a background of rich, dark mahogany. An oxidized silver ash receiver is placed in the center near the top. Note signal light on speedometer which indicates that your long-range headlight beam is on.

You probably have never seen a glove compartment with as much room for parcels, road maps, etc. as the one on the Nash Ambassador! It's exceptionally large and extremely useful. The beautiful, de luxe steering wheel is standard on the NASH Ambassador Eight; available on all other models at very slight extra cost.

The long, "tear-drop" headlamps and beautiful Ambassador hood louvres of stainless steel conform perfectly to the grace and swiftness of the car itself.

On all series of Nash cars: Ambassador Eight, Ambassador Six, and Nash LaFayette-"400", "no-draft" ventilation insures perfect temperature control without drafts in all kinds of weather.

In all Nash sedan models, the trunk is an integral part of the streamline design, completing the graceful sweep of the body lines. License plate light is placed in the center below the trunk opening. Thus, one light illuminates both the license and the trunk interior.





When you sink down in the deep-cushioned seat of a NASH-built sedan, you will instantly recognize the extraordinary value that Nash has built into these beautiful cars. In this four-door NASH Ambassador sedan the richness of the broadcloth fabric; the paneling and tufting, the braiding and edging of the custom-upholstered seats; the fittings; the placing of the ash receivers; the arm-rest in the rear seat recessed into the body . . . are typical of the luxurious beauty of all Nash-built sedans. There is plenty of extra legroom in front and back. In the front compartment the emergency brake is placed at the left side under the cowl, completely out of the way.

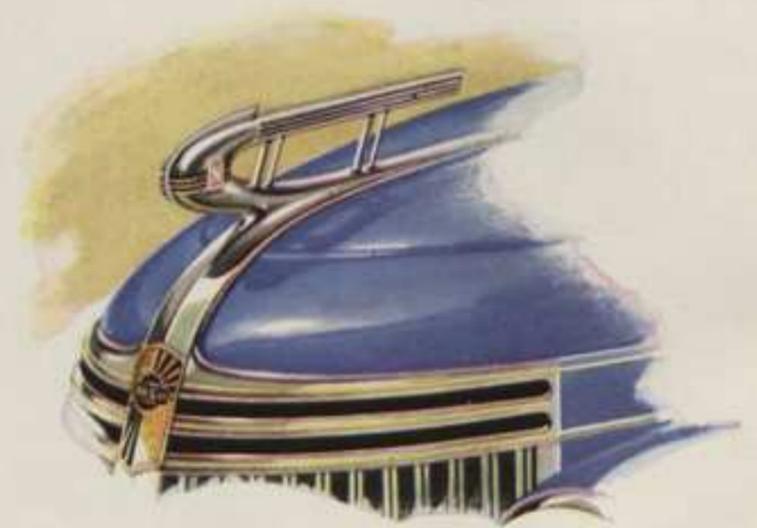
NASH *Ambassador*

Six

DISTINGUISHED FROM the Ambassador Eight by distinctive variations in front-end design and exterior trim, the 121-inch wheelbase NASH Ambassador Six offers you the same breath-taking beauty; the same exceptional comfort for three passengers both front and rear; the same superlative performance!

Its big 95 Horsepower, Twin-Ignition engine insures smooth, effortless power and long life. The spaciousness and beauty of its interior design is approached only by the most expensive cars.

Everything about the NASH Ambassador Six, inside and outside immediately marks it as a genuinely fine car . . . a car that will stand apart from all other cars . . . no matter where you drive it!



NASH AMBASSADOR SIX SEDAN

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NASH AMBASSADOR SIX VICTORIA SEDAN

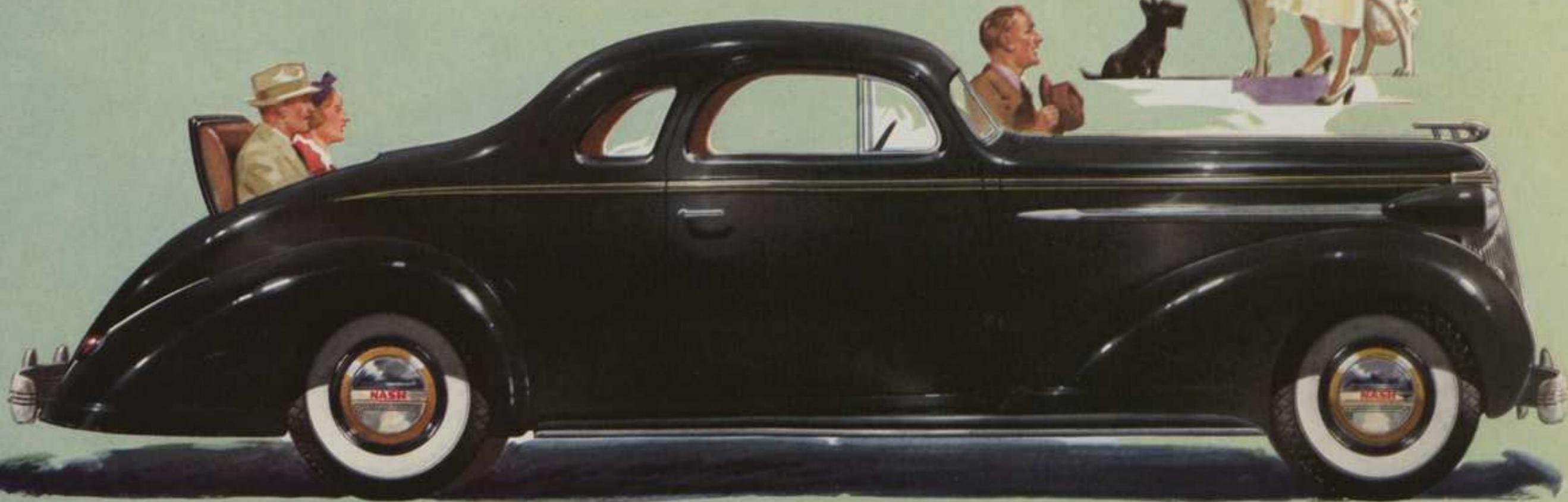


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NASH AMBASSADOR SIX COUPE
(Three and Five Passenger Models)

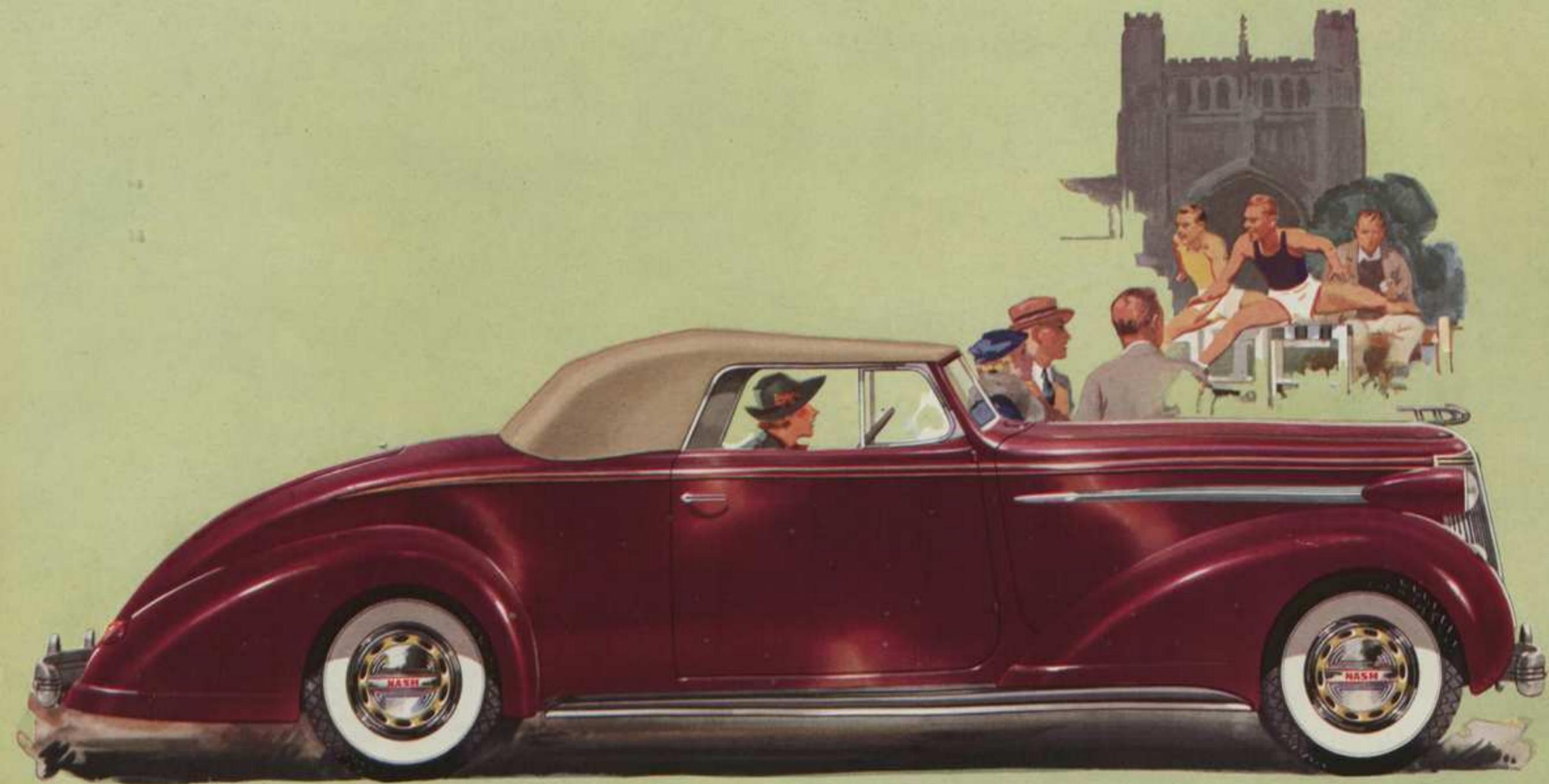


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NASH AMBASSADOR SIX CABRIOLET

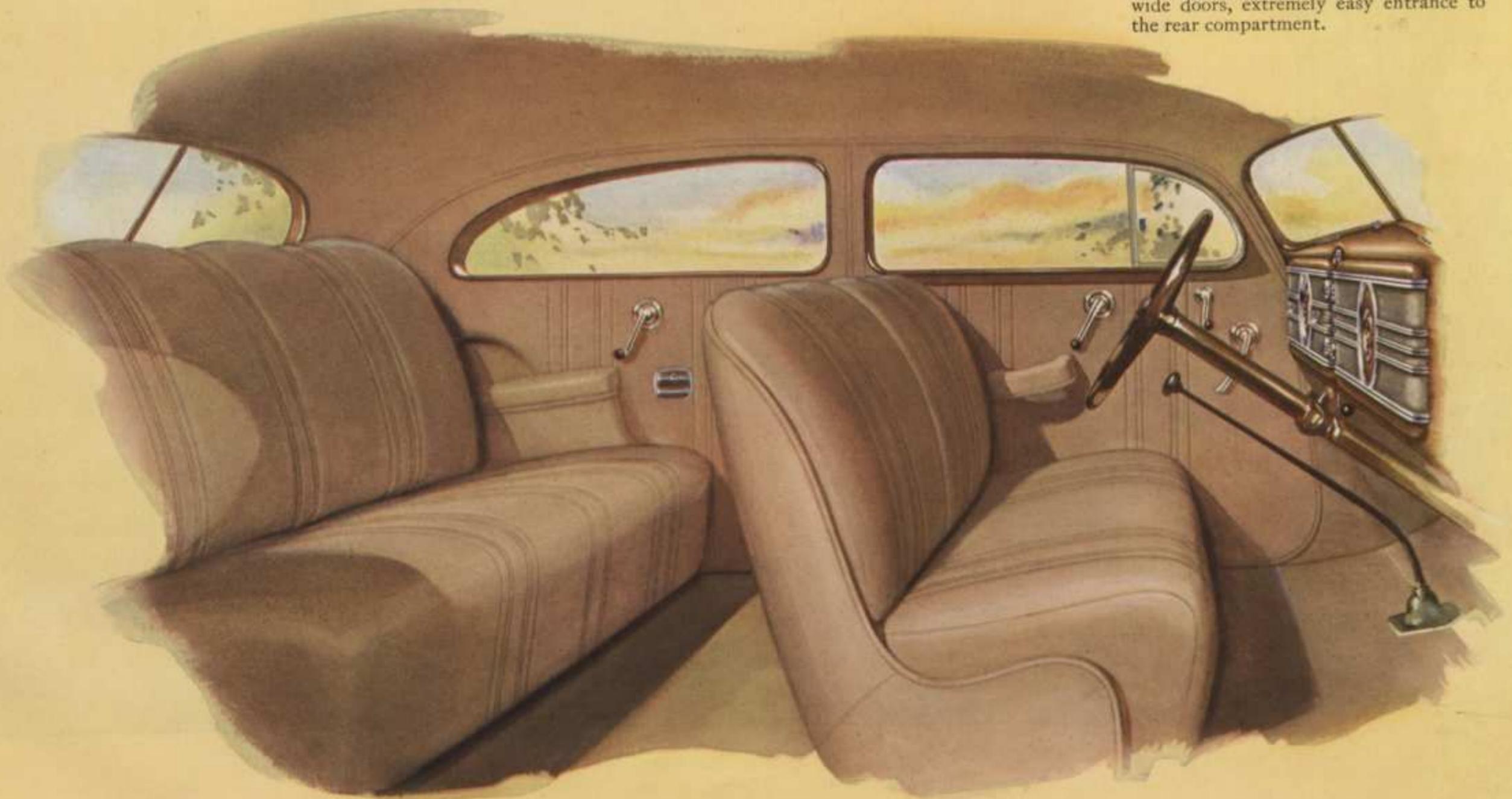


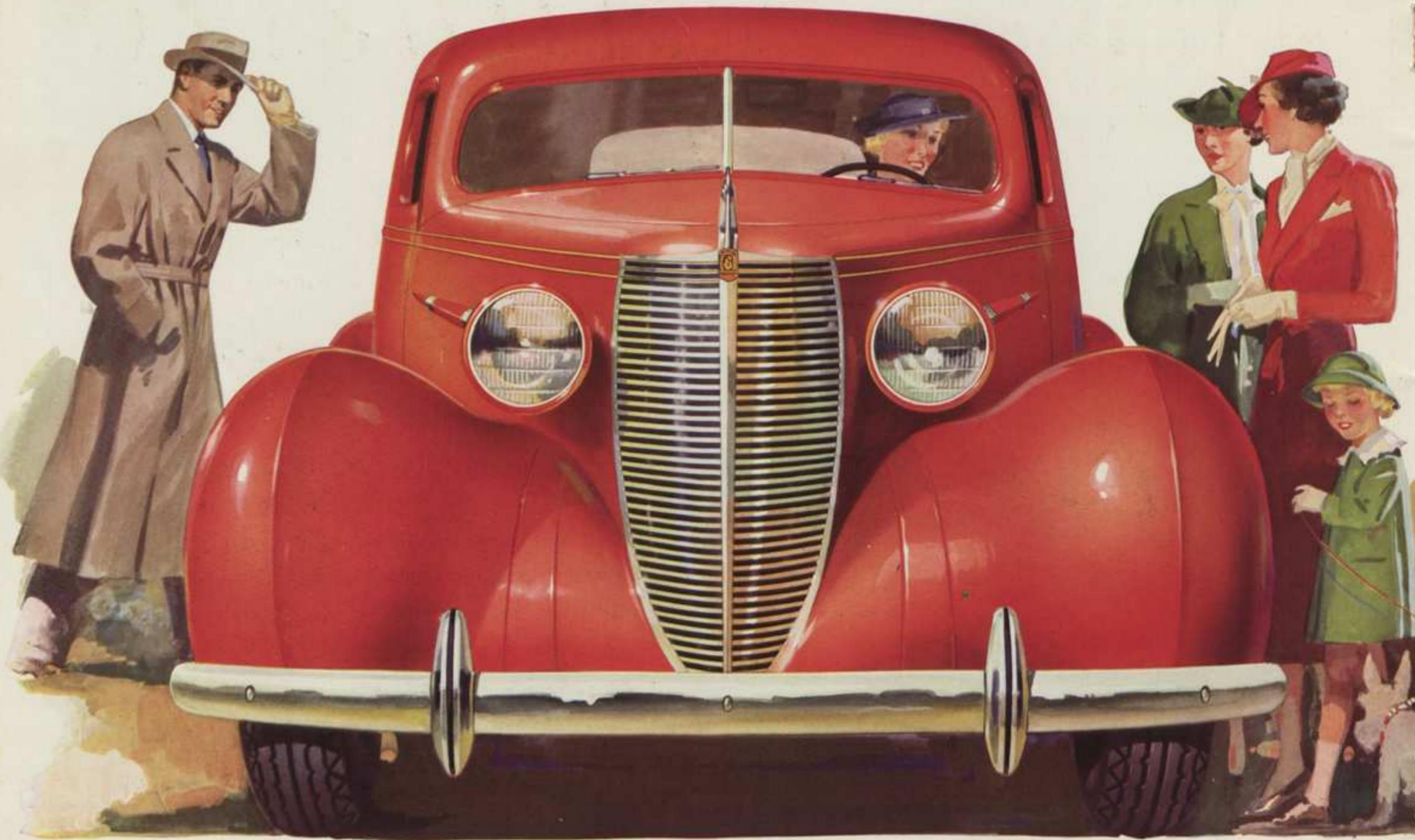
AGAIN...NASH LEADS THE WORLD IN MOTOR-CAR VALUE!

This picture can only give you a hint of the luxurious beauty of Nash Victoria models. In this particular NASH Ambassador Six Victoria, rich broadcloth fabric—beautifully paneled and tufted—covers the custom-built seats. In the rear compartment, comfortable arm-rests are recessed into the body. From the sparkling beauty of the instrument panel, enhanced by oxidized silver panels, to the graceful, carefully-designed door handles and ash-receivers, no detail has been overlooked.



In all Nash Victoria models, backs of the front seats fold forward separately providing, in combination with exceptionally wide doors, extremely easy entrance to the rear compartment.





AGAIN...NASH LEADS THE WORLD IN MOTOR-CAR VALUE!

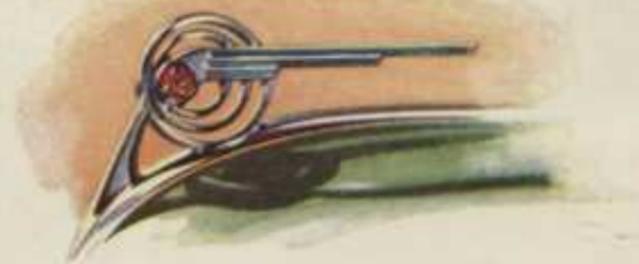
NASH *LaFayette*

"400"

With the introduction of the 1937 NASH LaFayette-"400", Nash Motors presents to America a new kind of low-priced car! A car that will enable thousands of former small-car owners to drive a bigger, more beautiful, better-engineered car, yet a car that costs little more than the lowest-priced cars!

This is made possible by building into the La Fayette-"400" the remarkable, 90 Horsepower Monitor-Sealed Motor that established such sensational economy records in thousands of Nash-built cars now on the road! A motor that actually makes this beautiful big, 117-inch wheelbase car cost less to run than the smallest cars!

Before you buy a smaller car — get the facts about the NASH LaFayette-"400".



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AGAIN... NASH LEADS THE WORLD IN MOTOR-CAR VALUE!

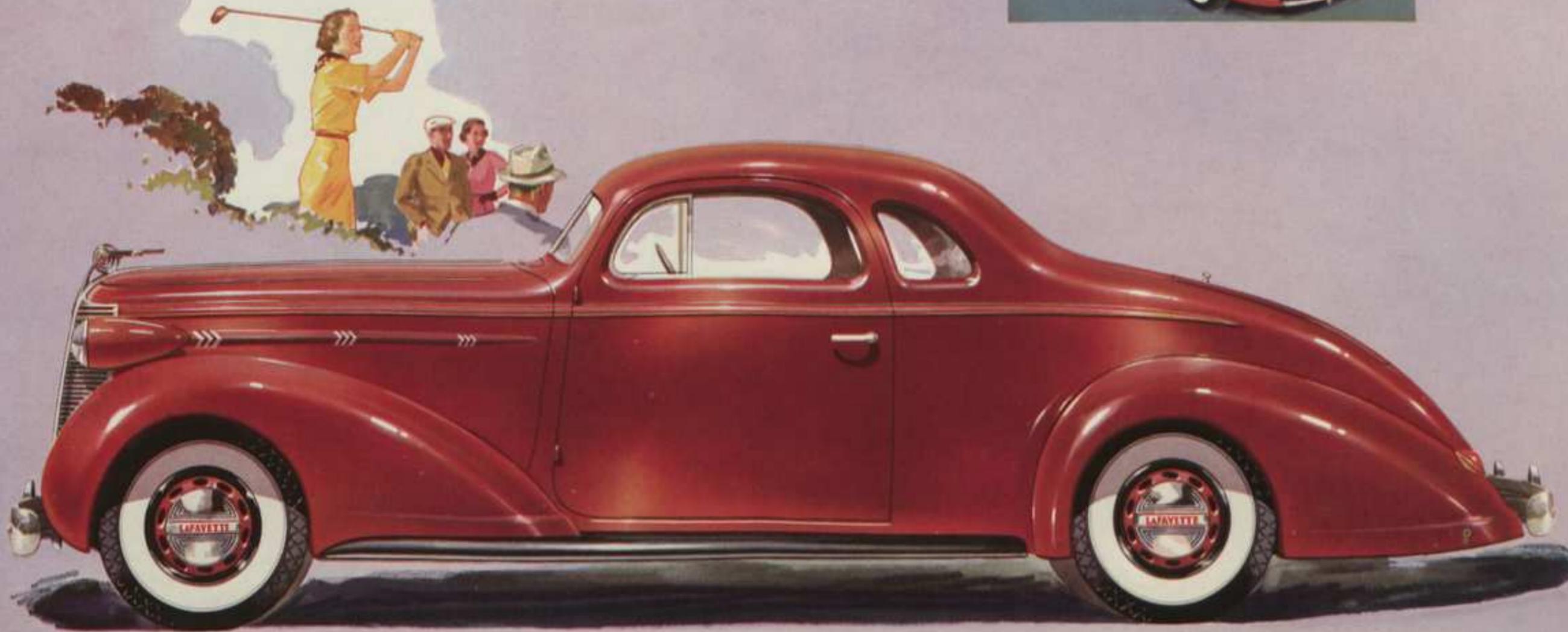
NASH LAFAYETTE - '400' SEDAN



AGAIN... NASH LEADS THE WORLD IN MOTOR-CAR VALUE!

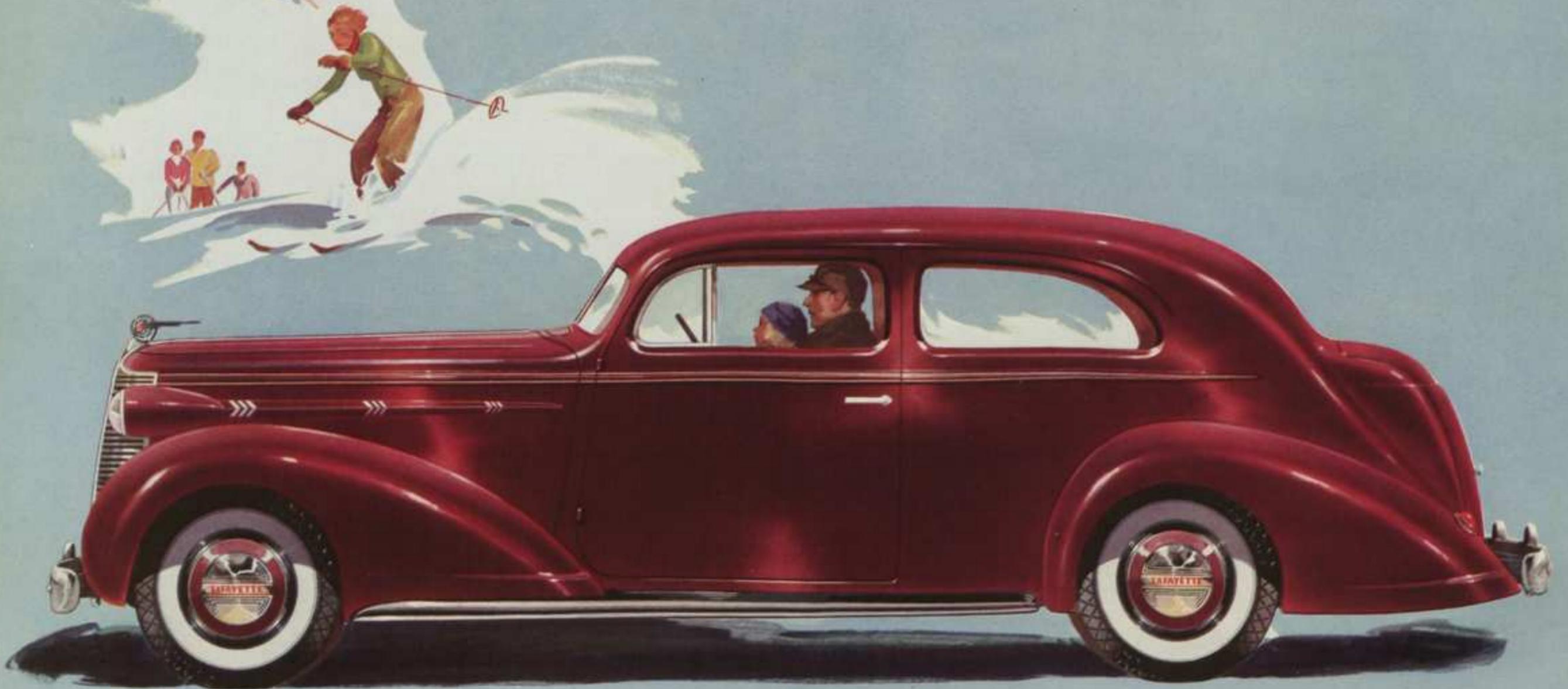
NASH LAFAYETTE - "400" COUPE
(Three and Five Passenger Models)

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NASH - LA FAYETTE
2519 EAST SLAUSON AVE.
JEFFERSON 5555
HUNTINGTON PARK, CALIF.



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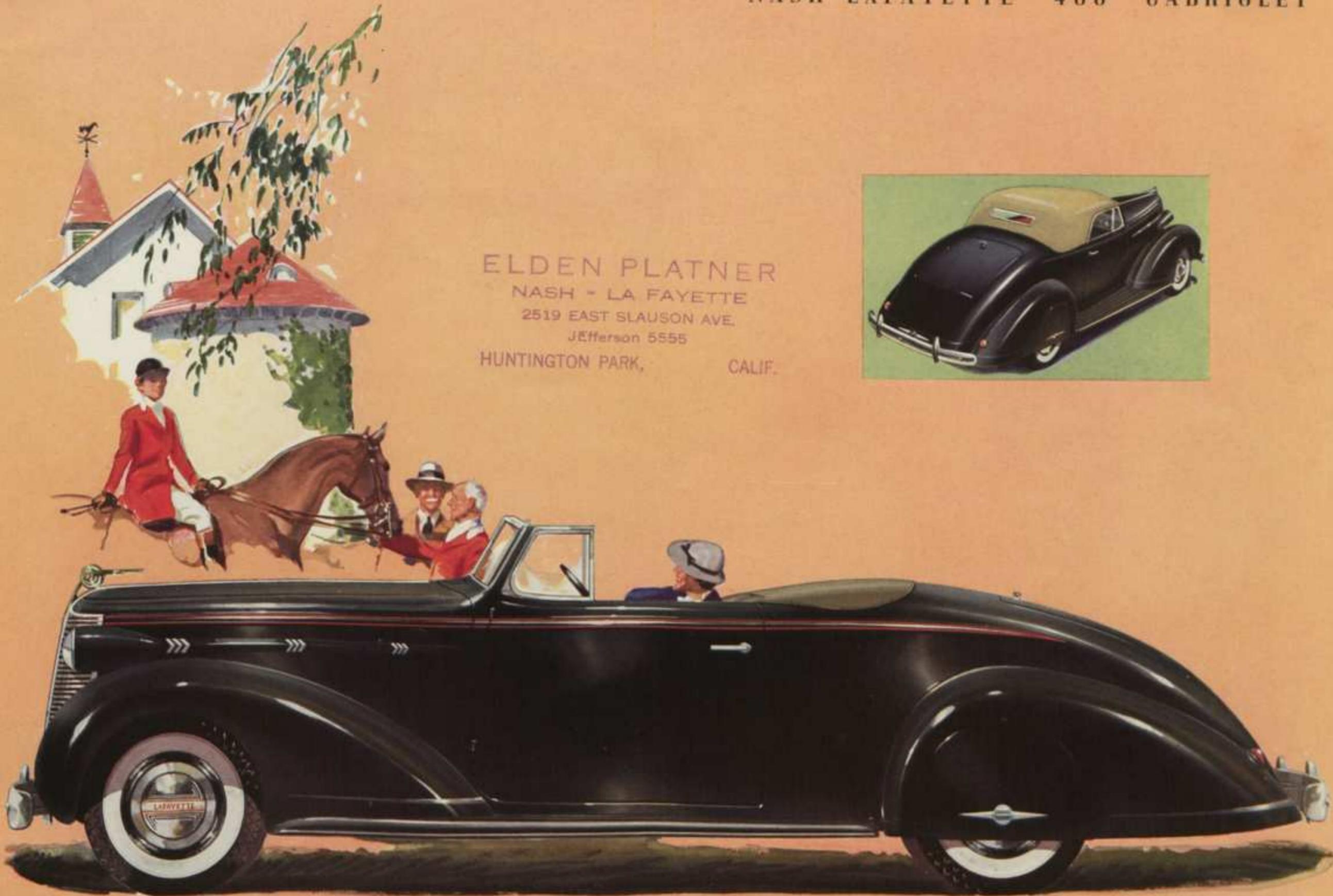
NASH LAFAYETTE - "400" VICTORIA SEDAN



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NASH LAFAYETTE - "400" CABRIOLET

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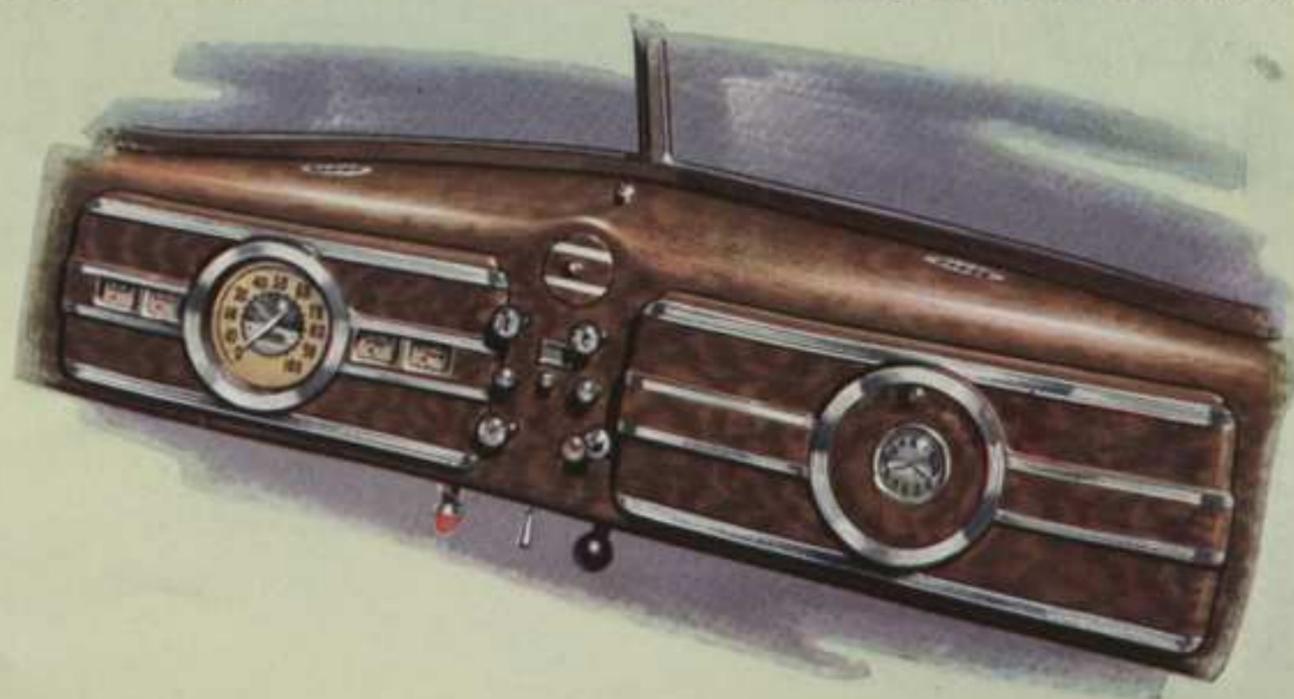


AGAIN...NASH LEADS THE WORLD IN MOTOR-CAR VALUE!



Beautiful Nash LaFayette-"400" instrument panel (below). Rich, dark mahogany embellished with chromium strips. Speedometer has large figures on brushed silver dial. Large glove compartment. All Nash-built cars for 1937 are equipped with special outlets from heater for defrosting both sides of windshield.

Nash coupe models are smartly-styled, inside and out. Space for spare tire is provided behind the seat which swings forward, pivoted at its left corner. Exceptionally generous luggage space is provided in the large rear deck and on the shelf above the seat. The beautiful Nash LaFayette-"400" coupe interior at the top of the page illustrates how much extra room and how much extra luxury Nash has built into these remarkable, value-giving cars!



MORE ROOM

than in high-priced cars!

NASH cars for 1937 give you wider seats, more headroom and legroom, than in high-priced cars! In front or back seat, three big people ride in luxurious comfort without the slightest suggestion of crowding. All of this extra room has been built in without the necessity of a large, unsightly bump in the rear seat floor.

Comfortable, correctly-placed arm-rests are provided in front and rear seats. In the rear seat, the passenger's arm fits into a recessed arm-rest allowing more room and comfort.

You ride cradled between the axles (not over them) in heavily-padded custom-built seats beautifully paneled and tufted and exceptionally rich in appearance.



Large, built-in trunks provide a roomy luggage compartment in all sedan models. Opening from floor to top makes loading easy. Interior illuminated.

Nash-built cars give you the protection of the world's first completely seamless one-piece all-steel body with steel sides, steel top, steel floor and girder-steel frame!

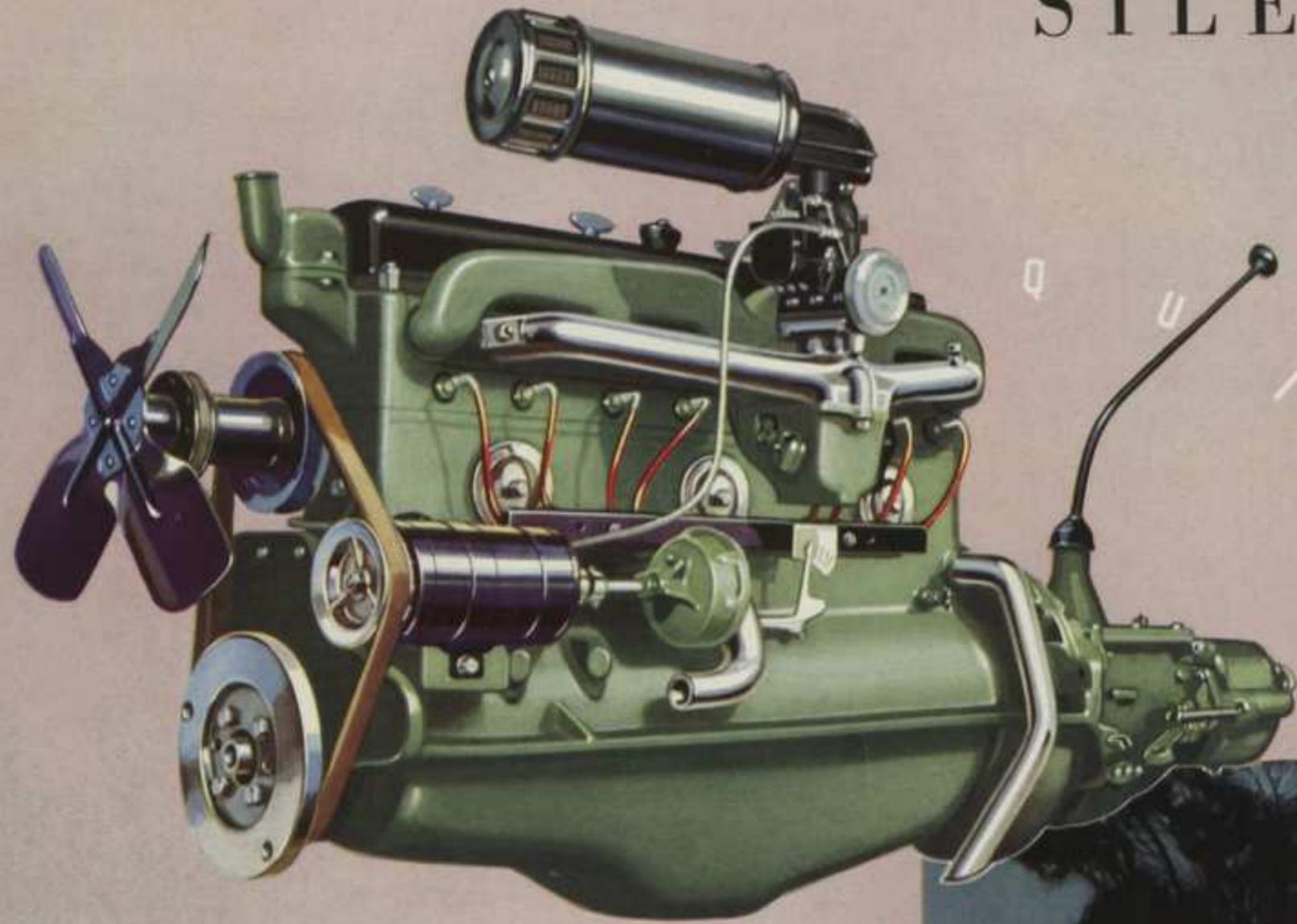
Passengers are thus surrounded in all new 1937 Nash models by a complete enclosure of steel supported with exceptionally strong steel braces.



SILENT



Nash-built cars represent the finest in precision engineering. Here, a skilled expert is balancing a crankshaft—one of the hundreds of tests that insures a "sweet-running" motor, free from vibration.



Here is the famous 8-cylinder, 105 Horsepower Twin-Ignition valve-in-head engine in the Nash Ambassador Eight, one of the most efficient power plants ever built into any car at any price!

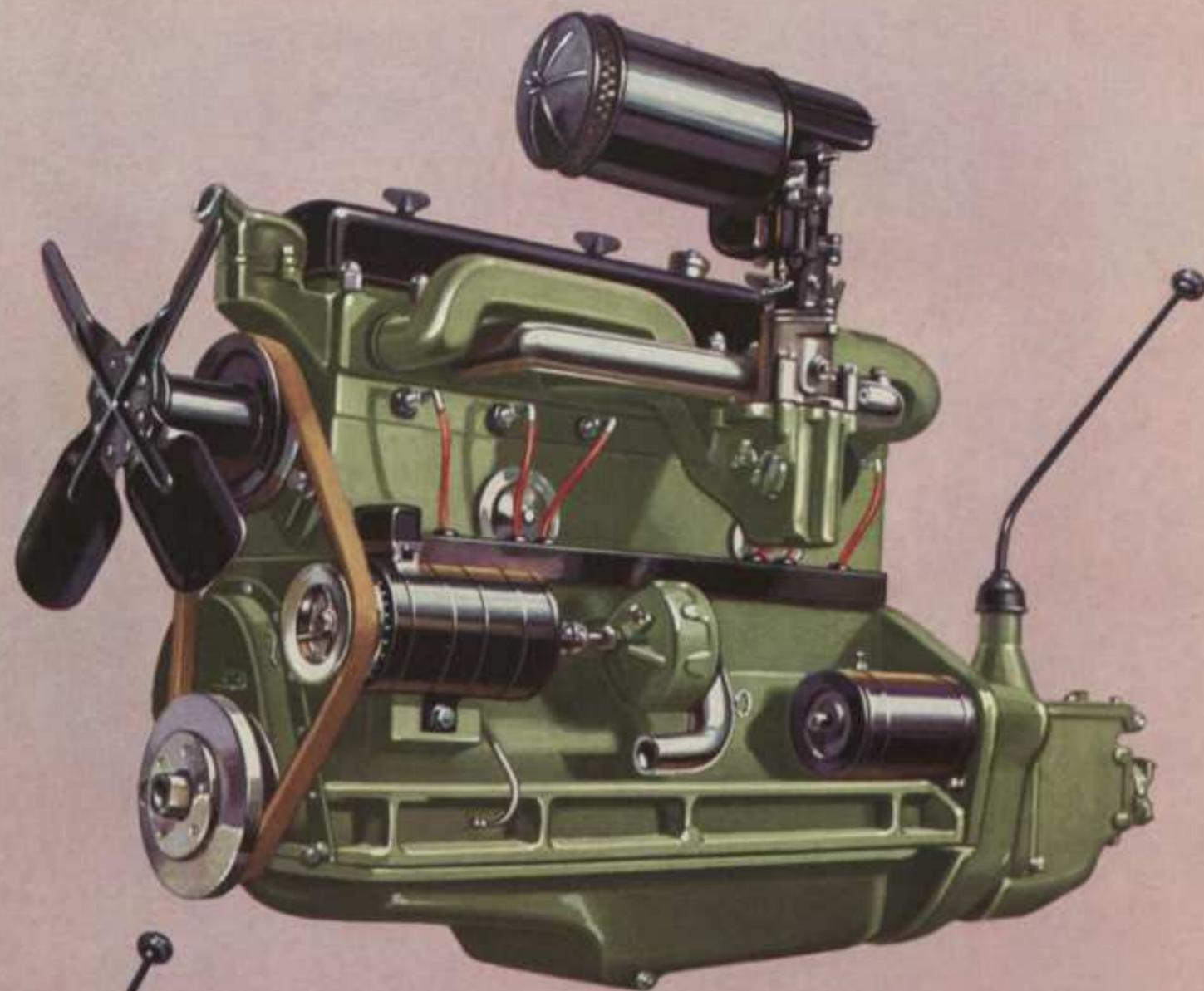
Twin-Ignition, the required ignition system for modern air-liners, gives 22% more power, 5 miles more top speed, 2 miles more per gallon of gas than the same motor would deliver with single ignition! In hundreds of thousands of Nash-built cars this famous motor has proved its superior performance and long life!



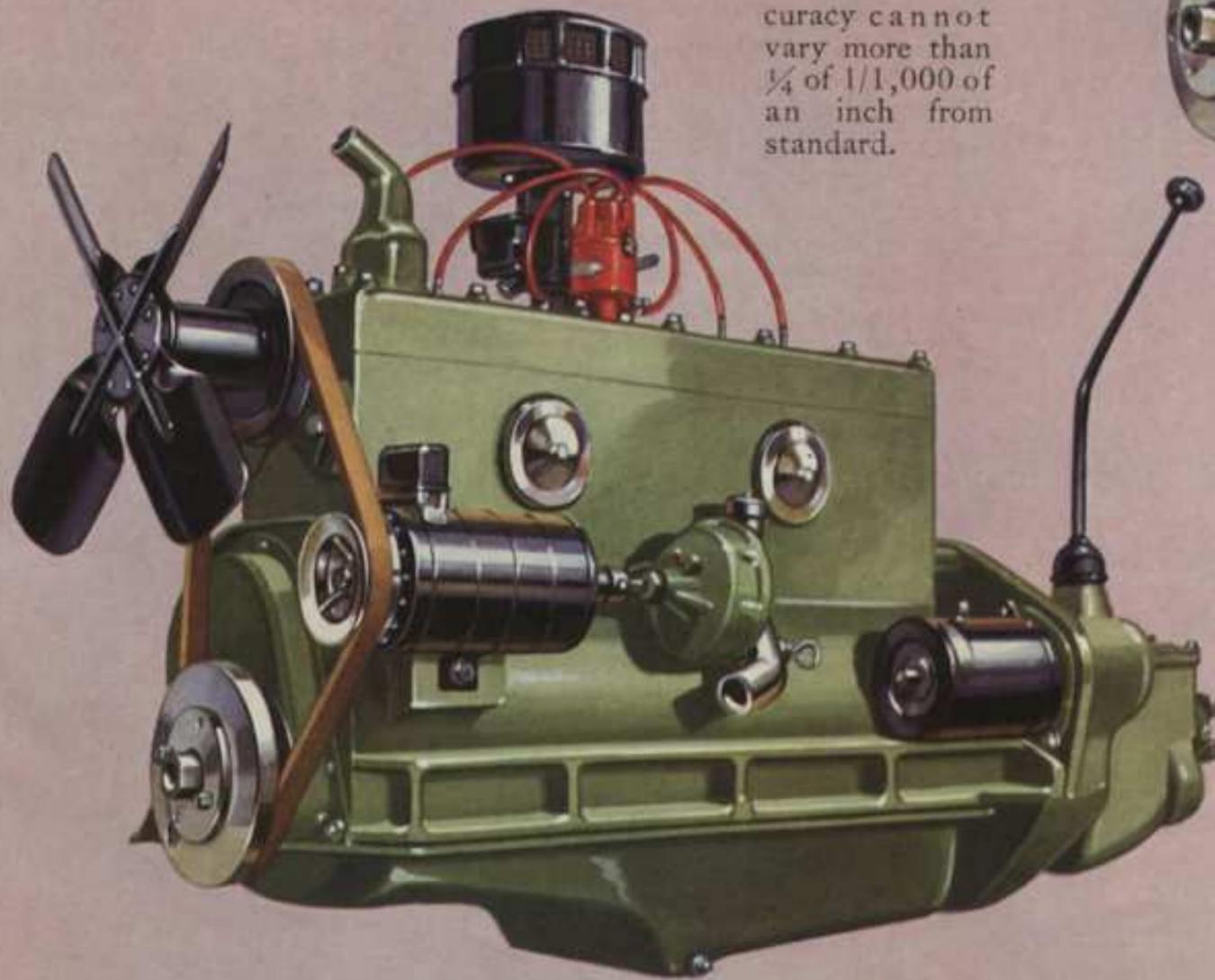
POWER



In boring pistons for Nash cars, a diamond cutter is used instead of an ordinary steel cutter. Accuracy cannot vary more than $\frac{1}{4}$ of $\frac{1}{1,000}$ of an inch from standard.

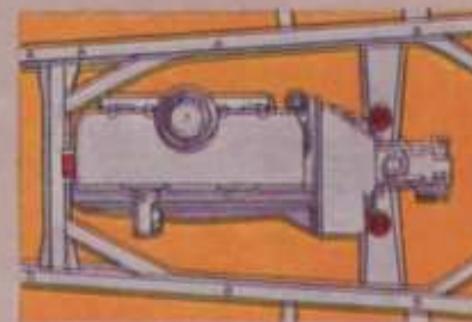


The big, 95 Horsepower Twin-Ignition valve-in-head engine in the Nash Ambassador Six (above) gives you smooth-flowing, silent power. Instantly responsive, it will deliver everything you ask of it under any and all conditions.



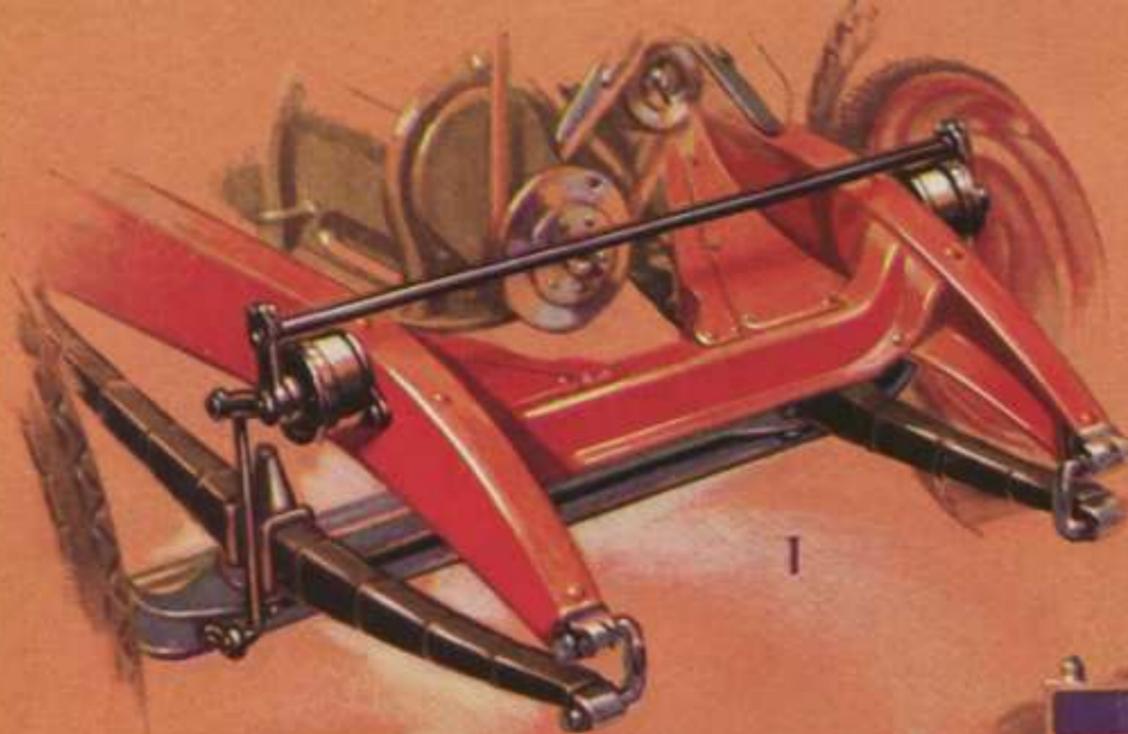
Revolutionary, 90-horsepower, Monitor-Sealed Motor (at left) now, for the first time, built into the LaFayette series. So simplified that more than 500 parts have been eliminated! *All manifolds are sealed inside the block!* In thousands of Nash-built cars now in use, it has proved that it *costs less to run* than the smallest cars!

Engines are mounted front and rear on live rubber and suspended at three points on the LaFayette-“400” and Ambassador Six, for free oscillation. In this way, any possible vibration is dissipated rather than transmitted to the body of the car.

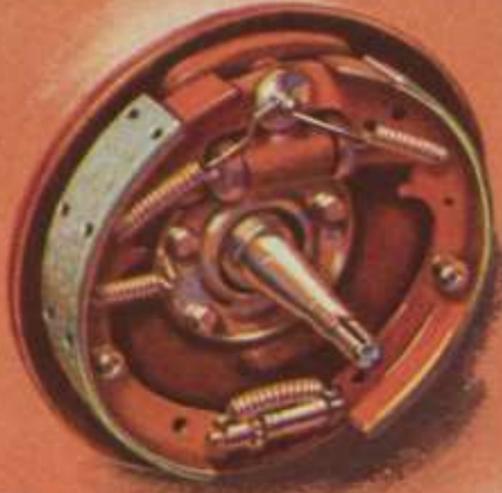


LONG LIFE AND SAFETY IS A TRADITION IN *ALL* NASH-BUILT CARS

1. Nash-built cars hug the road! When you're taking a sharp curve or passing another car on the highway this Ride Stabilizer eliminates swaying and stabilizes steering. These cars are also lower . . . and wider between the rear wheels . . . more difficult to tip over!
2. On all Nash-built cars you get big, double-acting hydraulic brakes on all four wheels. Extra wide linings assure longer life, reduce the expense of adjustment and relining to an absolute minimum.
3. This sectional view shows how Nash Full-Length Water Jackets cool the full length of the cylinders, materially lowering the temperature of the crankcase oil and prolonging its life.
4. Massive, X-Dual frame, a vital safety factor on Nash-built cars. X-members are doubly reinforced at the points where they become a part of the outer frame and extend clear to the front cross-member; thus carrying protection even beyond the limits of necessity!
5. Nash-built cars give you aluminum alloy pistons with Invar Struts for quicker acceleration and greater engine efficiency. Four piston rings insure perfect compression and oil economy!
6. The secret of the incomparable riding quality of Nash-built cars is synchronized springing! Spring leaves are pre-lubricated at the factory with a special, newly-discovered lubricant which maintains its full lubricating qualities unaffected by temperature changes. Sealed metalspring covers retain the lubricant in the springs and keep out dirt.
7. Even in the lowest-priced Nash-built car you get Full-Pressure Lubrication. Rifle-bored connecting rods lubricate each piston pin separately with every stroke of the piston. A vital, long-life feature.



1



2



3



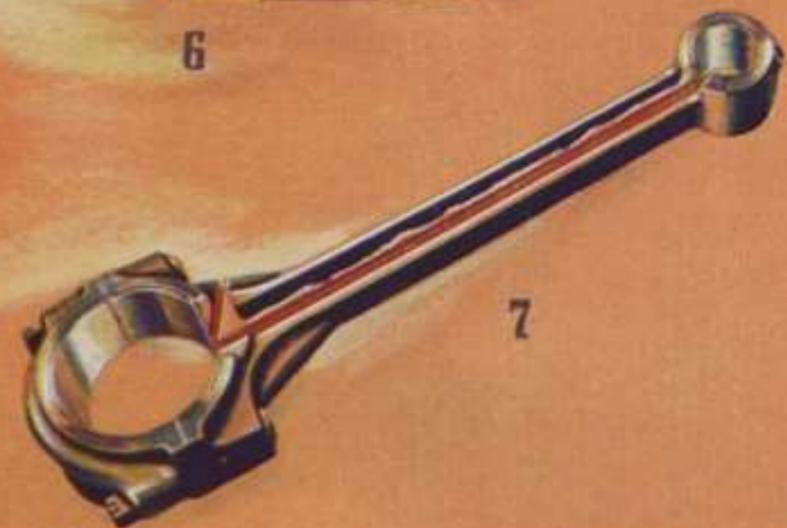
4



5



6



7

The NASH Automatic Cruising Gear*

If you've never driven a Nash-built car with the Gas-Saving Automatic Cruising Gear, you've missed the newest thrill in motoring!

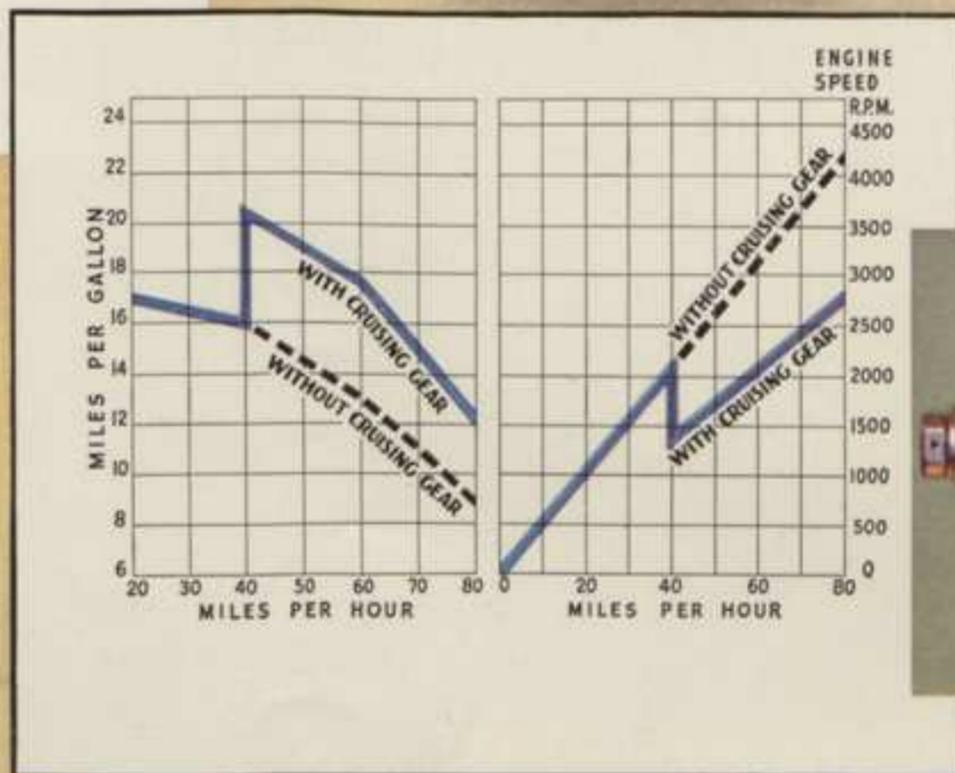
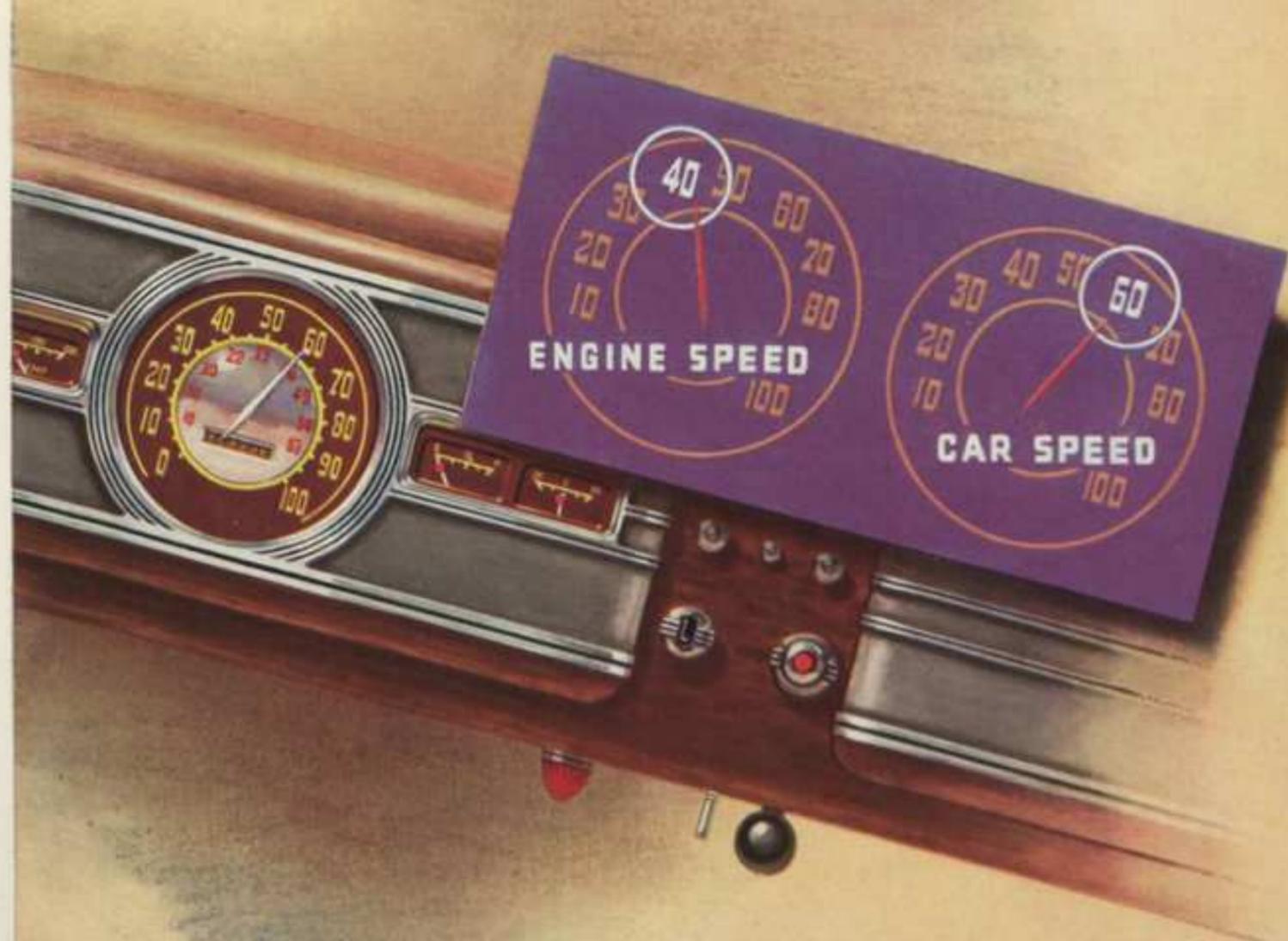
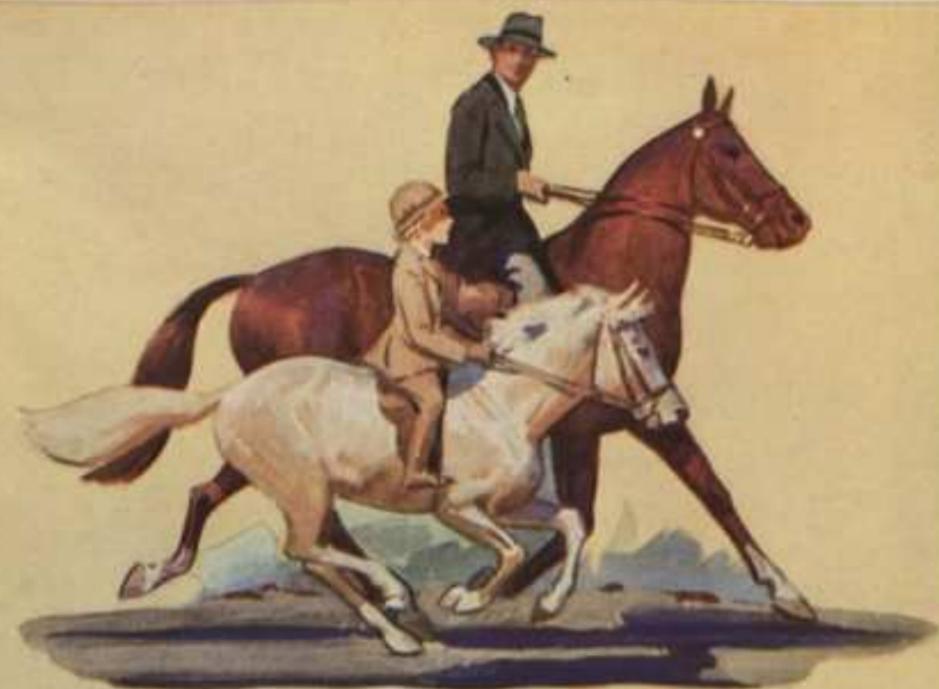
Engine revolutions at these higher cruising speeds are reduced about 30%. In other words, when you're sailing along at "60", your engine is turning only as fast as it would at "42" in a car without the Cruising Gear!

Thus, wear on moving parts is reduced to a minimum. And the savings in gasoline and oil are remarkable.

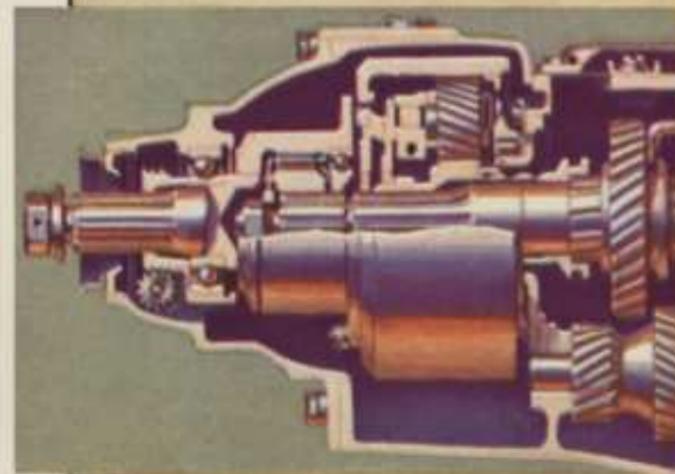
Even in these inherently economical cars, you save 15% to 25% in gasoline; up to 50% in oil! Drop in the nearest Nash-LaFayette showroom and drive one of these new cars equipped with the Cruising Gear.

**Cruising Gear available on all Nash-built cars at slight extra cost.*

The engine of a car *without* Automatic Cruising Gear may be compared to a short-legged pony which must take 4.4 steps to travel a given distance. In contrast, the engine of a Nash car *with* automatic Cruising Gear may be likened to a long-legged riding horse which covers the same distance in 3 easy strides.



Cross-section view of the Automatic Cruising Gear. The Cruising Gear acts as a "fourth gear". It comes into operation automatically when your car reaches a speed of about 45 miles an hour!





THERE'S ENOUGH ROOM FOR A FULL-SIZE DOUBLE BED *in the back compartment of any Nash sedan!*

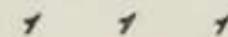
Here's a remarkable new feature introduced by Nash engineers that has taken the country by storm!

In less than 10 minutes, you can arrange a full-size bed big enough to sleep two six-footers right in the back compartment of any Nash sedan!

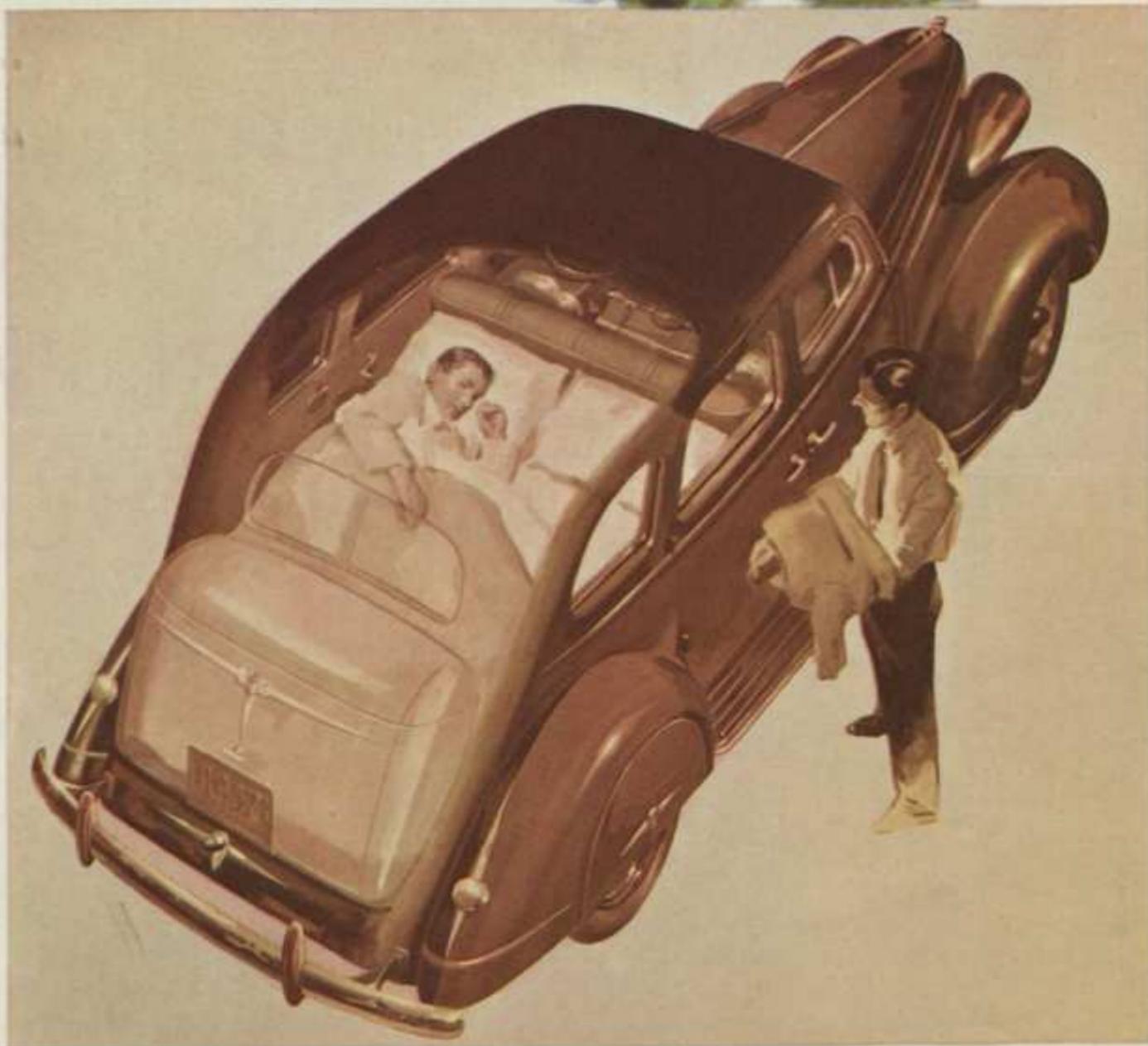
It is the perfect solution to the problem of sleeping out-of-doors—without the necessity of transporting tents, cots, mattresses, etc.

Some people have even used this car as an extra guest room at a summer home!

Anyone can arrange this bed without fuss or bother. And it takes only a few minutes. Only a minimum of extra equipment is needed. Any Nash dealer will gladly give you complete details.



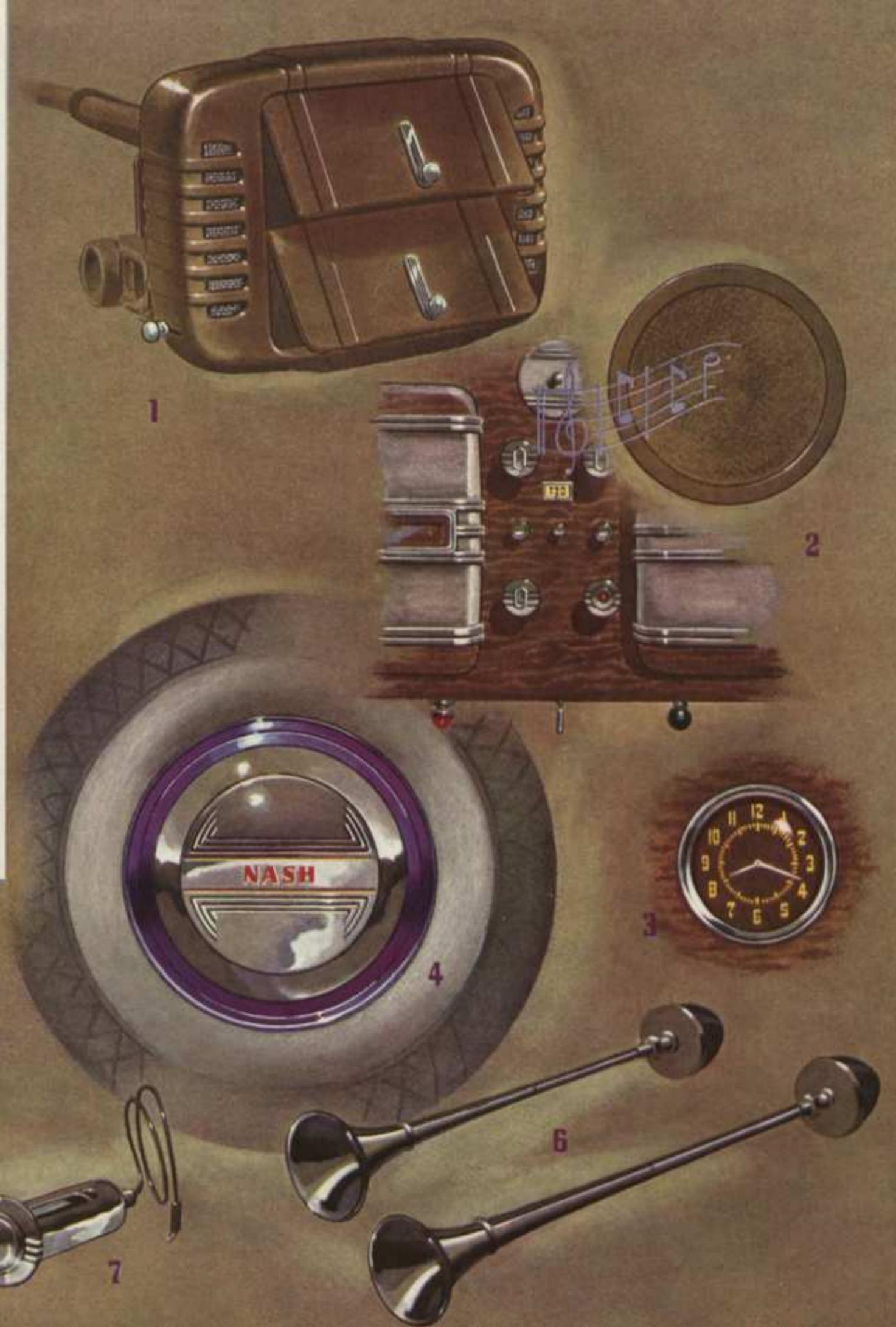
Campers, Tourists, Fishermen, be sure to see this distinctive Nash bed-arrangement before taking your next trip. And remember it is available on any Ambassador Eight, Ambassador Six or Nash LaFayette-"400" sedan.



DE LUXE ACCESSORIES— *designed and engineered especially for Nash-built cars*

1. **HEATER WITH WINDSHIELD DEFROSTER** An entirely new idea. All 1937 Nash-built cars are specially equipped for the installation of this highly efficient heater with blower and built-in outlets from the heater. Insures clear vision in case of frost, snow or sleet.
2. **NASH-PHILCO RADIO** Designed especially to give perfect reception in Nash cars. Built-in, overhead speaker, installed in the roof, insures audibility in all parts of the car. Philco superheterodyne circuit. Space is provided for controls in center of instrument panel within easy reach of all front-seat passengers. Automatic volume control.
3. **ELECTRIC CLOCK** Reliable timekeeper. Never requires winding. Individual light also illuminates glove compartment.
4. **CHROMIUM WHEEL DISCS** Provide an added touch of distinction for your car. Very reasonably priced.
5. **CHROMIUM WHEEL MOULDINGS** Beautifully finished in chrome and providing a pleasant contrast with the color of the wheels, these wheel mouldings add a distinctive touch of beauty. Easily installed.
6. **TWIN HORNS** These beautiful matched duo-tone, air type horns provide a pleasant but penetrating warning, an especially desirable feature for touring.
7. **CIGAR LIGHTER** Eliminates the risk and bother of fumbling with matches while you're driving. Quickly installed in space provided on instrument panel.

These and other De Luxe Accessories available at slight extra cost



S P E C I F I C A T I O N S

		NASH Ambassador Eight	NASH Ambassador Six	NASH LaFayette "400"			NASH Ambassador Eight	NASH Ambassador Six	NASH LaFayette "400"	
GENERAL	Wheelbase	125"	121"	117"	LUBRICATION	Full pressure lubrication to all main bearings, connecting rod bearings, piston pins, timing chain, camshaft bearings and cylinder walls	Yes	Yes	Yes	
	Overall length (with bumpers)	204½"	200½"	196½"						
	Tread (front)	57¾"	58"	58"						
	Tread (rear)	60"	60¼"	60¼"						
	Automatic Cruising Gear (optional at slight extra charge)	Yes	Yes	Yes						Gear driven oil pump
					Crankcase capacity (quarts)	7	7	6		
	Steel Wheels (artillery or disc optional)	Yes	Yes	Yes	PISTONS AND RINGS	Aluminum alloy with Invar Strut	Yes	Yes	Yes	
BRAKES	Super-Hydraulic	Yes	Yes	Yes			Number of oil rings per piston	2	2	2
							Number of compression rings per piston	2	2	2
CONNECTING RODS	Rifle-bored	Yes	Yes	Yes	SHOCK ABSORBERS	Double acting hydraulic with thermostatic and automatic control	Yes	Yes	Yes	
COOLING	Metered pressure system (sealed)	Yes	Yes	Yes			SPRINGS	Synchronized springing	Yes	Yes
	Water temperature controlled by thermostat in cylinder head	Yes	Yes	Yes	Spring leaves pre-lubricated and fitted with impregnated bronze inserts	Yes			Yes	Yes
CRANKSHAFT	Number of main bearings	9	7	7	STARTER	Clutch pedal starter	Yes	Yes	Yes	
	Total bearing surface (sq. in.)	83.17 sq. in.	66.34 sq. in.	66.34 sq. in.						
ELECTRICAL	Battery capacity—ampere hours	110	100	100	STEERING	Worm and roller type	Yes	Yes	Yes	
	Horn—vibrator type	Yes	Yes	Yes			Steering Shock eliminator	Yes	Yes	Yes
	Air-cooled generator	Yes	Yes	Yes			RIDE STABILIZER	Type—spring steel bar	Yes	Yes
ENGINE	Type	Twin-Ignition overhead valve		L-head Monitor-sealed	TRANSMISSION	Synchro-shift type			Yes	Yes
	Number of cylinders	8	6	6						
	Bore	3½"	3¾"	3¾"						
	Stroke	4¼"	4¾"	4¾"						
	Piston displacement (cu. in.)	260.8	234	234						
	Brake horsepower at 3400 R. P. M.	105	95	90						
	A. M. A. horsepower	31.25	27.34	27.34						
	Engine mounting on rubber suspension	4-point	3-point	3-point						
	FRAME	X-type with box section side rails	Yes	Yes			Yes	STANDARD EQUIPMENT	Cloth upholstery or mohair optional • Leather trimming (except in cabriolets) at slight extra cost • Front door arm rests • Assist straps in 4-door sedans • Roller shade rear window • Rear compartment ash trays • Instrument panel ash tray • Sun visor • Rear view mirror • Windshield wiper • Parcel compartment in instrument panel • Two tail lights—also license-plate light • Two parking lights.	
		Number of cross members	5	5			5			
FUEL SYSTEM	Filter in pump	Yes	Yes	Yes	REGULAR FACTORY EQUIPMENT	Bumpers and bumper guards (front and rear), spare tire and spare wheel, spring covers and radiator ornament, at slight extra charge.				
	Carburetor type	Dual down draft	Down draft	Down draft						
	Air cleaner	Yes	Yes	Yes						
	Gas tank capacity in gallons	20	20	20						
LIGHTS	High and low beam headlights, foot operated	Yes	Yes	Yes	OPTIONAL FACTORY EQUIPMENT	Rear wheel shields • Radios • Hot water heaters with windshield defrosters • Electric clocks • Cigar lighters • Chromium wheel mouldings • Twin horns • Rear seat center arm rests—Banjo-type steering wheel (for Ambassador Six and LaFayette-"400" models) • Lock for package compartment door • and other accessories engineered especially for Nash-built cars—all available at slight extra charge.				
	Parking light location	Fenders	Fenders	In headlights						

The Nash Motors Company reserves the right to make any changes in specifications or prices without incurring any obligation to have same apply on cars previously sold.

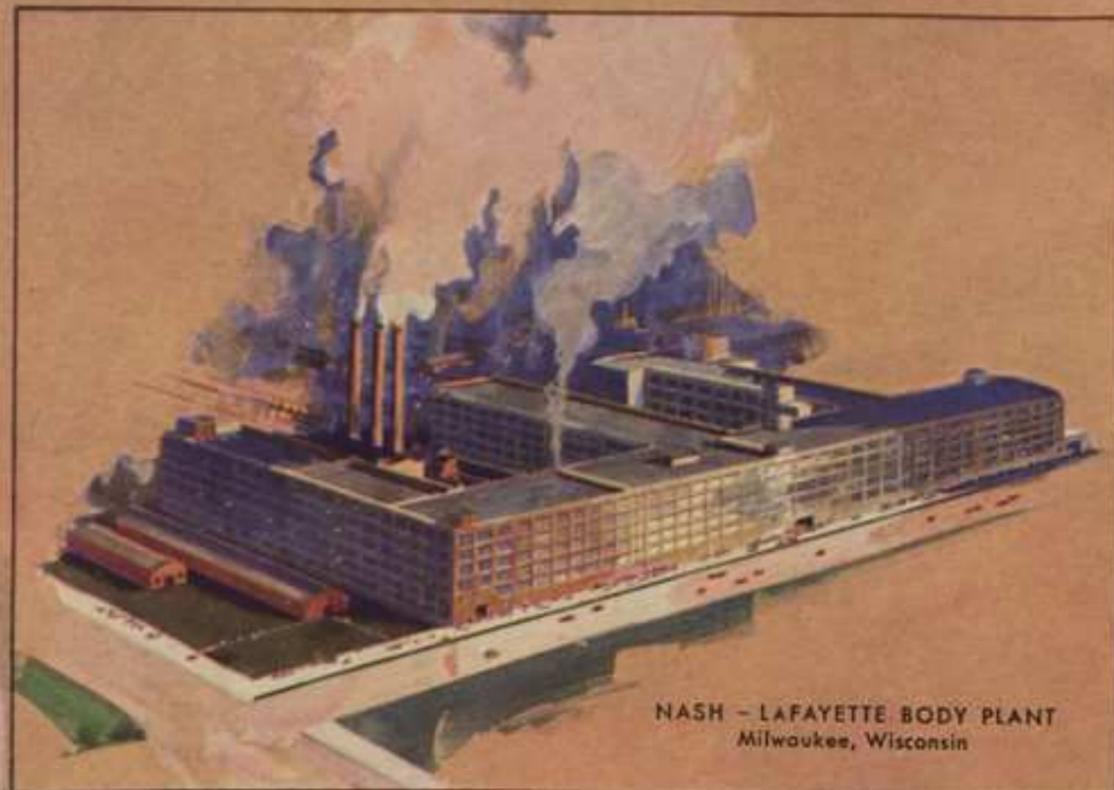


THE NASH MOTORS COMPANY

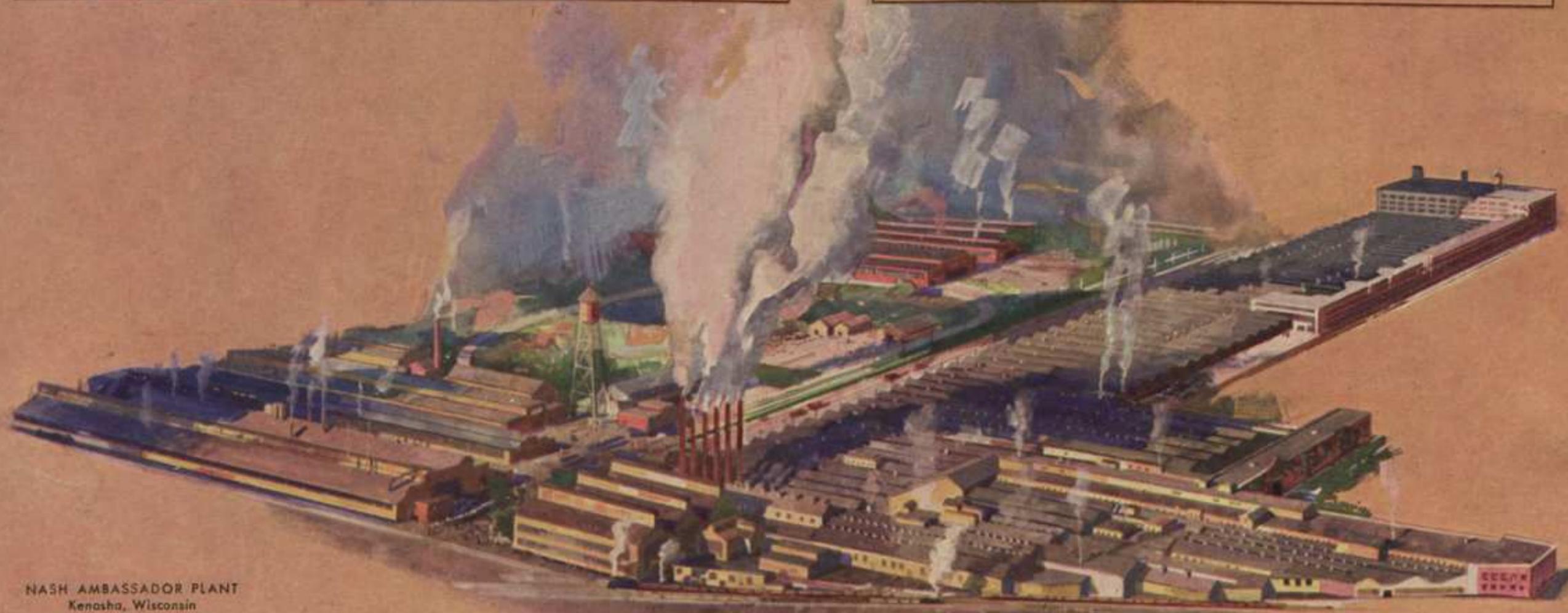
A WORLD-WIDE ORGANIZATION . . . 20 YEARS OF PROGRESS



NASH LAFAYETTE - "400" PLANT
Racine, Wisconsin



NASH - LAFAYETTE BODY PLANT
Milwaukee, Wisconsin



NASH AMBASSADOR PLANT
Kenasha, Wisconsin

T H E N A S H M O T O R S C O M P A N Y