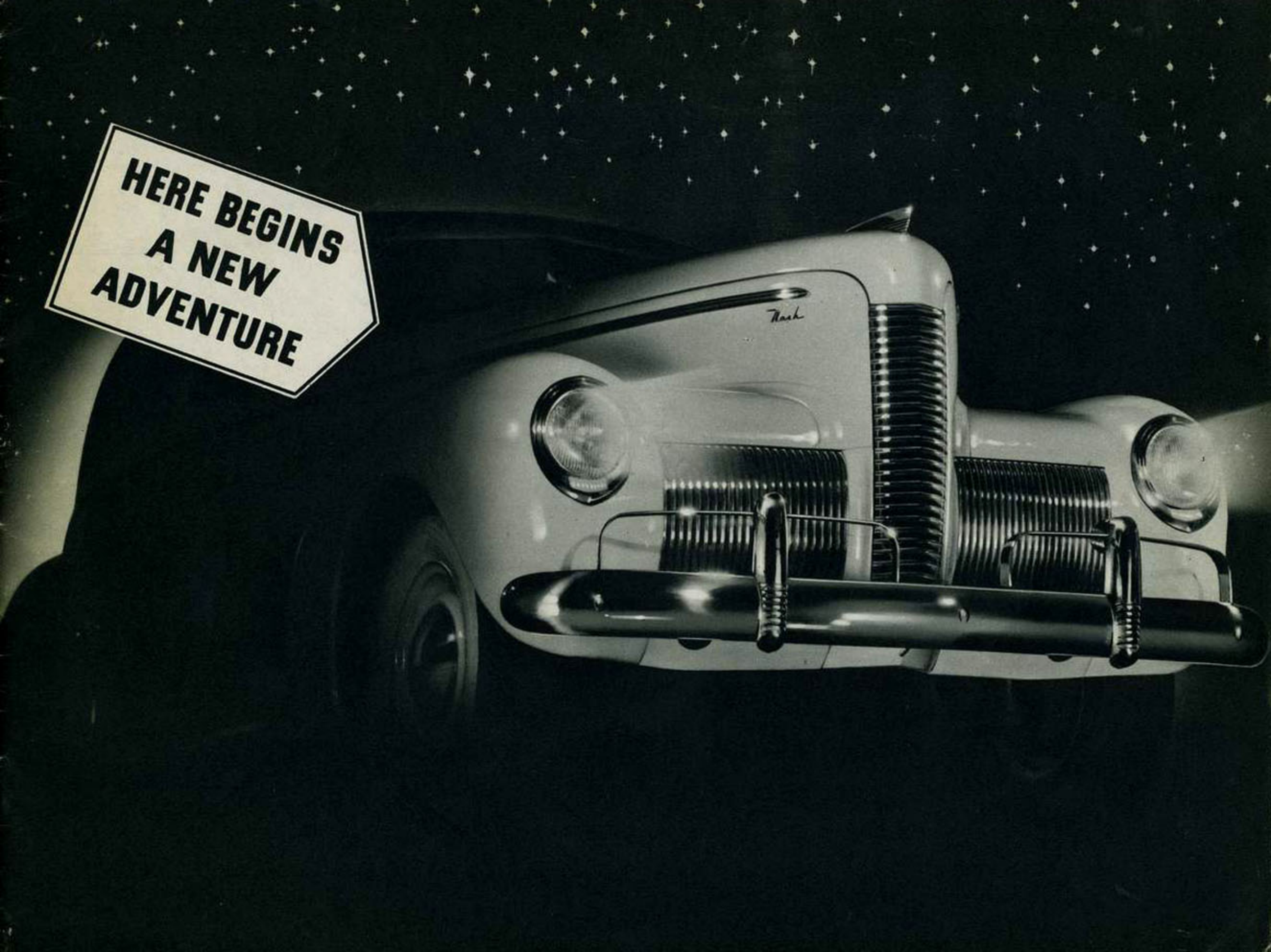


**HERE BEGINS
A NEW
ADVENTURE**





NASH

"It's Great to be Alive!"

EVERY LINE WHISPERS

Something's going to happen to you.

It's never happened before. You don't know anything like it.

One moment you'll be your usual self—going along, thinking the same old familiar thoughts.

The next moment—softly down the street and sweetly past you at the curb—has rolled a glamorous-looking new car that speaks straight to your beauty-loving heart.

A car formed as simply and cleanly . . . a car as light and joyous . . . as a 16-year-old laughing in her swim suit.

A car that means *you* when it whispers, "Let's go far . . . far!"

And—there between one second and the next, you've lost your heart to this proud and powerful new Nash.

* * *

Do you wonder at first what makes one car different from all the rest?

Look again at its sheer and finely-wrought front end . . . its massive fenders . . . the long, subtle curve of its tapering stern. What do you see?

No tea-room trappings.

No spattering of gimcrack nickeled gewgaws. No bumps or elbows or air-pockets; no headlights hanging out to snatch at the wind as you travel.

Instead . . . there's a "modern" look to the slim, up-reaching nose of the engine. A silversmith feeling in the fine touches of chrome . . . an impression of speed in the flashing, slender lines arched along the side.

Those powerful new small headlights faired into the fenders—you've seen them before, in the wings of great transport liners. The leading edges of the new airfoil catwalks are balanced and poised exactly like wings.

Go all around. See and touch and try everything.

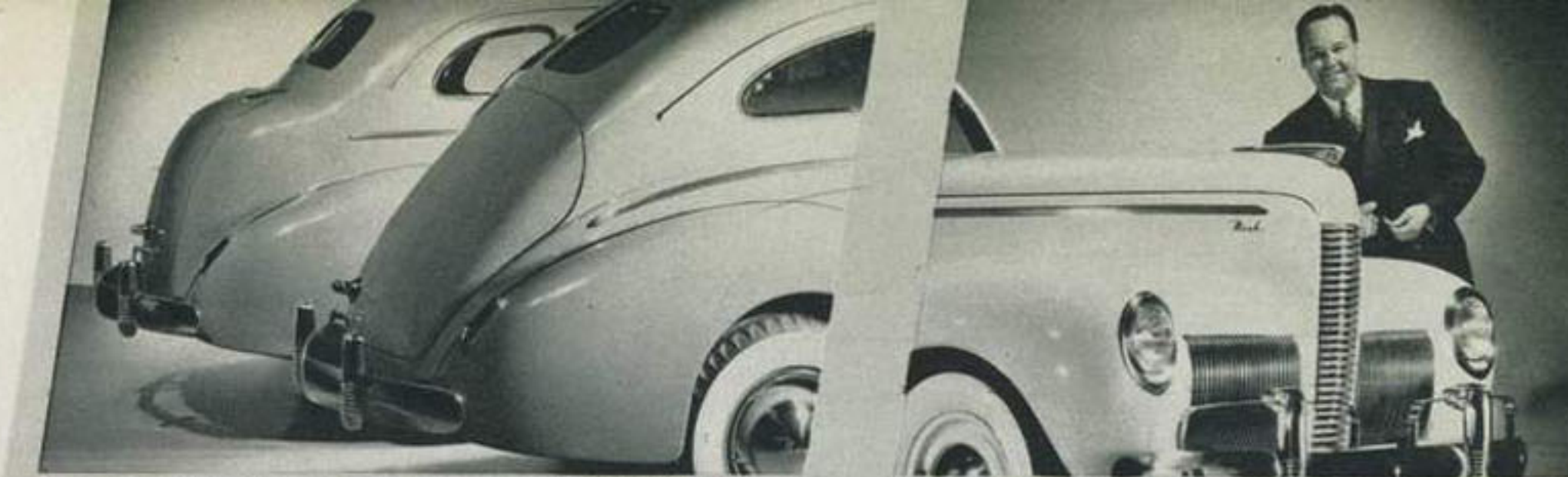
The chrome ribs, narrow and fine. The sloping silver script of the name "Nash" written on both sides of the prow, where fast liners bear their names. The wind-sloped windshield. The long, massive fenders . . . each a complete speed-unit in itself. The sleek sides. The running-boards independently mounted for solidity and looks. The gravel-plates, the kind you've seen in fine custom coach-work. The flashing, giant bumpers. The trunk concealed beneath that low, sloping stern . . . with luggage-space that was designed for long, far-reaching journeys.

And . . . inside . . . the broad, smooth sweep of seats that make it *look* like what it really is . . . "The Most Comfortable Car in America."

Yes. Wrapped as it is in the finest enamel finish you ever saw on steel, it's altogether the most heart-lifting and thrilling thing that ever came out of an automobile factory.

Why, even when it's standing still at the curb, it seems to be alive . . . restless . . . quivering almost as if for flight to those far-away places you've dreamed of!

—Well? What are you waiting for?



LOOK AT THAT LOW, SWEEPING "FAST BACK" . . . Nash's practical streamlining . . . so scientifically shaped, you bore through the air with the least possible resistance. The more conventional trunk backs are also available on all four-door Sedan models at no extra cost!

CLEAN, TRIM-NOSED—the simplest, best design for cooling and reducing wind resistance. Grilles die-cast in one gleaming piece of chromium . . . nothing to rust or rattle. Designed in the modern tempo by George W. Walker, famous industrial designer.



FAST AS A FIGHTING PLANE—is the effect of Nash's airfoil design. From the clean, simple front grille to its racing back, there's a sweep to this car—balanced by new airfoil catwalks for all the world like wings!



NEW "SEALED BEAM" LIGHTS set flush in the fenders, are 50% more powerful. Glare is reduced to a minimum and "flood-light" arcs show you left and right, as well as front. New air-sealed reflectors never dim, or lose brilliance.



NASH FENDERS ARE MASSIVE . . . Yet built in true "teardrop" design. See how they blend with the new narrow radiator grille. Their raised crowns and deep skirts accentuate fleet appearance. (Note anti-splash baffles in front, protecting the opening between fender and running board.)

COME ON! THE BIG THRILL IS YET TO COME!



it's Spring Around the Clock

Let's say it's one of those raw, gloomy days. There's murder in the sky. Only stern souls have ventured out of doors. A bitter, whining wind whips down the street . . . chilling you to the very bone.

Quick—into this new Nash!

You slip into the broad, welcoming front seat—and the first thing that catches your eye, front and center on the twinkling instrument panel, is a handsome tiny grille, that says "Weather Eye."

The control is right at your knee, a tiny dial. Just twirl it to the warmth you want . . . any one of eleven degrees of comfort.

Quick as a wink, it's June! With all windows closed, there's a flood of fresh, invigorating Conditioned Air. Filtered and exactly heated, it circulates inside the car, *without drafts*. Stuffy air . . . the moisture of your breath . . . whisk away. The big wide windshield does not fog or frost over.

It's a strange sensation. Outside, the mercury

tumbles to zero . . . the wind and your speed vary. *But you never feel it!* For this uncanny Nash "Weather Eye" outguesses the weather . . . maintains just the comfort you want automatically.

Like a moving picture, the storm battles and howls outside . . . while you sit comfortably in your shirt-sleeves . . . chatting, relaxed, enjoying every minute!

Faster . . . and silently . . . you skim over the road. And as the sense of utter comfort steals over you, you realize suddenly that at last *you're free.*

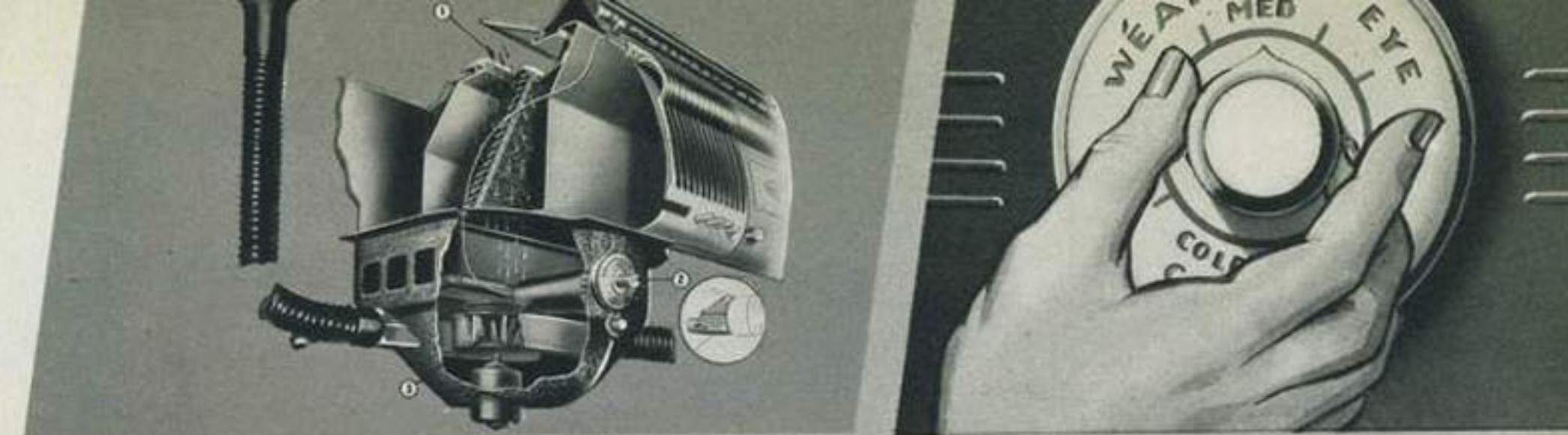
No more nursing yourself and your car through a housebound, shut-in winter. No more dread of an hour's drive on some cold night . . . no fear of the inevitable sniffles, sneezes, coughs, colds. No danger of ever being caught unprotected.

Hate winter? You'll love it in a Nash! A full twelve months of glorious driving weather are yours—not just the usual eight!

For now . . . with the new Nash "Weather Eye" system of Conditioned Air for winter driving . . . there isn't any winter any more—just spring, all year.

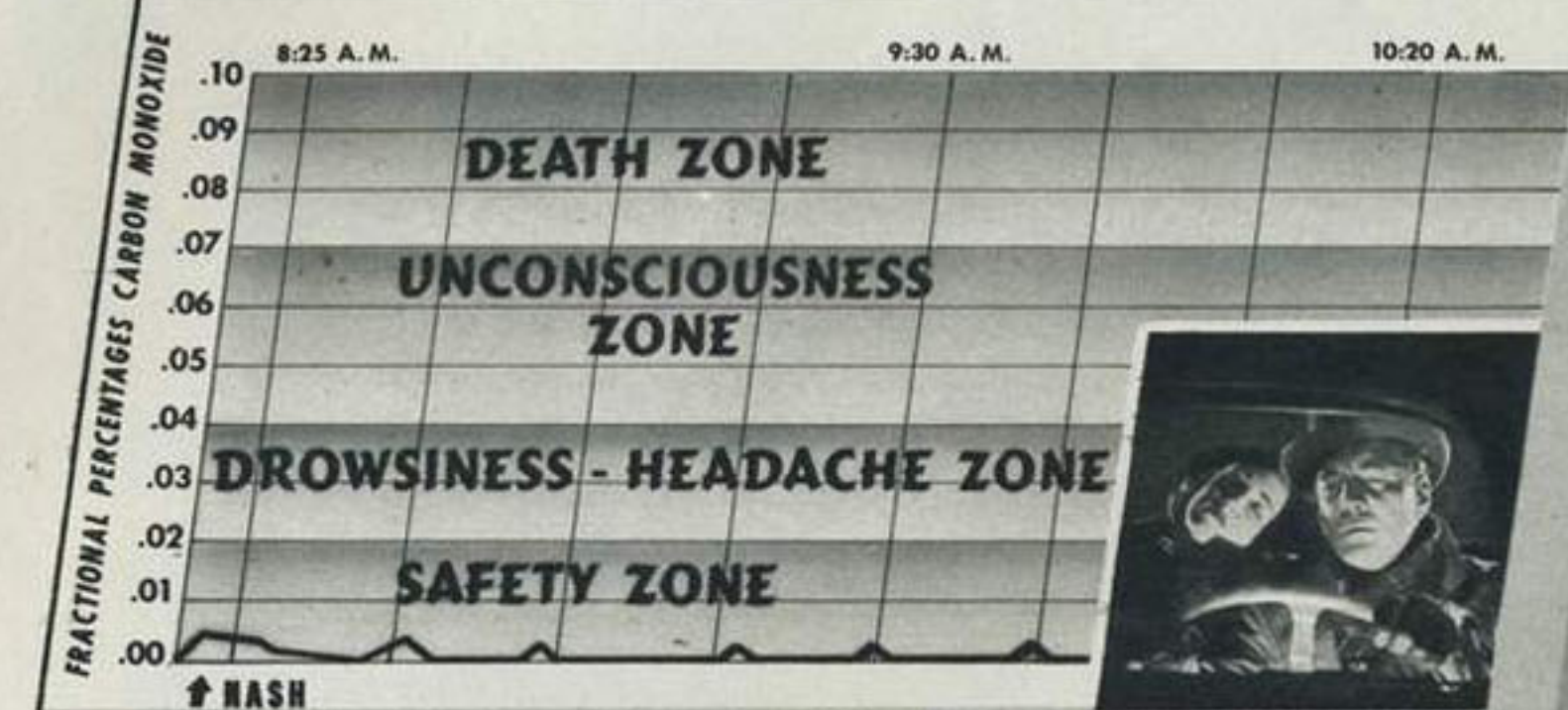
But spring without dusts, drafts, or bugs. Spring that lets you travel spic and spotless in evening clothes . . . your wife without a wrap, or a hair out of place.

It's "Weather Eye" magic . . . a completely new and revolutionary system of automatic heating and ventilating that literally makes your Nash more comfortable than a cozy room at home!

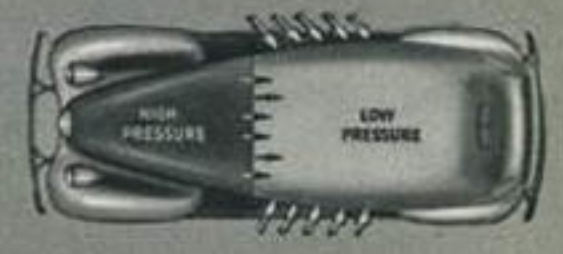


HERE'S YOUR WEATHER-MAKER. (1) Fresh air comes in cowl ventilator (up to 600 cubic feet a minute). (2) "Weather Eye" dial sets thermostat for automatic balance of cold air and heating core. (3) Fan pulls in *fresh* air when standing. Air flows in from sides . . . away from ankles.

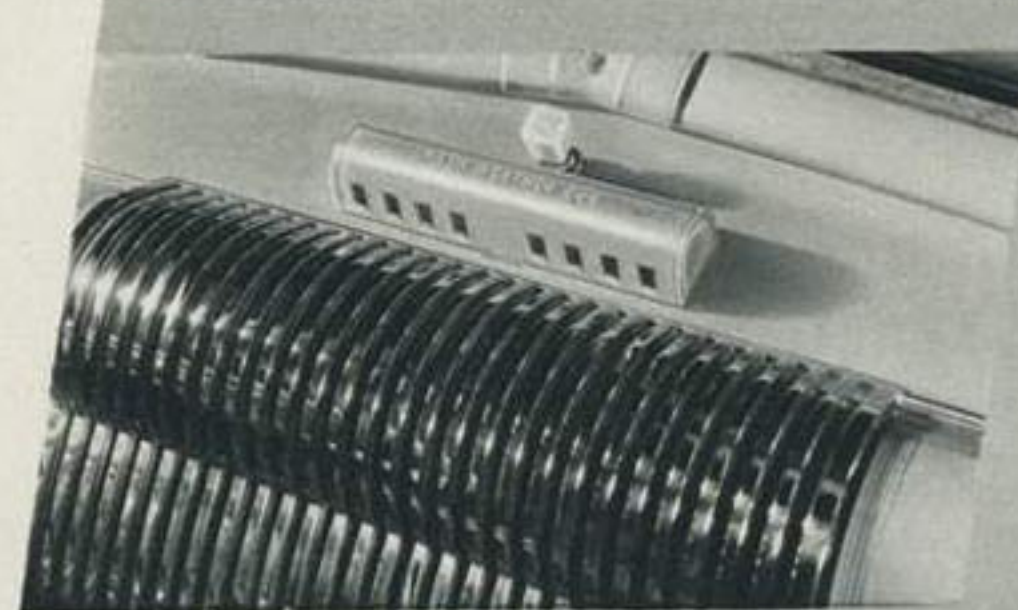
"TUNE IN" COMFORT! This tiny dial controls the Nash "Weather Eye." Set it for the warmth you want . . . 11 choices from Maytime coolness to hot. Automatically, all winter long, the temperature inside the car *stays* that way—whatever happens outside.



NASH PROTECTS YOU. The inside pressure created by the "Weather Eye" system equally distributes *fresh* air to expel stale air and dangerous fumes. Defrosters clear windshield of ice and sleet . . . prevent accidents in bad weather.



OTHER CARS, in motion, set up a partial vacuum, pulling air into body. Contaminated air from under hood is forced into the low-pressure passenger compartment.



ENDS MONOXIDE danger. Less than one 2/100 of 1% carbon monoxide with "Weather Eye" in operation. Nash safety record, charted above, is approved by National Association of Safety Engineers.

WATCHMAN of temperature variations, here's the "Weather Eye" itself. Automatic thermostat turns heat on or off as outside temperature falls or rises.

AND NOW.. GET READY TO HOLD YOUR HAT!

A NEW KIND OF POWER AND

it's Terrific!

You don't have to say, "Let's see what she'll do."

Just tap the throttle and hold on to your hat.

As a hundred-odd maddened horses go tearing out from under you (with no more sound or stir than a whispering spring breeze), you realize this Nash sealed-manifold engine is something new in power!

Fact is—it's a hurricane in velvet; and you've got to treat it so.

You can shift one-two-three—like that—and leave the best of the rest behind. You can hurtle from 15 to 50 in less than 13 seconds flat in *high* gear. You can break any speed law ever put on the books.

But . . . don't.

Go softly—and find out how *gentle* a *really powerful* car can be. Pick the worst traffic-jam you know—and see how quickly the controls read your mind.

Then get out past the last traffic-light . . . out on the open highway . . . and then for the quick thrill of it, really let go!

Faster . . . faster . . . the road unreeals itself

beneath you. Your wheels dance over railroad tracks, drum over a wooden bridge, sing across a level stretch of broad, smooth plain.

A hill you once took in "gear" looms ahead . . . and is gone.

The adventurous open road you've dreamed of opens up before you; and as you go skimming along in your uncannily quiet flight, you know you're starting on the best and most thrilling 100,000 miles of your life.

The motor under a Nash's slim hood doesn't look, talk, or act like anything else that comes out of a factory.

It's new. And as cleanly designed as a fighting plane's nose. The intake and oil manifolds are sealed inside the engine—not hanging out where they can catch cold or get overheated! Called the greatest advance in engine design in 20 years.

Even the valves are streamlined, for fast, smooth fuel flow. Lubrication is *full-pressure*—cooling is *complete*.

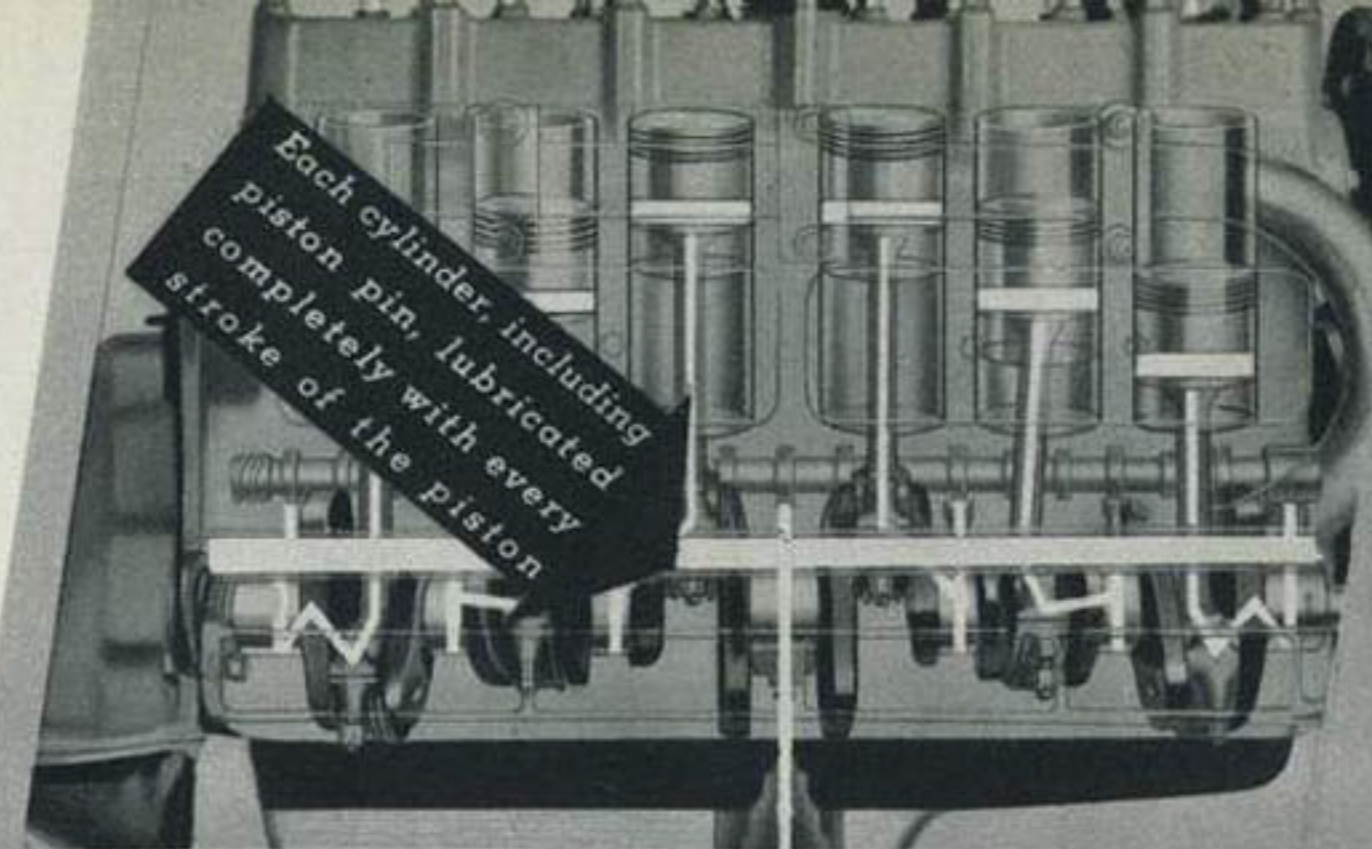
* * *

This efficiency isn't limited to stellar performance. It has other results. Even after a cold winter-evening's bridge game, one whirl of the starter is all this engine needs. You'll be on your way singing while your friends' cars are still coughing and laboring at the curb.

In summer, you won't boil the engine, even on hottest days.

Year 'round, you'll find it's the most perfect servant ever put in a car.

For it's a brand new kind of power—and you'll agree it's *terrific*.



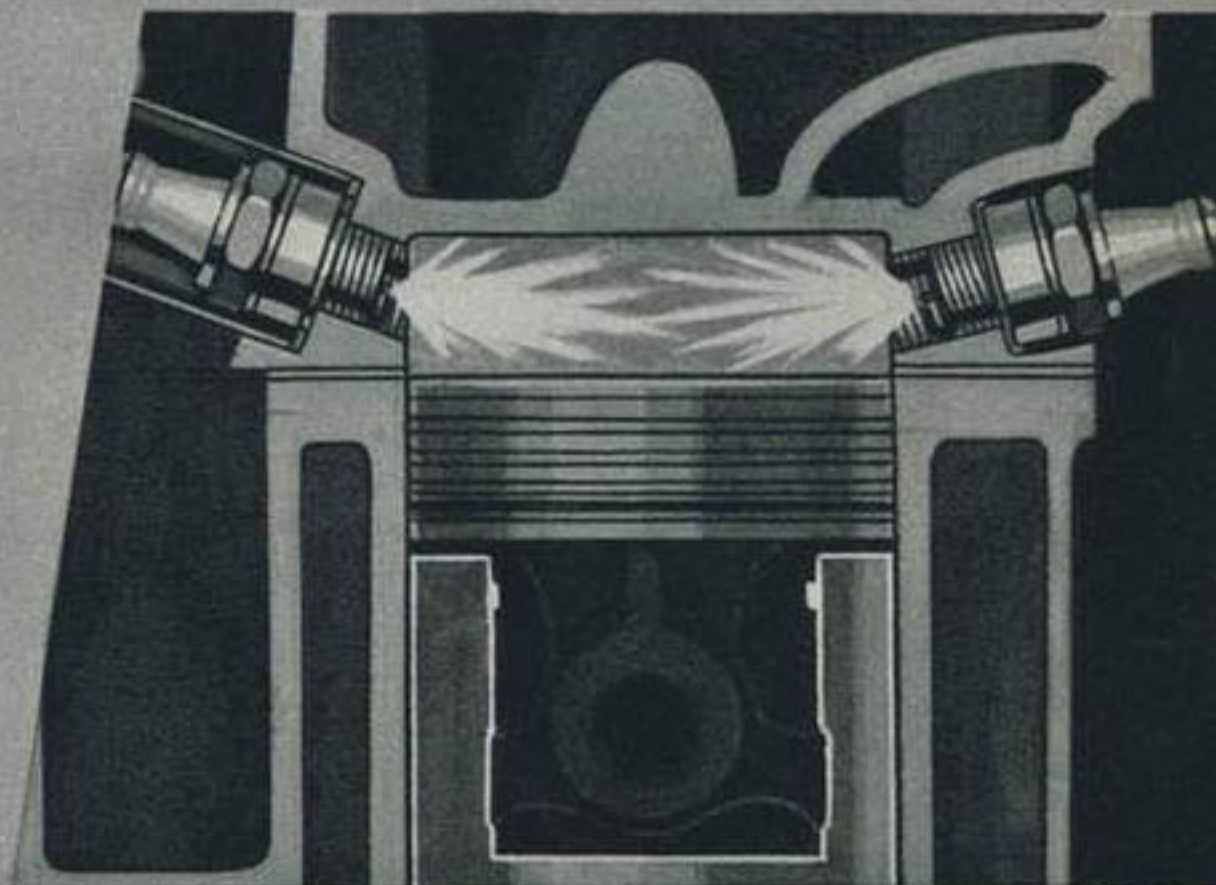
HERE'S WHY NASH ENGINES STAY YOUNG! Every cylinder and piston pin is completely lubricated with each stroke of the piston, fully protecting every moving part of the engine. Even after 25,000 to 35,000 miles, your Nash engine is running smoother than ever!



WOULD YOU BUILD A HOUSE with heating ducts and pipes *outside*? No—because it wastes heat, and you can't control temperature. In a Nash engine, intake and oil manifolds are sealed *INSIDE*. Temperature is uniform winter and summer. You get better starting, consistently brilliant performance, far better economy.



TEARS AWAY FROM TRAFFIC! This Nash engine has more power for flashing getaway than you've ever experienced. Makes the car easy to handle, on the open road, or in crowded city streets. From 15 to 50 MPH in less than 13 seconds, high gear!



NEXT BEST THING TO FLYING is twin-ignition power—for with two plugs acting simultaneously, combustion of the gas mixture is faster and more complete. You get greater power, livelier performance, more economy. Rolls Royce and the two Nash Ambassador Series are the only cars that have this engine feature!

WAIT . . . THERE'S A FOURTH SPEED FORWARD!



Suddenly— A Giant Hand pulls you Ahead

It happens when your speedometer needle touches 35.

You hear a soft "click." And—though you've not touched a single control—suddenly you've taken wings!

It's as silent, swift, and thrilling as the lift of a giant wave. It literally seems as though an invisible hand had pulled you ahead!

Faster . . . faster . . . you skim through space. Other cars are laboring along—but you float by without the slightest effort, your motor seemingly idle—so quietly and smoothly do you skim along!

A truck looms ahead of you—a car is coming the other way. Simply nudge your throttle quickly, sharply—and the special pick-up power of the new Nash "Overtake" automatically comes into play! You're past the emergency before you know it—and silently sweeping on your way again.

Exhilarating? Yes! And this is to be your style of travel from now on. It's Nash's new kind of automatic Fourth Speed Forward. And it's a motoring thrill you'll never get tired of experiencing!

. . .

Now that you look at it, it seems inevitable. There's no earthly reason why a gear-ratio that's good for 15 miles an hour should also be the best for 30, 60, or 70. As a matter of fact, when you stop to think of it, that's a little like using "first" and racing your engine way up to highway speeds.

Now that Nash offers a practical, self-shifting Fourth Speed Forward, a load is taken off the engine at precisely the crucial times. And the saving is all yours!

The new "Overtake" is a safety factor you can call on for pulling out of hazards on the highway . . . for extra speed when you need it most. But this Fourth Speed isn't a "racing" gear by any manner of means. It's a practical, economical *working* gear—goes into action at 35 . . . operates in second as well as in high. And here's what it does for you:

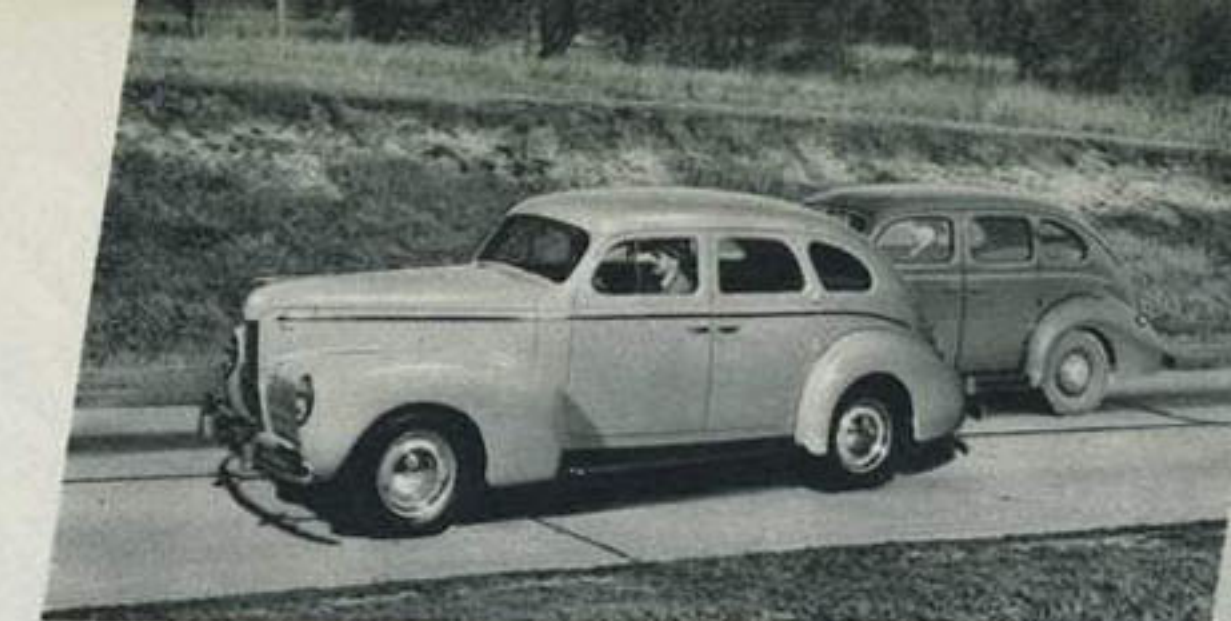
Lets your engine run with 30% fewer revolutions per minute.

Saves you up to 25% on gasoline, as owners certify.

Saves up to 50% on oil, according to the same witnessed statements.

So it's a lot more economical than the conventional gear arrangement (on a trip from New York to San Francisco, you'd travel "free" from Salt Lake City on!) . . . and it's a whole lot quieter, smoother, more restful.

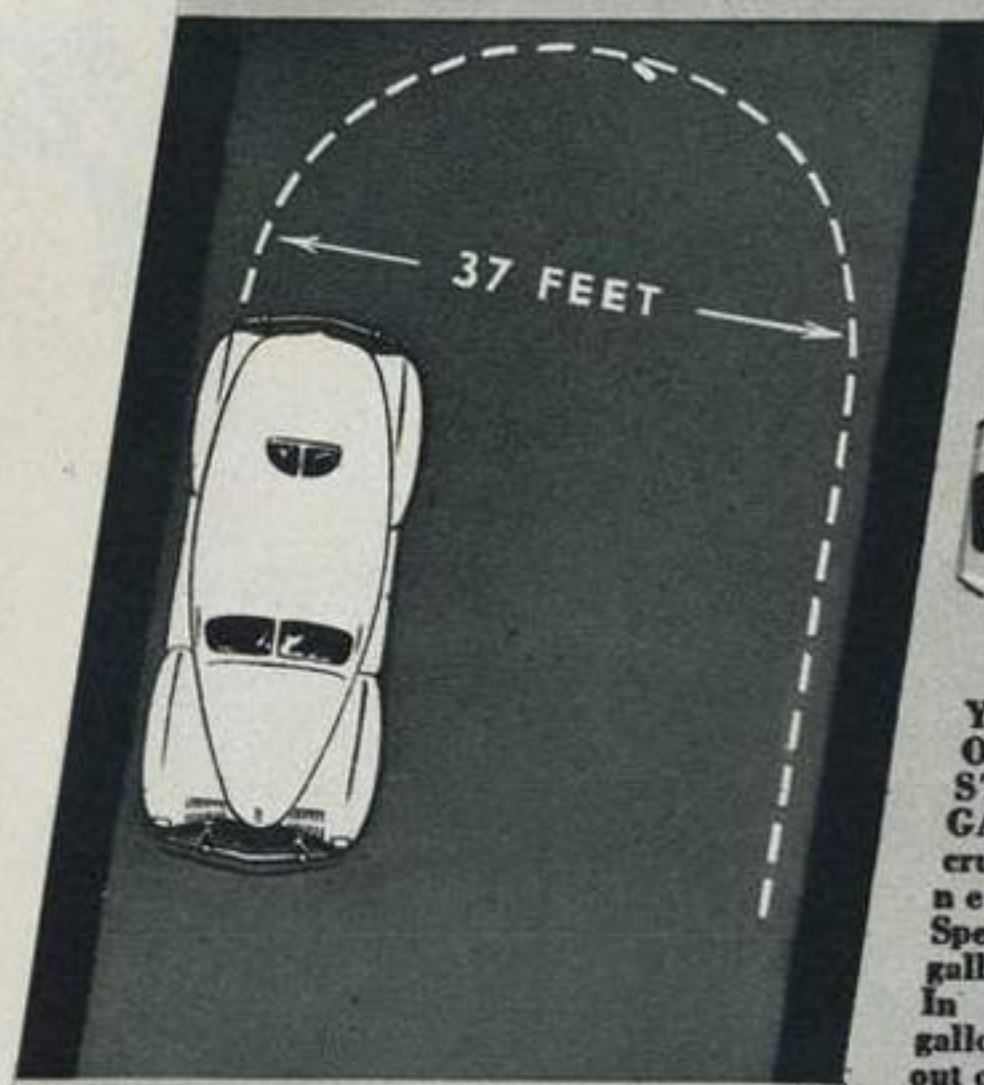
You'll want it on your Nash. It was built for roaming.



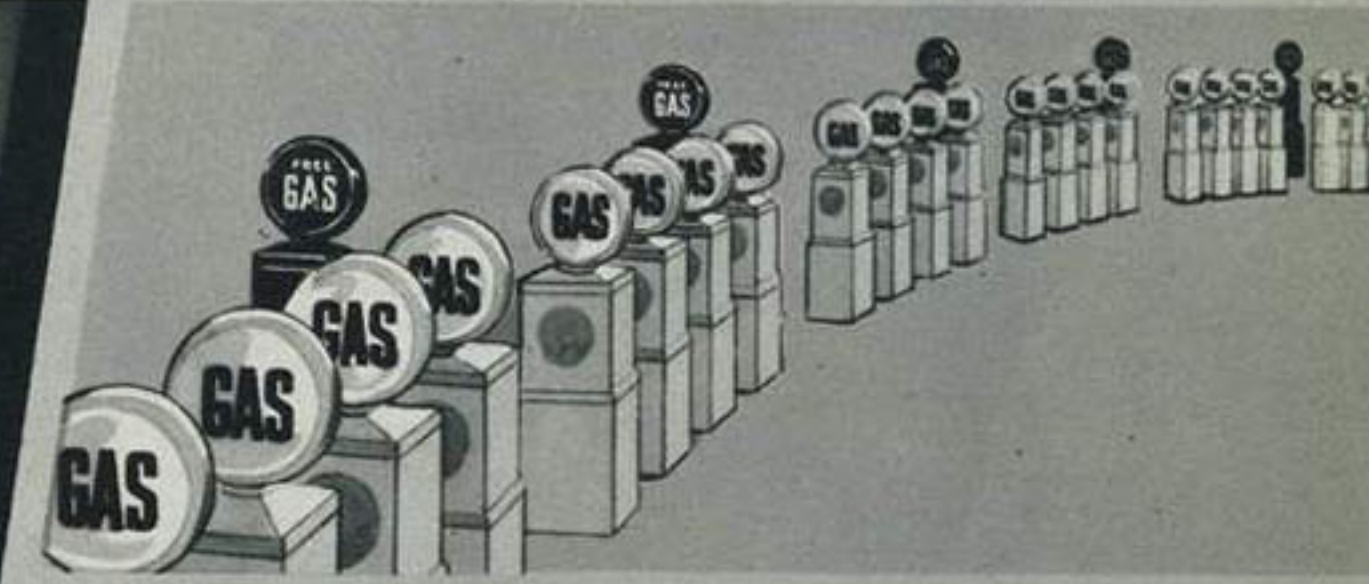
IT'S LIKE MAGIC—when, at 35 MPH, Nash's automatic Fourth Speed Forward clicks in. Effortlessly you skim past other cars on the road—with the new "Overtake" speed in reserve for quick pick-up the instant you need it. So smooth and vibrationless you'd think the engine asleep except for the miles fleeting by.



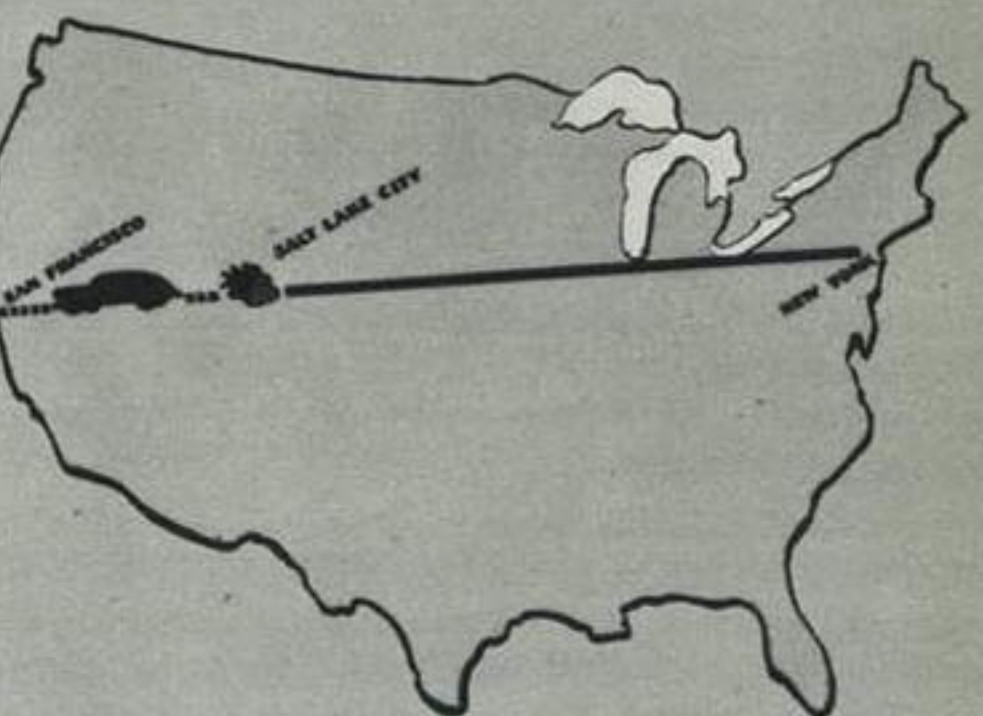
NO TUGGING AT BALKY GEAR-SHIFTS in a Nash! New silent gear lever . . . specially insulated to prevent metallic noises—works fast as 1-2-3. Out of the way on the steering post—leaving ample room for three full-sized passengers.



PARKING NOW MADE EASIER . . . new type steering mechanism lets you swing in 37-foot circle . . . get in and out of tricky driveways. And women find it easy to park at the curb, with only a two-foot margin, front and rear, to spare—in biggest Nash.



YOU SAVE 1 OUT OF 5 STOPS FOR GAS. In 12,000 cruising miles, new Fourth Speed saves 180 gallons of fuel. In effect, two gallons FREE out of every ten. As the map shows, on a cross-country trip this means free gas from Salt Lake to San Francisco!



NOW FOR AN "ARROW-FLIGHT" RIDE

"Wake Me - when the Moon Comes Up!"

Almost before you know it (this first night you drive a Nash), you're out in the country, scudding along the open road. Suddenly your wife speaks:

"Isn't it quiet?"

And then, in a flash . . . as your ears register each word and tone, floating separate and clear in the silence as if spoken in a radio studio . . . you realize that something amazing has been done to this new car.

You're riding smooth, swift . . . *silent* as the flight of an arrow.

It seems utterly uncanny—this complete quiet—till you remember this new Nash is *sound-proofed like no other car* . . . with a combination of improved Sand-Mortex insulation, new "Fabreeka" body mountings to insulate the body from frame noises, and big double-thick cowl pads.

Then you begin to notice other things about this new Nash "Arrow-Flight" ride.

Your wife has closed her eyes and rested her head on the back of the seat . . . but you observe that the deep upholstery of this softly-

suspended car doesn't transmit a jiggle or a tremor.

Pot holes and ruts loom up—but Nash's new individual front wheel springing keeps you solid on the road . . . there's no pause in your "Arrow-Flight" ride . . . no steering wheel shock. With your hands but lightly on the wheel, your Nash goes where you point her . . . and holds its course without a waver.

You take a fast curve without slacking or slowing. There's no fighting the wheel or feeling of "heeling" when you hit a soft shoulder.

You shift your position slightly . . . and discover for the first time in your life a seat that supports you lightly and naturally . . . a seat that gives you room to move about and breathe . . . instead of collapsing your aching bones in a jackknife slump!

You're discovering what it means to drive "*The Most Comfortable Car in America!*"

Can you blame yourself now—if a new sense of freedom sweeps over you?

Once you "babied" your car over bumps. *Now* you float over full-speed.

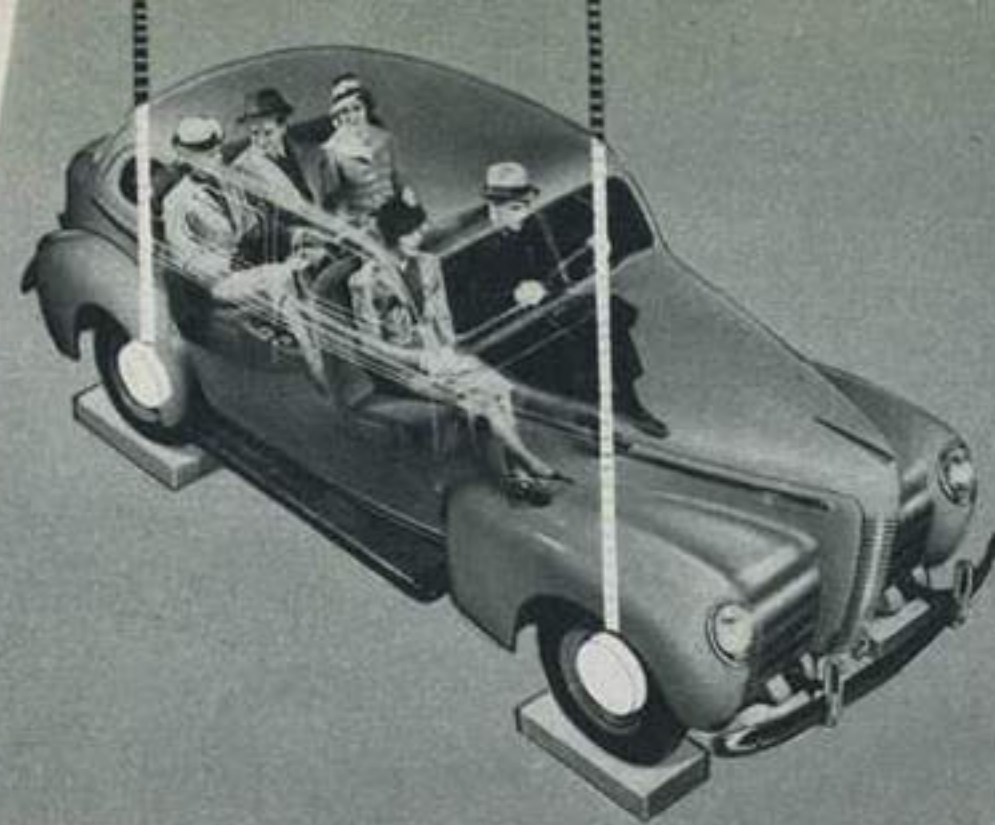
Once you winced at the warning sound of your racing engine. *Now* you forget all but its smooth, exciting power.

Once you hated the frayed nerves and stiff muscles of a 300-mile trip. *Now* you know *the whole country's yours!*

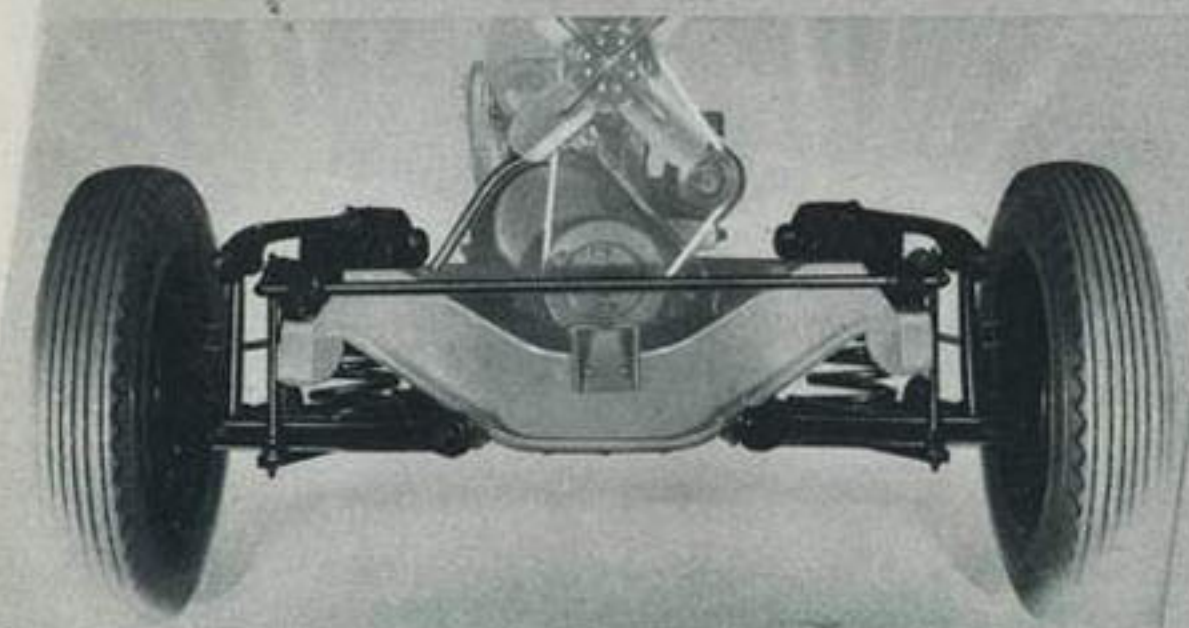
That's why sundown sees you far off the main traveled road . . . slipping quietly along a pleasant tree-shaded lane.

In the deepening shade, a cottontail bobs down the trail. A brook runs through a clearing. Beyond, over the top of a wind-swept hill, a yellow disk begins to rise. You tap your wife's arm.

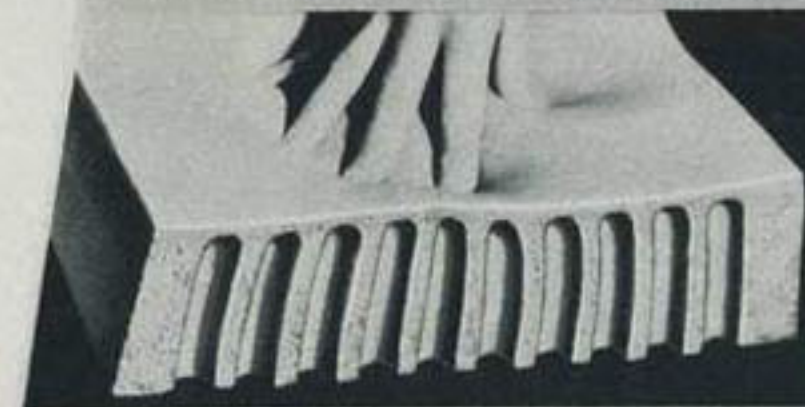
"Time to wake up," you say, "here comes the moon."



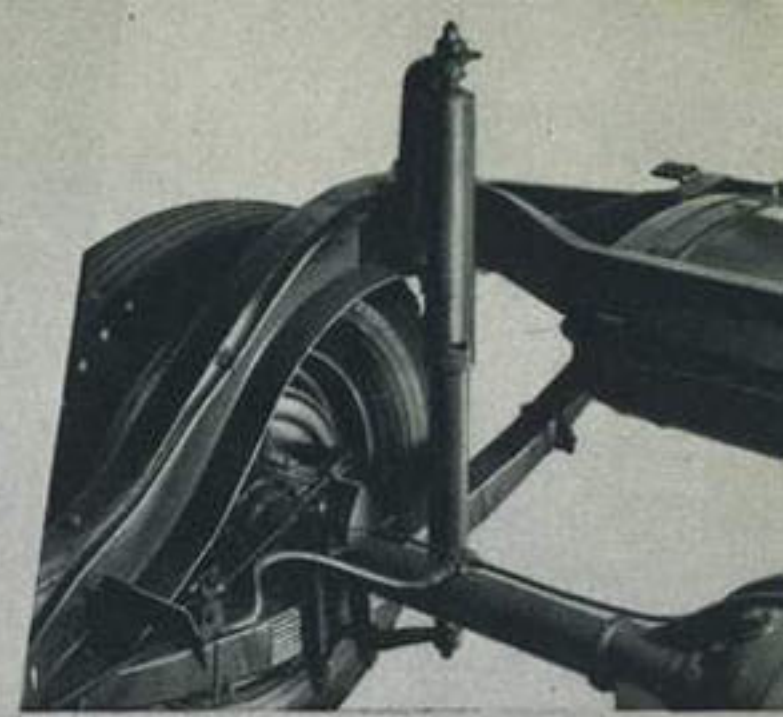
TALK ABOUT SOLID COMFORT! You get it in a Nash—thanks to mid-section seating, balanced weight distribution, and synchronized springing. Seats are cradled in the middle zone, ahead of rear axle. This provides a "shock line" . . . prevents pitching, bouncing, and fatigue.



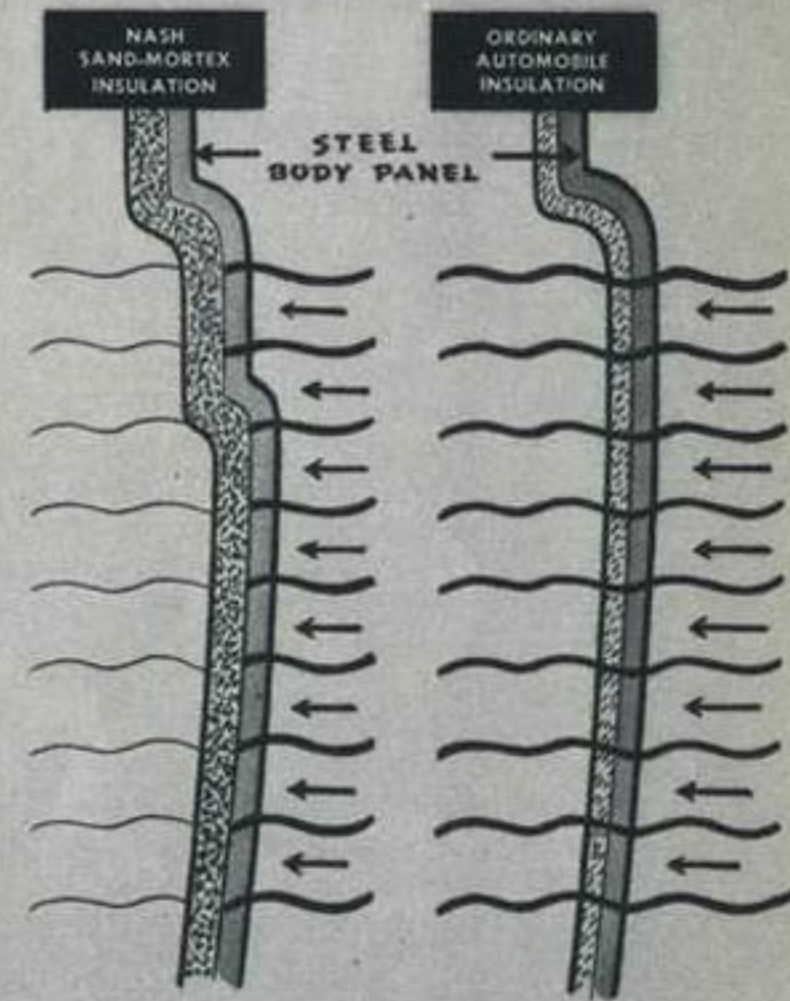
SMOOTHTEST RIDE ON THE ROAD . . . Nash's exclusive "Arrow Flight." Front wheels are individually coil sprung for quiet, easy action. Takes roughest bumps or rutted lanes with ease.



SEATS THAT BREATHE! Nash cushions are pure Foam-Sponge, made of thousands of inter-connecting air cells (Standard on Ambassador Six and Eight Series.)



NO BACK SEAT BOUNCING. Easy action of powerful super hydraulic shock absorbers—40% longer, controlling long synchronized springs—gives you smooth, steady performance. Over worst stretches of road you can read as you ride.



QUIETEST CAR EVER BUILT . . . and here's why: Sound waves go through solid substances, but are foiled by Sand-Mortex soundproofing. They can't come through to set up noise in the car. Nash also has new Fabreeka insulated body mountings that swallow every shock from wheel to body.

KEEP GOING—HOME IS ALL OUTDOORS!

Make Your Bed Beneath a Star

A star shows . . . a bird calls. Night-time is coming to the quiet clearing where you've stopped—miles from the jangle of the city, miles from any hotel.

It's a beautiful spot, and here's where you're going to spend the night!

Without a cottage, or shelter, or even a bed in sight? Yes, of course.

For when you go in a Nash you take your bed along. It's all there under your Nash roof—broad enough for two sprawling sleepers . . . long enough for six-footers . . . comfortable enough for the sleep of your life!

You raise one cushion . . . push back another . . . tuck in the covers . . . you're bed's ready! There are no late revelers next door . . . no noisy traffic outside your window. Just the music of rustling branches . . . the inspiration of a hundred million wide-eyed stars!

You pile on to those comfortable springs, listen to a frog "hr-umph"—and the next thing you know, it's morning.

Time for bacon sizzling on the fire . . . time

for breakfast on the front lawn of your Nash home-on-the-road!

Somewhere a dozen miles away, a dusty line of cars goes hobbling down a well-worn highway . . . making another monotonous routine hop between one night's lodging and the next. For them, the quest for adventure on the highway has been dulled to an uninteresting search for a decent hotel.

But, you're different. You and your Nash go *anywhere*. Steer by the stars, if you wish . . . set off for the top of a mountain . . . follow a winding stream into a valley. Go wherever you want—and wherever you go, a sweet night's sleep awaits you . . . in your own bed . . . in your own Nash home.

* * *

For this Nash is a home . . . in town or on the open road. You can settle back in its deep, richly cushioned seats, and know that they're as finely made as your best divan.

Door handles, window knobs, light buttons—all its fixtures are a joy to look at.

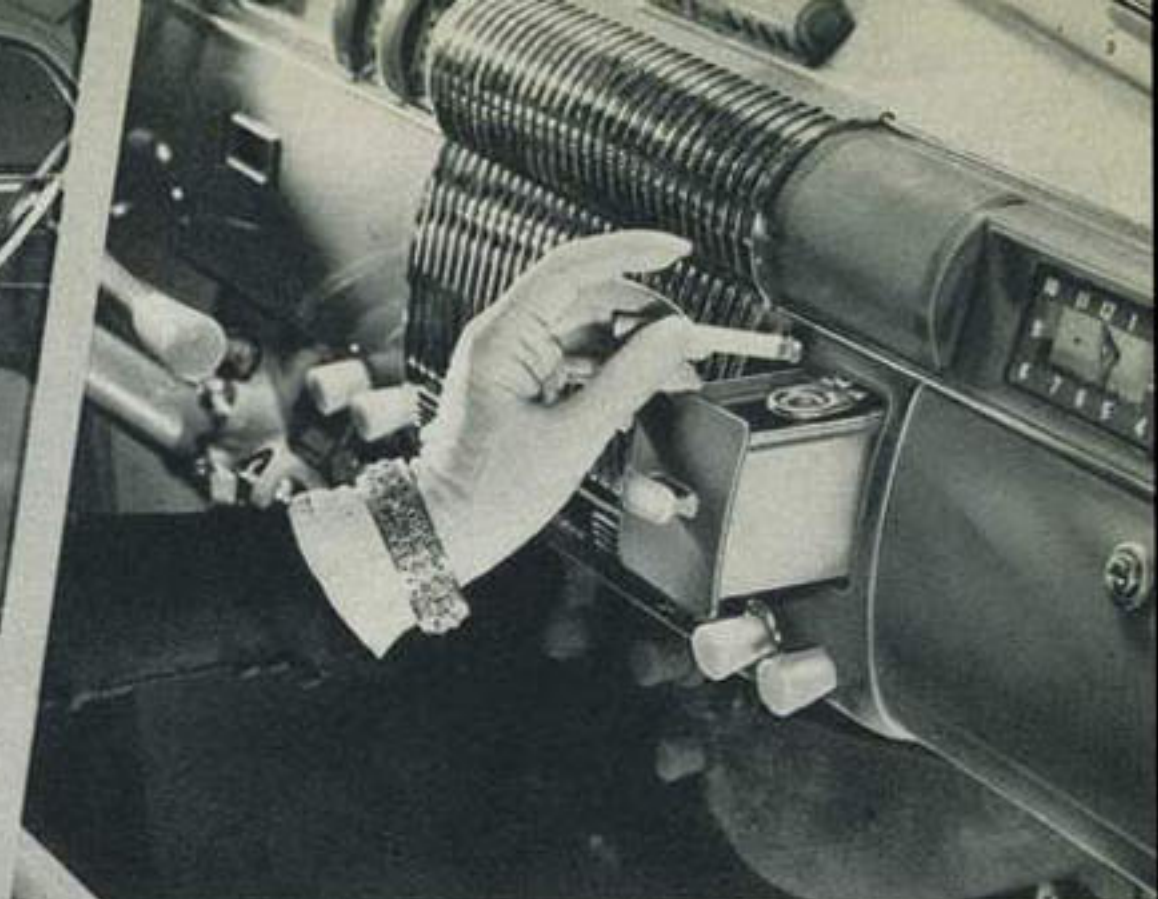
Ash-trays are right where you want them. Reading lamps really light up the pages of your book!

It's a job of interior decoration that will be a source of permanent pleasure, for America's leading designers have fairly outdone themselves to make you feel happy and well-cared for in your new 1940 Nash.

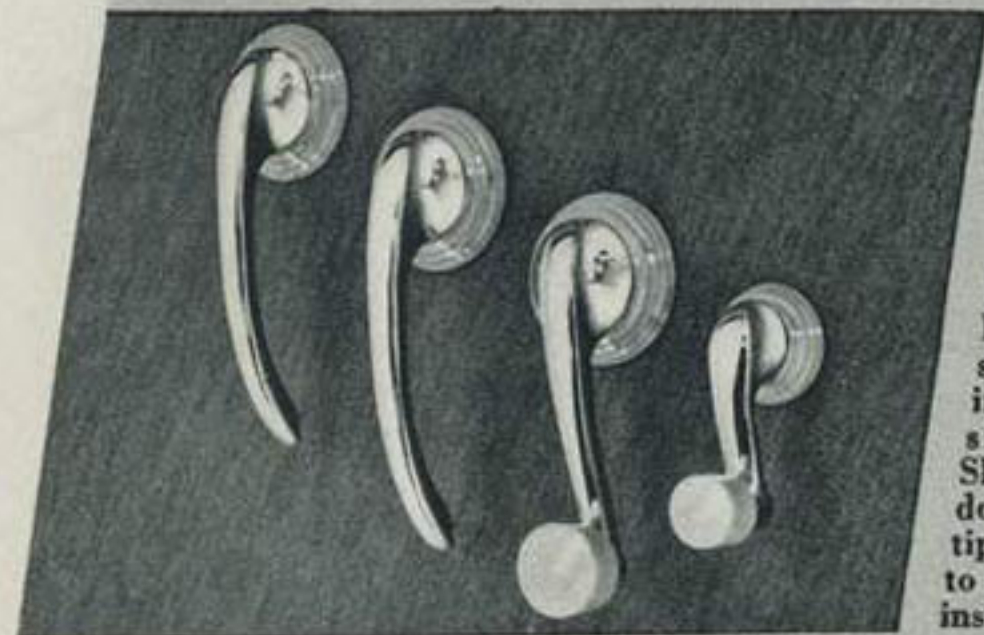
Yes . . . whether it's your bedroom by night or your sun porch by day, you'll find this Nash supremely *livable* . . . truly a beautiful, comfortable "home on the road."



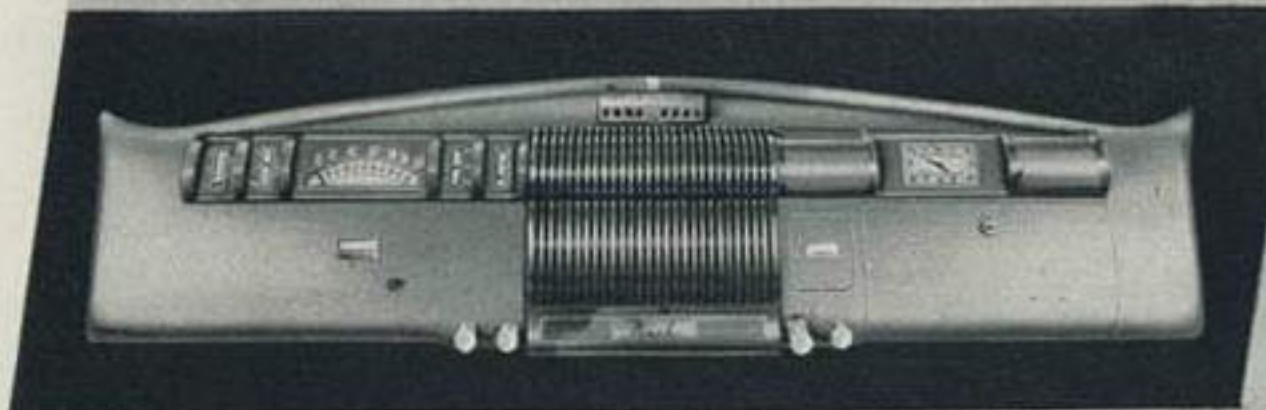
WHAT LUXURY! Interiors are as comfortable and smart as your own living room. Just try those soft, billowy seats . . . notice the wide-view windows . . . reading lights, assist cords. Every detail reflects the genius of master craftsmen!



LIVING-ROOM CONVENIENCE! You can smoke all day in a Nash and never have to open a window to flick out cigarette ashes. Convenient ash trays take care of ashes and stubs . . . while Nash's Conditioned Air System quickly dispels the smoke.



EVERY DETAIL PERFECT! Nash streamlining even in the gleaming inside trappings. Slim door and window handles are tipped with plastic to harmonize with instrument panel.



A JOY TO LOOK AT . . . and easier to see. Nash's new instrument panel, covered with smart transparent plastic, is designed for functional beauty. Instrument figures appear magnified, easier to read. New clock, and radio dial in gleaming chrome add jewel-like elegance.



ROOM FOR A CROWD . . . Six can travel in comfort in a Nash . . . with space to spare for outstretched feet. Wide seats . . . more head room are a relief after small, cramped cars. By actual comparison Nash gives you *more* size and room for your money.

"BUT CAN I AFFORD THIS MUCH FUN?"

YOU'RE LOOKING AT

The Economy Champion!

According to all the normal rules, fun as exciting as all this should at least be reserved for the rich folks.

Do you think it is more than you can afford? Well, it certainly isn't! And that good-news answer is recorded in the official report of the famous Yosemite Economy Run for 1939—an annual classic for all the motor car industry, that is sponsored by the Gilmore Oil Company.

First in its class—Nash LaFayette. Strictly a stock model; no special adjustments or gadgets.

Average mileage for the 352 mile run was 21.25 miles per gallon of gas.

Mind you, not on flat concrete. Not over "baby-buggy" terrain. But on mountain roads—hairpin curves—craggy elevations of over 7,000 feet up in the air—the way often covered with snow and ice. A grueling test of a car's ability to perform!

The flag that signalled this Nash winner in—what does it mean to you?

First thing—your regular service man is going to notice you're taking less gas—and he'll say so! You won't have to "gas up" every time you stir out of the garage.

By the end of the first month, you're likely to be a comfortable margin ahead.

And you'll find you're not dollared to death by petty adjustments—for records show Nash's average motor maintenance expense is only \$2.42 per year!

That's a good thing to bank on.

* * *

Nash economies aren't just a matter of starving the engine. They're built deep and lasting, and are *inherent* in every part.

You'll see them in things like dual carburetion . . . Double-Automatic Spark Control . . . and automatic choke.

You'll find them in the actual construction of the engine block. Manifolds are sealed inside . . . so the engine uses a leaner mixture and gets more power from it.

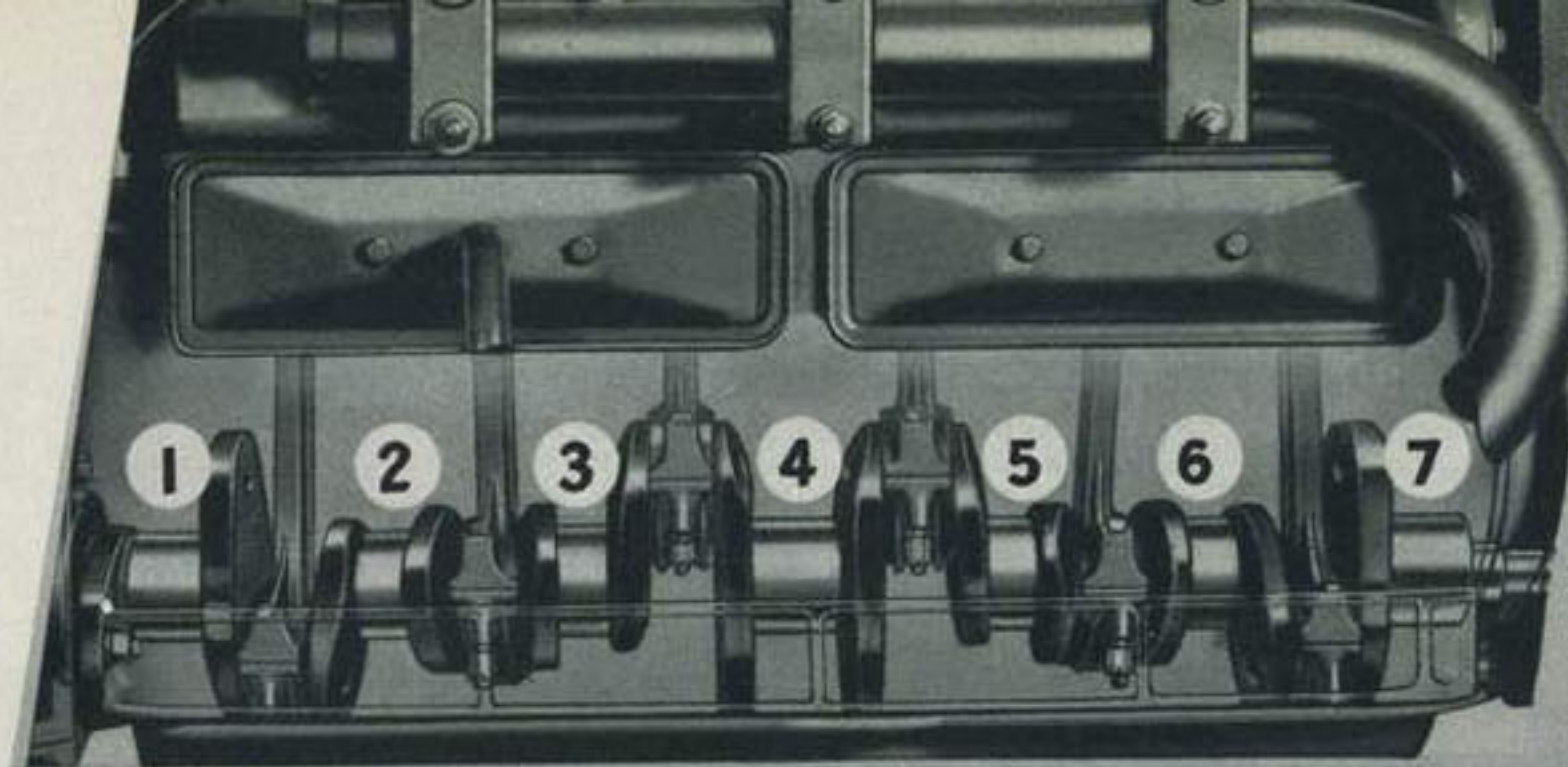
And you'll discover that Twin-Ignition—two spark-plugs for each cylinder—gives Nash Ambassadors the kind of performance required of transport engines, racing cars.

And of course the great *long-life* features of Nash save you plenty of money . . . the double-frame, full-length water jacketing . . . 4-ring pistons . . . full-pressure lubrication . . . 7 and 9 bearing crankshafts.

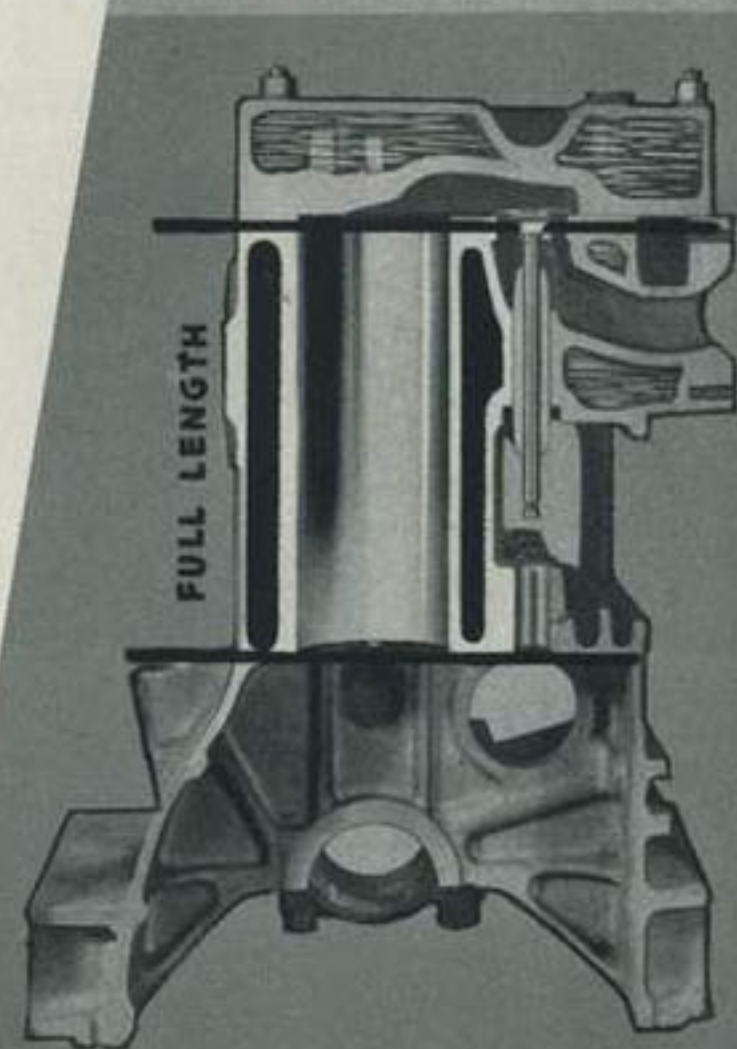
Even the built-in Nash bed saves you money when you travel.

For a quarter of a century, this Nash economy has been an important part of a hard-headed American tradition.

And you feel its first impact when you price the cars themselves. Six big, luxurious models priced right next to the lowest, "small" cars! Please turn the page. Look these brilliant new 1940 Nash Cars over.



YOU BET NASH IS THRIFTY! For the more main bearings it has, and the greater bearing surface, the longer a motor car runs sweetly, smoothly, without an overhaul. With a main bearing for each connecting rod, Nash Multiple Bearing crankshafts eliminate "whip," check vibration, save power and engine wear! This means operating economy all around.



THIS EXPENSIVE-CAR FEATURE IS YOURS in a Nash—at no extra cost. Full-length water jacketing prevents uneven heat expansion . . . lowers oil temperature, improves lubrication and lengthens engine life.

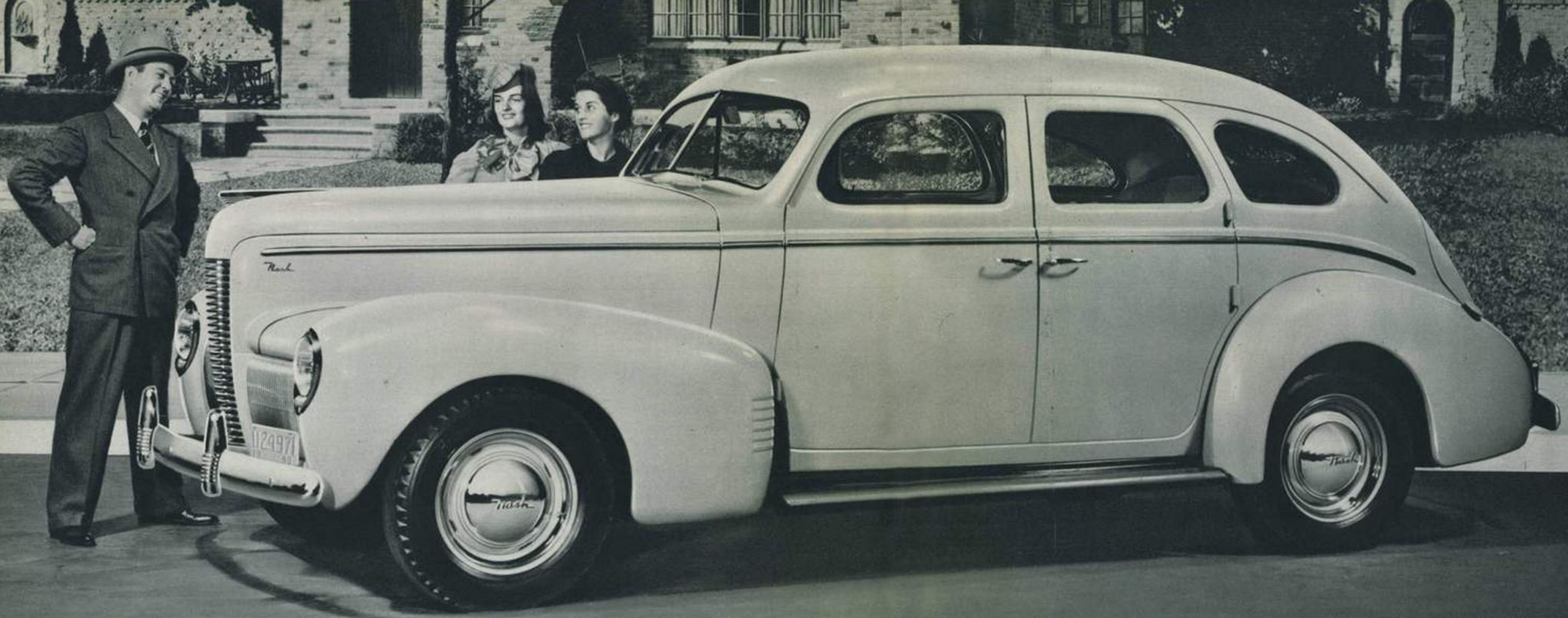
SAVES ON GAS every time you start! Nash's Automatic Choke meters out the exact richness of gasoline mixture for instant starting . . . then automatically thins it out again as soon as engine has reached efficient operating temperature. Far more efficient than the old-fashioned hand operated chokes — and it's standard equipment on all 1940 Nash cars!



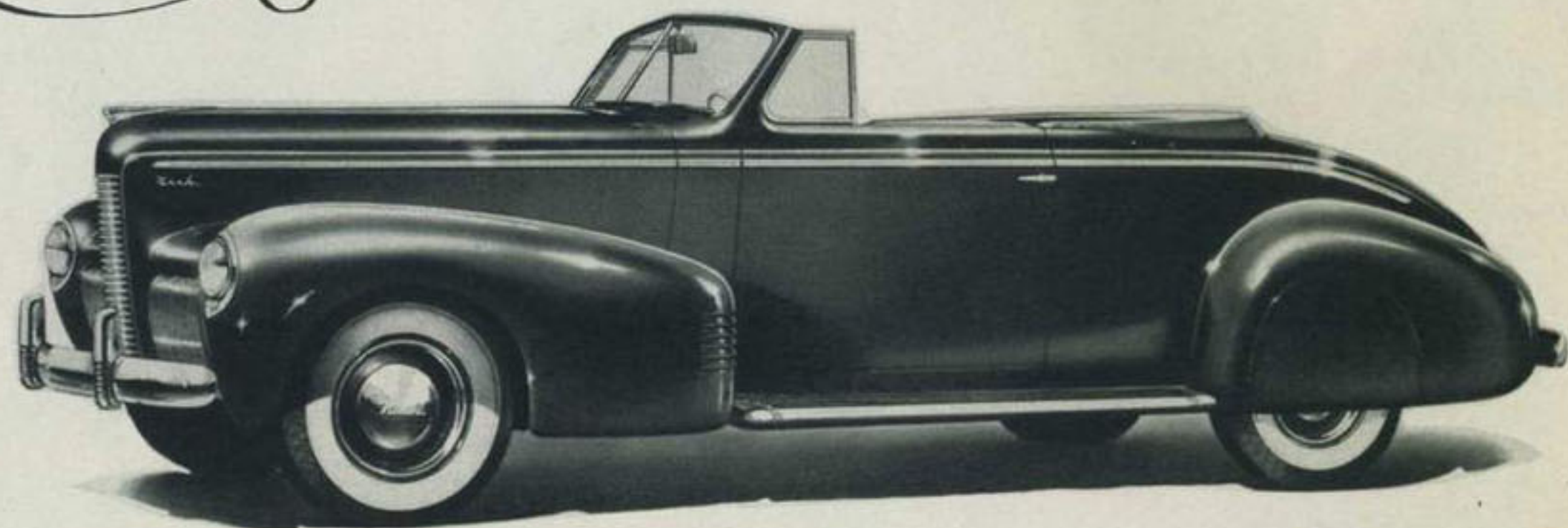
MEETING MODERN DEMANDS for higher speeds and quicker pick-up, all Nash cars have special new aluminum alloy pistons of strut type, and four piston rings (instead of the usual three) to save oil. Think what this means in terms of more economical operation and longer life! Also prevents annoying and harmful piston slap.



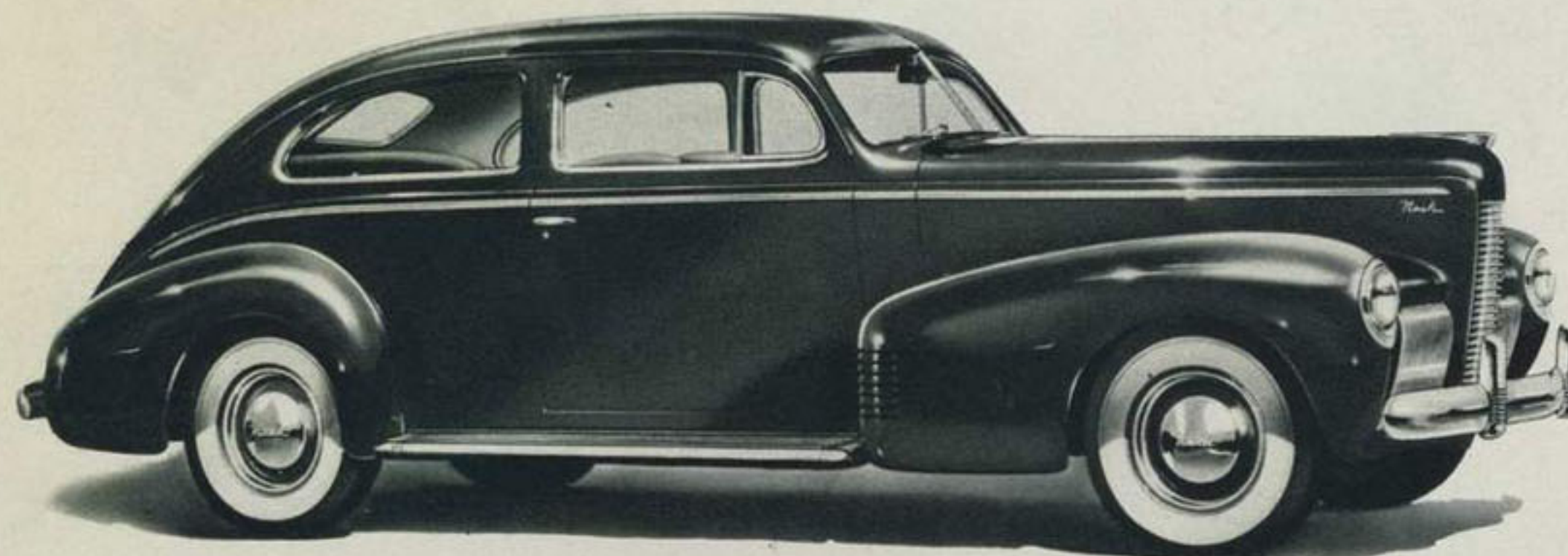
NOW LOOK AT 18 BEAUTIFUL MODELS



THE NASH
LAFAYETTE
De Luxe
SERIES



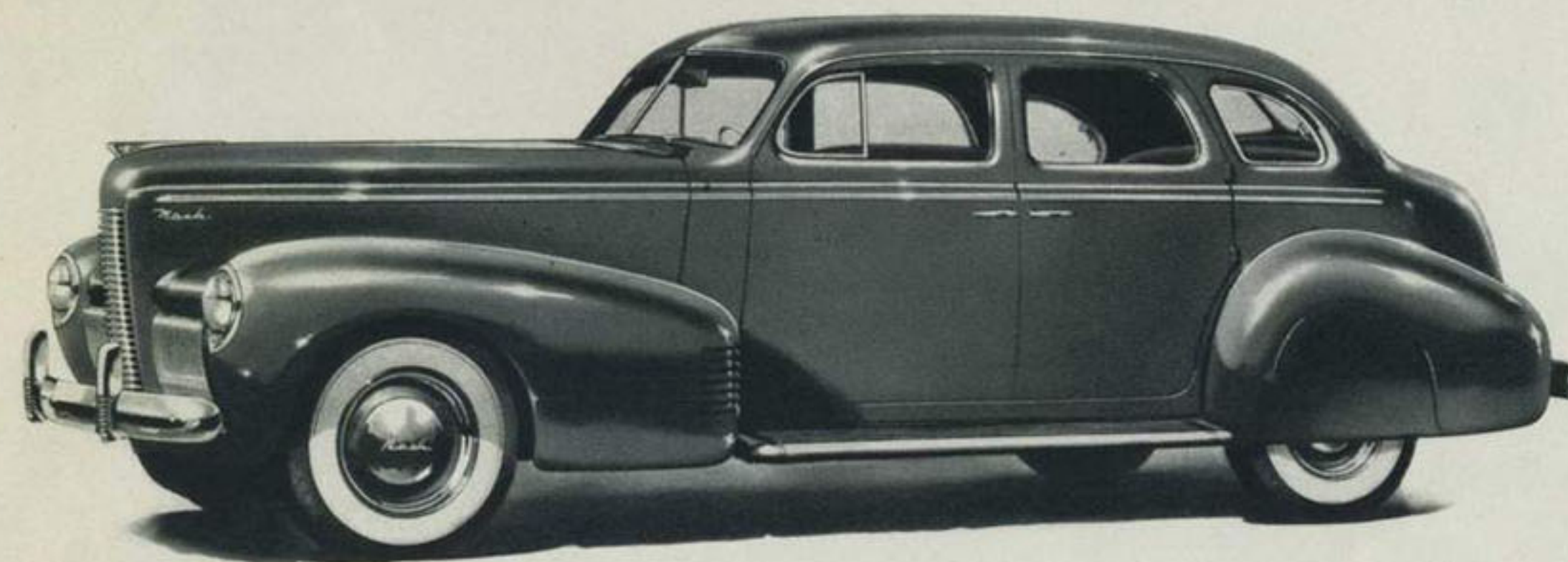
Nash La Fayette Convertible Coupe (5-passenger)



Nash La Fayette Victoria Sedan



Nash La Fayette Coupe, available in All-Purpose (4-passenger) and Business models



Nash La Fayette 4-door Trunk Back Sedan

NASH LAFAYETTE DELUXE SERIES

Although priced within a few dollars of the standardized lowest—this car, in size and engineering features, is far more like cars priced up to \$500 more.

And while the weight and room are appreciably more generous than in the "light" cars, this Nash was a winner in the Gilmore-Yosemite Economy Run, with an average of 21.25 miles to the gallon! Before you buy any low-priced car, you owe it to yourself to find out about Nash.

• SPECIFICATIONS •

ENGINE—Scaled L-head type with built-in inlet, exhaust and oil manifolds cast in block. Bore $3\frac{3}{8}$ inches; stroke $4\frac{1}{2}$ inches; displacement 234 cubic inches. Taxable horsepower 27.3; developed horsepower 99 @ 3400 R.P.M. Cushioned and balanced on three-point rubber mountings. Iso-Thermal fuel system; dual down-draft carburetor with automatic choke; automatic vacuum spark control; steel-strut aluminum pistons for closer fit, quieter operation; four piston rings for greater power and economy; full-length water jacketing; seven main bearing crankshaft with 66.34 square inches of bearing area; vibration damper; full pressure engine lubrication with rifle-bored connecting rods for positive lubrication of all bearings, pistons and cylinders. Oil capacity 6 quarts; fuel capacity 20 gallons.

CHASSIS—117 inch wheelbase. Independent coil spring suspension at front combined with long rear pre-lubricated springs controlled by giant hydraulic shock absorbers provide the new Arrow-Flight Ride. Dual Arrow Straight shock-proof steering. Rigid girder X-type frame with box section side rails of double thickness. Oversize super-hydraulic brakes with 169 sq. in. of lining area and cast iron drums. Ride stabilizer to stabilize steering and prevent sway on turns. All-silent synchro-shift transmission with steering column control; automatic Fourth Speed Forward with special "Overtake" is optional extra. Big 16 x 6.00 low pressure tires with silent ribbed tread. Overall length—199 $\frac{1}{8}$ inches.

BODY—All-steel heavily braced and welded into rigid one-piece unit completely insulated and sound-proofed. Sand-Mortex insulating material applied to steel floor and panels makes most silent running car on road. Fabreca body mountings insulate body from frame. Weather-sealed around doors to prevent entrance of annoying drafts. Entire body and fenders Bonderized to prevent rust. Finished in high gloss Permalux enamel for lasting beauty. Exclusive Nash automatic "Weather Eye" conditioned air system and sedan sleeping car conversion, optional extra.

STANDARD EQUIPMENT—includes safety glass, new Sealed Beam headlights, steering and ignition lock, dual windshield wipers and sun visors, front door arm rests, glove box lock, twin tail lamps, bumpers with bumper bars, high quality horn, spare wheel and tire, voltage control generator, automatic choke, gravel deflector shield and steering post shift.

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



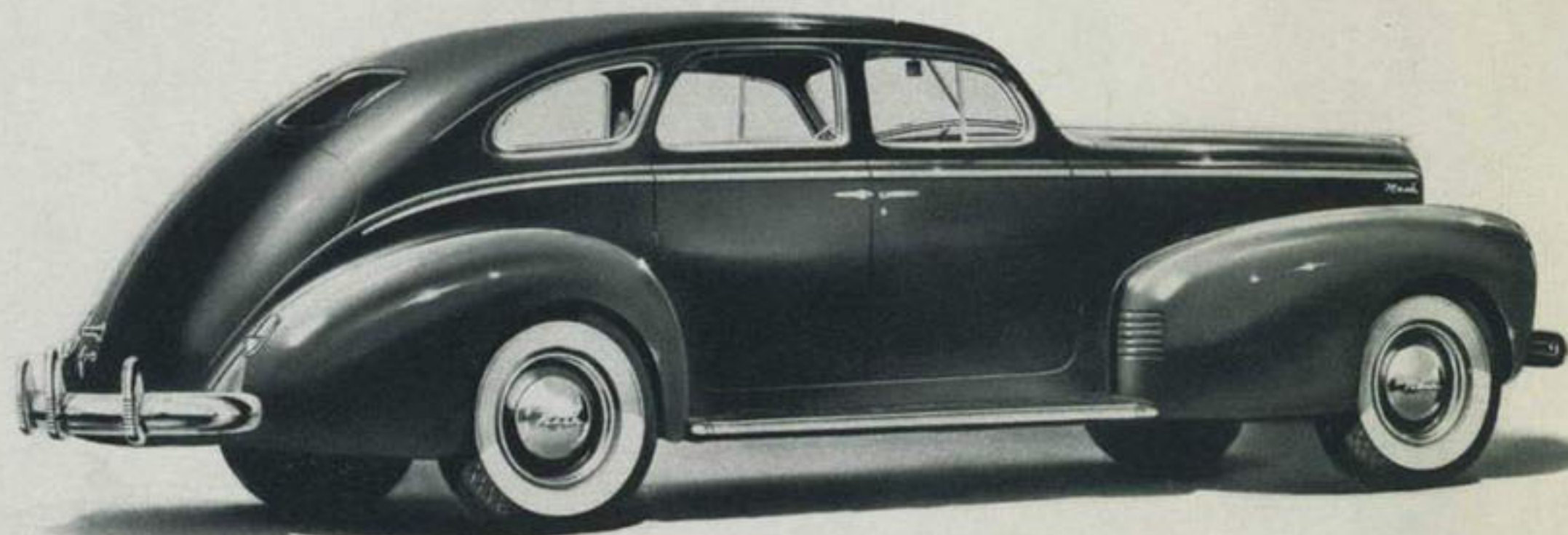
THE NASH
Ambassador
Six
 SERIES



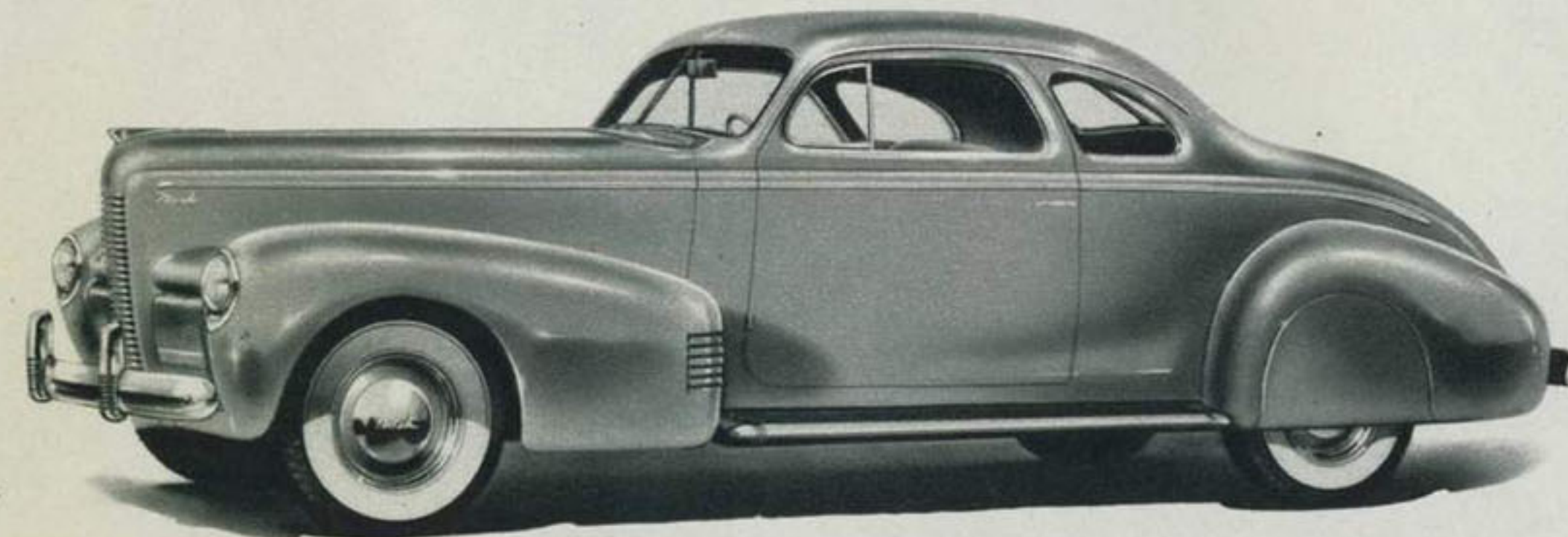
Nash Ambassador Six Victoria Sedan



Nash Ambassador Six Convertible Coupe (5-passenger)



Nash Ambassador Six 4-door Sedan
 with trunk in Slipstream Back



Nash Ambassador Six Coupe, available in All-Purpose (four-passenger) and Business models

NASH AMBASSADOR SIX SERIES

The Government requires twin-ignition on all transport airplanes. In motor-cars, you will find it only on the Rolls-Royce and the Ambassador Sixes and Eights. Yet the price of the Ambassador Six ranks low, even in the "medium" bracket.

The reason for this is the Nash method of building. With one of the most self-contained plants in the industry, we are able to better control costs and quality. Nash Ambassador Six owners soon become accustomed to mechanical perfection and luxury of fittings that owners of even higher-priced car seldom enjoy.

• SPECIFICATIONS •

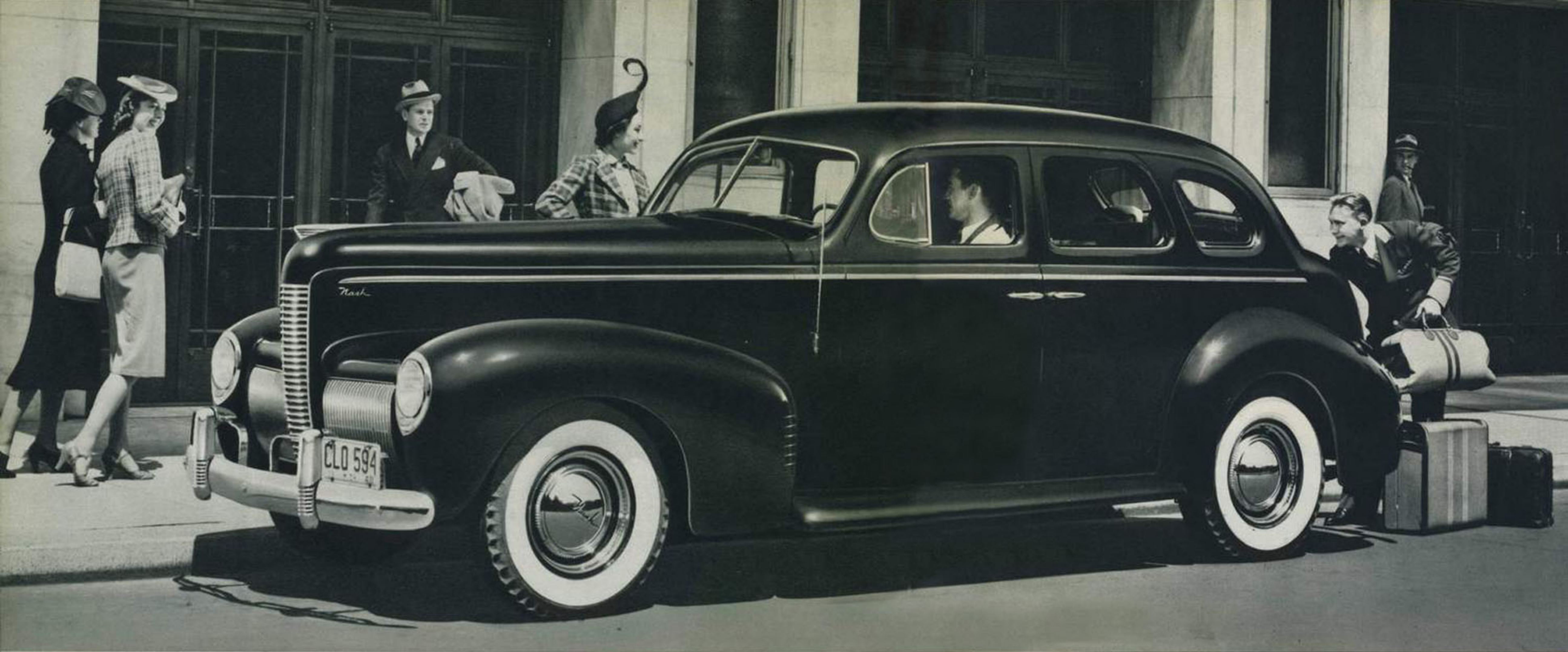
ENGINE—Valve-in-head type with built-in inlet and exhaust manifolds cast inside. Bore 3 $\frac{3}{8}$ inches; stroke 4 $\frac{1}{2}$ inches; displacement 234 cubic inches. Taxable horsepower 27.3; developed horsepower 105 @ 3400 R.P.M. Cushioned and balanced on three-point rubber mountings. Iso-Thermal fuel system; down-draft carburetor with automatic choke; twin ignition power with two spark plugs per cylinder; double automatic spark control; steel-strut aluminum pistons for closer fit, quieter operation; four piston rings for greater power and economy; full-length water jacketing; seven main bearing crankshaft with 66.34 square inches of bearing area; vibration damper; full pressure engine lubrication with rifle-bored connecting rods for positive lubrication of all bearings, pistons and cylinders. Oil capacity 6 quarts; fuel capacity 20 gallons.

CHASSIS—121 inch wheelbase. Independent coil spring suspension at front combined with long rear pre-lubricated springs controlled by giant hydraulic shock absorbers provide Arrow-Flight Ride. Dual Arrow-Straight shock-proof steering. Rigid girder X-type frame with double-thick box section side rails. Oversize super-hydraulic brakes with 169 sq. in. of lining area and cast iron drums. Ride stabilizer to stabilize steering and prevent sway on turns. All-silent synchro-shift transmission with steering post control; automatic Fourth Speed Forward with special "Overtake" optional extra. Big 16 x 6.25 low pressure tires with silent ribbed tread. Overall length 203 $\frac{1}{8}$ inches.

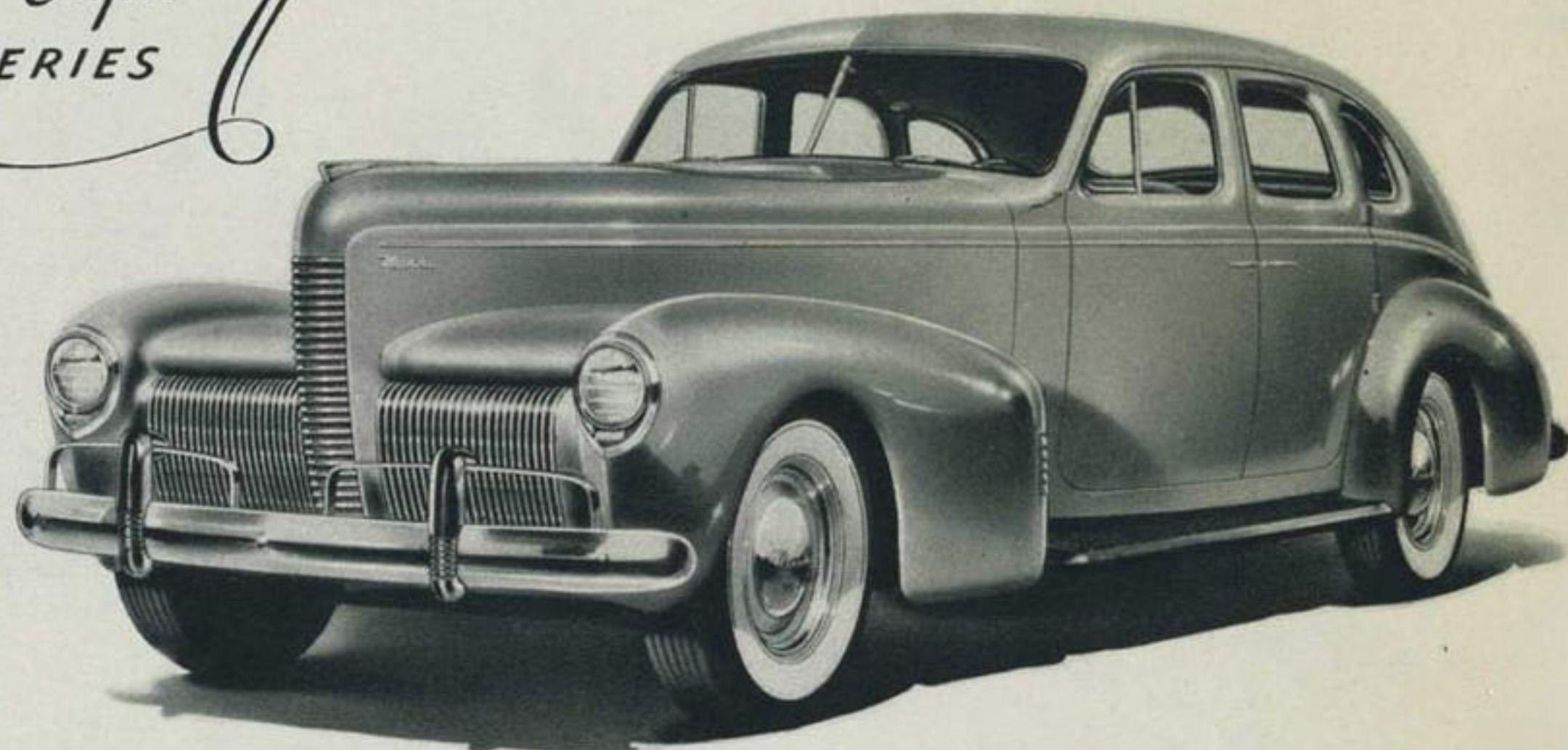
BODY—All-steel heavily braced and welded into rigid one-piece unit completely insulated and sound-proofed. Sand-Mortex insulating material applied to steel floor and panels makes most silent running car on road. Fabreka body mountings insulate body from frame. Weather-sealed around doors to prevent entrance of annoying drafts. Entire body and fenders Bonderized to prevent rust. Finished in high gloss Permalux enamel for lasting beauty. Exclusive Nash automatic "Weather Eye" conditioned air system and sedan sleeping car conversion, optional extra.

STANDARD EQUIPMENT—includes safety glass, steering and ignition lock, dual windshield wipers and six visors, front door arm rests, glove box door lock, twin tail lamps, bumpers with bumper bars, dual horns, spare wheel and tire, voltage control generator, automatic choke, gravel deflector shield and steering column shift.

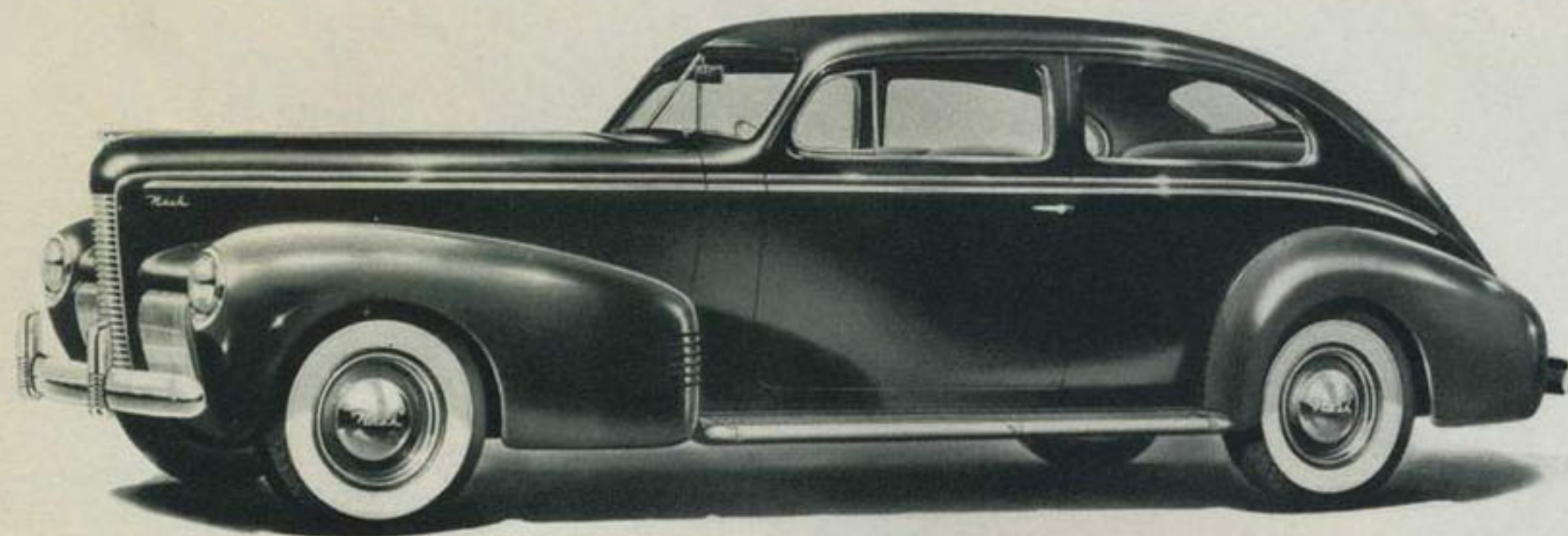
Nash reserves the right to change specifications, colors and prices without incurring obligation to adjust price or make changes on cars previously sold.



THE NASH
Ambassador
Eight
SERIES



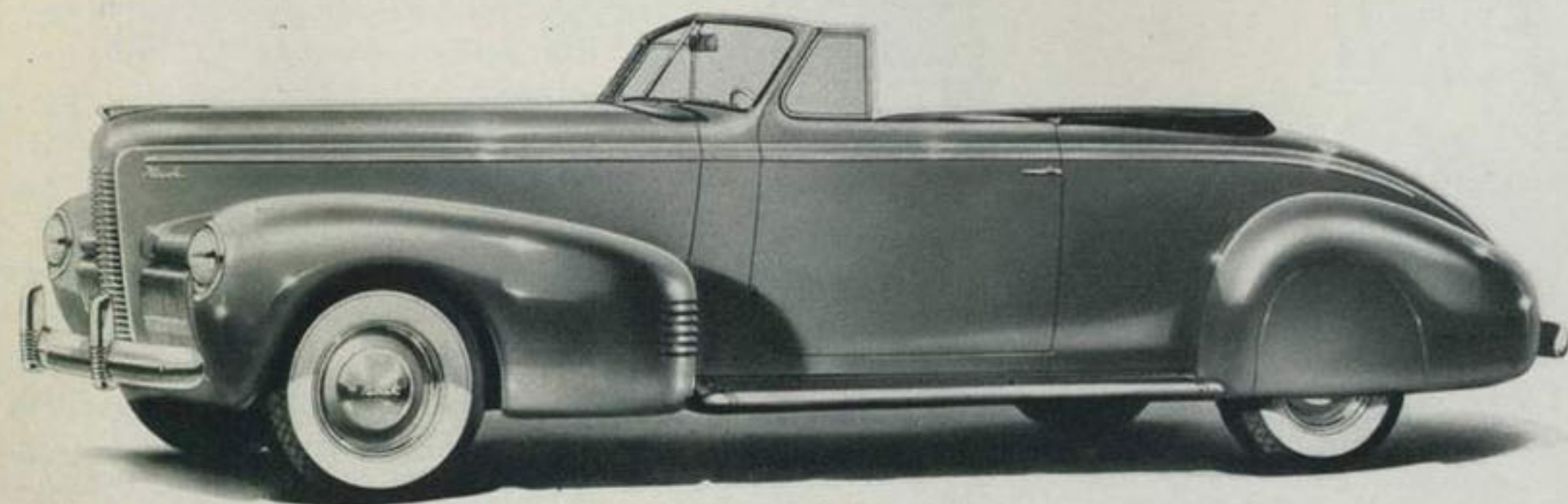
Nash Ambassador Eight 4-door Sedan with trunk in Slipstream Back



Nash Ambassador Eight Victoria Sedan



Nash Ambassador Eight Coupe, available in All-Purpose (4-passenger) and Business models



Nash Ambassador Eight Convertible Coupe (5-passenger)

NASH AMBASSADOR EIGHT SERIES

Product of the finest tradition of American engineering, this is a car you will want to keep. That's why it is built to give you mileage well into six figures—and of course to perform smoothly, powerfully and silently at all times.

Appointments are slightly more formal than in the other Nash models; upholstery and trim are frankly luxurious.

Because it is built in our regular factory, this superlative car sells for far less than the usual fine-car premium.

• SPECIFICATIONS •

ENGINE—Valve-in-head type with built-in inlet and exhaust manifolds cast inside. Bore $3\frac{1}{4}$ inches; stroke $4\frac{1}{4}$ inches; displacement 260 cubic inches; taxable horsepower 31.2; developed horsepower 115 @ 3400 R.P.M. Cushioned on four point rubber mountings. Iso-Thermal fuel system; dual down-draft carburetor with automatic choke; twin ignition power with two spark plugs per cylinder; double automatic spark control; invar strut aluminum pistons for closer fit, quieter operation; four piston rings for greater power and economy; full-length water jacketing; nine main bearing crankshaft with 83.17 square inches of bearing area; vibration damper; full pressure engine lubrication with rifle-bored connecting rods for positive lubrication of all bearings, pistons and cylinders. Oil capacity 7 quarts; fuel capacity 20 gallons.

CHASSIS—125 inch wheelbase. Independent coil spring suspension at front combined with long rear pre-lubricated springs controlled by giant hydraulic shock-absorbers provide Arrow-Flight Ride. Dual Arrow-Straight shock-proof steering system. Rigid girder X-type frame with double-thick box section side rails. Oversize super-hydraulic brakes with 216 sq. in. of lining area and cast iron drums. Ride stabilizer to stabilize steering and prevent sway on turns. All-silent synchro-shift transmission with steering post control; automatic Fourth Speed Forward with special "Overtake" optional extra. Big 15 x 7.00 low pressure tires with silent ribbed tread. Overall length—207 $\frac{7}{8}$ inches.

BODY—All-steel heavily braced and welded into rigid one-piece unit completely insulated and sound-proofed. Sand-Mortex insulating material applied to steel floor and panels makes most silent running car on road. Fabreka body mountings insulate body from frame. Weather-sealed around doors to prevent entrance of annoying drafts. Entire body and fenders Bonderized to prevent rust. Finished in high gloss Permalux enamel for lasting beauty. Exclusive Nash automatic "Weather Eye" conditioned air system and sedan sleeping car conversion, optional extra.

STANDARD EQUIPMENT—includes safety glass, steering gear and ignition lock, dual windshield wipers and sun visors, front door arm rests, glove box door lock, deluxe steering wheel and horn blowing ring; electric clock; glove box door light; electric cigar lighter; chrome wheel rings and license plate frames; twin tail lamps; bumpers with bumper bars; dual horns; spare wheel and tire; voltage control generator; automatic choke; gravel deflector shield and steering column shift.

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

Believe the Good Things Should Last



BECAUSE WE

Strange, isn't it, how cars differ *under the paint*?

As you and your family—lunchbasket, dog, and all—pile gaily into the "bus" for a long Sunday trip, you may not think of things that are hidden in body, brakes, and frame.

But . . . some bodies are *weaker* than others. Some brakes are *smaller* than others. Some frames are *lighter* than others. And you owe it to yourself to find out about these things.

Now, Nash has always believed that the Good Things should *last*.

This sentiment isn't merely engraved and hung like a diploma over our door. It's a conviction, rooted deep, that is in the hearts and minds of our engineers and craftsmen. And it produces cars that are better values, that are safer, that last longer.

Just think of safety for a moment. Some cars still have an H-type frame. Others have added the requisite X-bracing. *But Nash has two frames:* by far the strongest and safest construction in the industry.

Or—bodies. The Nash body is a fortress of strength with double-panel doors . . . box-

section roof-rails and body sills . . . double steel header panel arched over the windshield.

No other car has all these.

And take brakes. Yes, there are differences in hydraulic brakes, too. Nash cars average 169 square inches of lining area . . . *competitive cars in the same price class average only 151 square inches—18 square inches less.*

And of course, *safety* and *long life* are the same thing at bottom. What's *strongest* also lasts the *longest*.

You can't find a better example of hidden—and *fine*—engineering than Nash's cylinder-blocks of chrome nickel alloy iron. It's a harder surface than that generally used . . . lasts longer and saves you money by eliminating re-bore jobs.

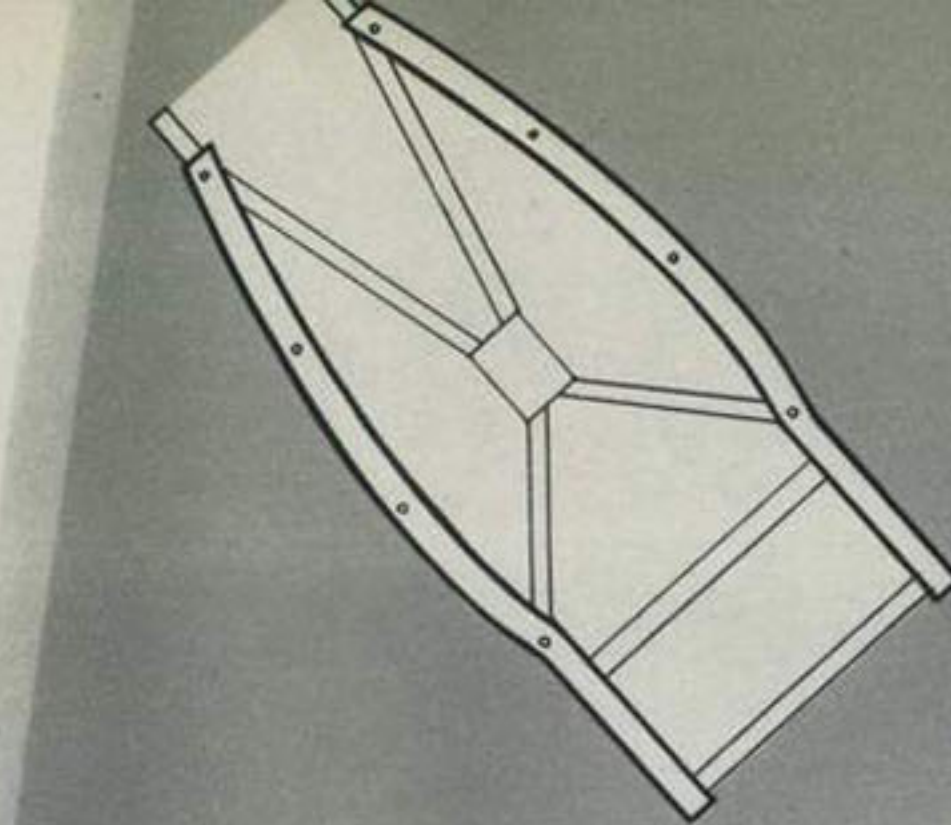
You save again on Nash's full-pressure lubrication system. And Nash is the only car—anywhere near its price—with a main bearing on each side of each connecting rod . . . plus full-length water-jackets and completely cooled cylinders.

Even the surface of a new Nash car stands up better. It is super-hard Permalux . . . that is baked on at a higher temperature, and for a longer time, than the finish of most cars. And the car itself is *completely rust-proofed*—fenders, body, and *all* sheet metal. Your finish lasts longer, retains its beauty years after others fade, chip and crack.

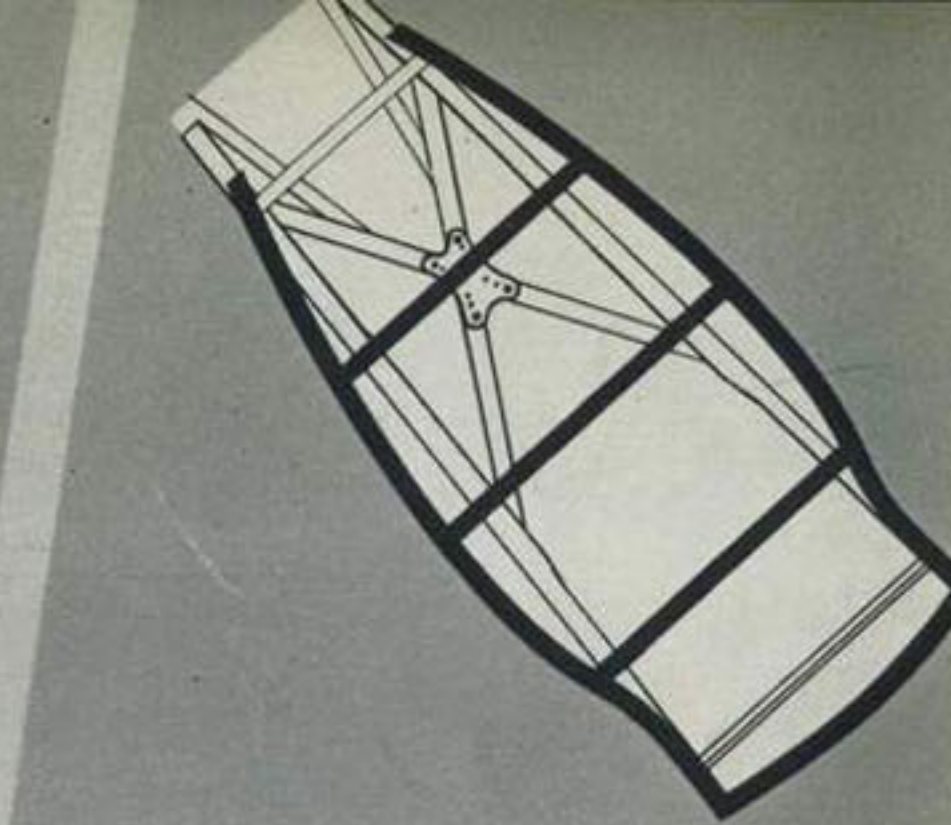
Engineers would sum it up this way: pound for pound of sheer steel, Nash gives you *more car* than any one of 20 competitors.

But you . . . and your wife . . . and your kids that are growing up so fast . . . will need know only this:

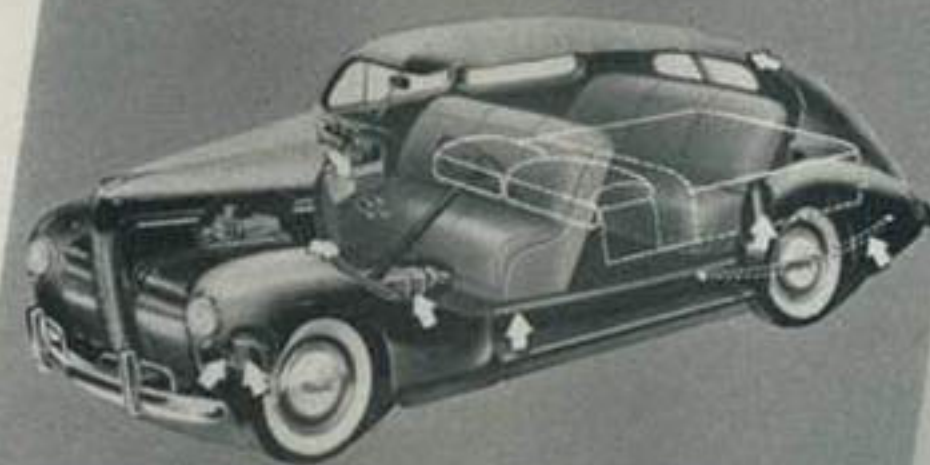
You cannot put your money into a more honestly made car. Before you *do* spend money—investigate these things.



AVOID THIS! When you're buying a car, get down to foundations . . . find out what kind of *frame* the car body is mounted on. Most cars have a single frame construction (above). This single frame gives far less strength than the dual method used by Nash.



INSIST ON THIS! Nash's *double frame* construction is the strongest, the most rigid in the industry. The body has its own sub-frame attached to the rigid box section main frame. This produces a twist-proof foundation—invaluable safety feature—yours in all Nash cars!



DON'T BE SATISFIED WITH LESS. Count the safety features Nash offers, and be sure you get every one of them on the car you buy! Over-size hydraulic brakes, extra-wide windshield, sturdy double frame—with all-steel body construction.

POWER TO STOP! Nash gives you the largest hydraulic brakes in its price class! The lightest pressure brings equalized action at all wheels . . . assures positive, smooth, Arrow Straight stops.



SUPER-HARD PERMALUX ENAMEL

BONDERITE

METAL

SUPER-HARD "PERMALUX" ENAMEL . . . a new discovery in car finishes . . . puts a gleaming surface on your Nash. It is baked longer, and at higher temperatures than other types. Underneath—the *whole car* is rust-proofed—body, fenders, and *all* sheet metal. This is real EXTRA VALUE . . . your beautiful exterior finish looks better, lasts longer!

NOW LET'S LOOK BEHIND THIS GREAT CAR



BUILT FOR THE BEST

100,000 Miles of a Man's Life

Maybe . . . even at this late date . . . a man can still have a personal feeling for his car.

Maybe . . . in this era of peas-in-a-pod . . . a man still wants *his* car to be a little different . . . a little individual.

We at Nash think so.

We've been building cars for 25 years. And even back in the dirt-road days, Nash dependability was known far and wide. Nash was the car that always got there.

It was safe and honest and reliable. You could haul logs in it, or go calling on the Governor.

The slender-hipped Nash we've got on the road today could streak from New York to Chicago while its granddaddy rolled through Cleveland.

It's got metals harder than yesterday's engineers ever dreamed of. It can take a beating that *no* car could face a few years back.

But it's still built the Nash way. And that's something special.

Other companies have one assembly line for one model, another for another.

We don't.

Other companies may set lower standards on their lower priced cars.

We don't.

Others may buy so many castings, stampings, forgings, parts and fittings that they're hardly more than *assemblers* of cars.

That's not for us.

For the Nash way of building cars is a peculiarly American way. We have one of the most complete, self-contained plants in the industry. We don't pay profits to a hundred outsiders. We know what we're building, for we do it ourselves.

We're free and independent—not dominated by outside interests, not tied to other makes. And our resources are now among the largest in the entire industry.

In financial assets we rank fourth in the automobile industry—after only General Motors, Ford and Chrysler.

This unusual situation gives us vast purchasing power. We can buy advantageously—and pass the savings on to you.

That's what we do, all right. Give your customer more than he pays for. It's an old-fashioned formula, but it works. We intend to keep it working too . . . it's the only one we know. And the best one!

So we're able to offer you now, not only the most thrilling, the most downright youthful car on the road today—but actually a car that's built for the best 100,000 miles of your life.

Don't you think it's worth a look?



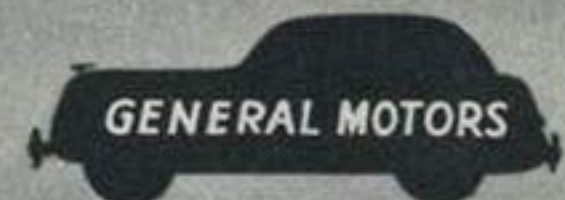
NASH CREATES GREAT VALUES! Because Nash has the resources, facilities, and freedom to do it! With 102 acres of plants and facilities at Kenosha, and a 33-acre body plant at Milwaukee, Nash makes more of its own parts than any other manufacturer. Savings from this consolidated production are passed on to you.



NASH NATION-WIDE SERVICE! Am. Map Co. Release 9626

DESIGNED BY MASTER CRAFTSMEN. All the quality and precision workmanship of 25 years building fine automobiles. Yet—because Nash is an independent—you get such super-fine engineering without paying a premium.

ONE OF THE BIG FOUR . . . Out of 11 major car-makers, Nash ranks **FOURTH** in financial assets, behind only General Motors, Ford and Chrysler. This gives us stability and freedom to buy materials at best prices. Resulting savings are passed to you.



X-RAY SUPPORTS YOUR GOOD JUDGMENT

"I've got a Nash waiting for you Now!"

Call us up today. We'll turn the wheel over to you and let you discover at first hand the things no printed page could ever prepare for you.

Call us up, too, for the most remarkable set of comparative facts on cars you've ever known. You'll be able to compare car against car, point against point, on a simple picture-and-specification chart. It's like an X-Ray view of the entire motor car field—and that's what we call it: "The Automobile X-Ray."

For the first time you'll see all the *hidden* facts about car value.

Surely you've got 15 minutes to spare for a thrill. We've got six big Nash cars that are priced *right next to the lowest*, and any time you say, we'll be very glad to give you a demonstration.

What's more—we think we can offer you an unusually attractive deal. It *can* be just as simple as driving your old car in . . . and driving away in a new Nash!

We're just as near as your telephone.

Printed in U.S.A.

F-3447C

THE 1940 AUTOMOBILE
X-RAY