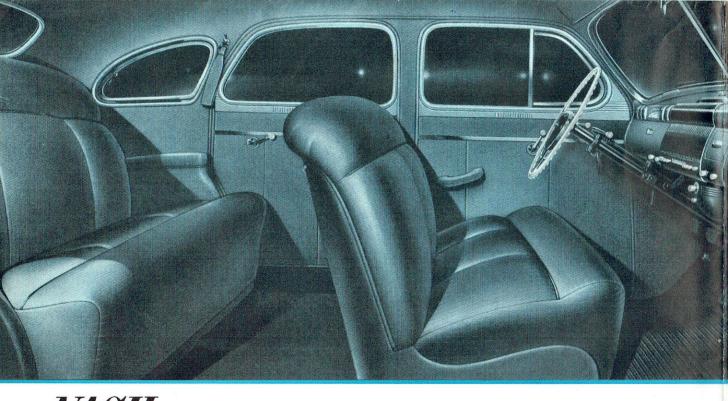
THE NEXT BEST THING TO FLYING -for 1940



## NASH Custom Interiors

\* AT first glance, the smart new interiors of the 1940 Nash cars impress you with their luxury—for here is luxury in every sense of the word. Extra wide, deep seats of air-bubble softness that comfortably seat three full-sized passengers both front and rear. Smartly tailored, rich upholstery fabrics so sumptuous you can sense their long-wearing qualities at a touch. Wide, level floors . . . conveniently placed ash trays, jewel-like instrument panel and modern rich plastic fittings . . . all designed in good taste to present a custom car appearance!

# A new motoring thrill awaits you WHEN YOU DRIVE THE 1940 THE

\*WHEN you take the wheel of a Nash, be prepared for a new motoring thrill. Its new Arrow-Flight Ride smooths the roughest roads into a soft, restful trip, thanks to the new perfected independent coil spring suspension system. The Nash rides and handles with a new ease that brings a brand new thrill to motoring! And the Nash automatic Weather Eye Conditioned Air System\* makes winter motoring as enjoyable as in summer. There are no chilly draughts, dangerous carbon monoxide



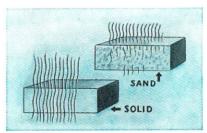
fumes, but a constant supply of fresh filtered conditioned air automatically heated to the comfort level of your choice by a twist of the dial—despite changes in wind, weather or car speed.



The Nash coil spring suspension system permits independent action of each front wheel. There's no tilting of the car as one front wheel passes over a bump. The ride stabilizer steadies the car on turns adding to the safety of driving and further enhancing comfort.

On the Nash Ambassadors, seat cushions are covered with a layer of pure rubber material that provides air bubble softness and comfort that exceeds your favorite arm-chair at home. Having been used on trains and busses for years, its durability has been proven and it will always





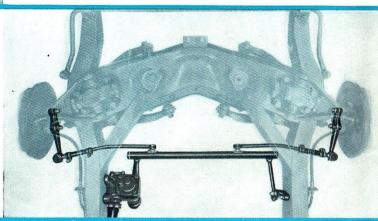
retain its shape and shock absorbing qualities.

All Nash bodies, besides being insulated from the frames with a special sound insulating material, are treated with Sand-Mortex, an exclusive sound deadener that makes Nash bodies 25% quieter than other cars.



ALL-HELICAL constant mesh gearing and a synchro-shift result in smooth, clashless gear shifting and silent operation. For those who desire a fourth speed forward, Nash offers the famous Cruising Gear which functions at the higher speeds (above 35 miles per hour) to reduce engine speed, increase petrol and oil mileage and prolong engine life. A new feature—the Overtake—permits returning to third gear instantly by merely depressing the throttle to its full travel. This causes the transmission to shift automatically to third gear and places rapid acceleration at your instant command for passing other cars or climbing hills.

★ With the new Dual Arrow-Straight Steering system, you only exert the slightest effort to keep the 1940 Nash on its course. There's a safe, sure, solid feel to the wheel that gives you confidence the car will always head in the direction you want to go! Smooth, shock-free steering is the natural result of independent suspension plus the mounting of the main part of the system in the frame where it is protected from road shocks. Turning radius has been reduced so you can park the car easier in close quarters with less effort or turn around in streets of average width without backing.



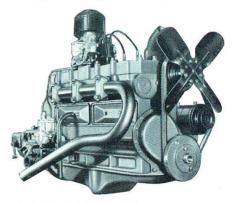


★ You'll get more pleasure out of driving with the Nash Steering Column Gearshift because it operates smoothly and quietly, more so than you've ever experienced. The entire system is composed of a dependable mechanical linkage that enables you to shift surely and quietly with finger-tip effort. What's more, you can shift gears easily without removing your hand from the wheel, making for safer, surer car control. Comfort is greater for the center front seat passenger because there's no conventional lever extending from the floor to obstruct foot or leg room. The steering column gearshift is standard equipment on all Nash cars.

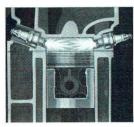
# Engineered for finer performance Longer life and UTMOST ECONOMY!



\* NASH engines are as cleanly designed as a fighting plane's nose. The manifolds are sealed inside-not hanging out where they're subjected to extreme heat or cold. As a result, performance is more uniform, economy of operation is vastly improved. Even the valves are streamlined for smooth, fast fuel flow, providing greater developed power and spirited performance.

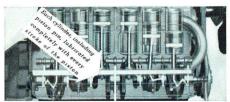


Ambassador engines feature Twin-Ignition with two spark plugs per cylinder. This results in greater economy and power because of faster and more complete fuel combustion-an exclusive Nash feature.

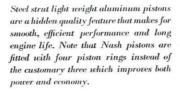




Cylinders are waterjacketed their full length to maintain compression and reduce power losses. Oil operating temperatures are reduced improving lubrication and prolonging engine life.



Nash engines have oiling systems like the highest priced cars. All bearings are pressure lubricated . . . connecting rods are drilled for force-feed lubrication of the piston pins.





Illustrated above is the sealed-in manifold—an exclusive Nash feature which insures a uniform fuel mixture to each cylinder to provide economical engine performance.

#### THAT TELL A STORY



#### OF QUALITY AND VALUE

#### 1940 NASH "400"

ENGINE—Sealed L-head type with built-in inlet, exhaust and oil manifolds cast in block. Bore 33% inches; stroke 43% inches; displacement 234 cubic inches. Taxable horsepower 27.3; developed horsepower 99 @ 3400 R.P.M. Cushioned and balanced in three-point rubber mountings. Iso-Thermal fuel system. Dual down-draft carburetor with automatic choke; automatic vacuum spark control; steel-strutaluminum pistons for closer fit, quieter operation; four piston rings for greater power and economy; full-length water jacksting; seven main bearing crankshaft with 66.34 equare inches of bearing area; vibration damper; full pressure engine lubrication with rille-bored connecting rods for positive lubrication of all hearings, pistons and cylinders. Oil capacity 6 quarts; fuel capacity 20 gallons.

CHASSIS—117 inch wheelbase with independent coil spring suspension at front combined with semi-elliptic pre-lubricated leaf springs with metal covers at the rear controlled by giant double-acting hydraulic shock absorbers to provide Arrow-Flight Ride, Dual arrow-straight shock-proof steering system. Rigid girder X-type frame with hox 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 overtake cruising gear optional extra. Big 16 x 6.00 low pressure tires with silent ribbed tread. Overall length, 199 \( \frac{1}{2} \) inches.

BODY—All-steel heavily braced and welded into rigid onepiece unit completely insulated and sound-proofed. Sand-Mortex insulating material applied to steel floor and panels makes most silent running car on road. 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 heauty. 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, twin tail lamps, bumpers with bumper bars, high quality horn, spare wheel and tire, voltage control generator, automatic choke; gravel deflector shield and steering column shift.

#### 1940 NASH AMBASSADOR SIX

ENGINE—Valve-in-head type with built-in inlet and exhaust manifolds cast inside. Bore 3¾ inches; stroke 4¾ inches; displacement 234 cubic inches. Taxable horsepower 27.3; developed horsepower 10.5 @ 3400 R.P.M. Cushioned and balanced in three-point rubher mountings. Iso-thermal fuel system; down-draft earburetor with automatic choke; twin ignition power with two spark plugs per cylinder; double automatic spark control; sted-strut aluminum pistons for closer fit, quieter operation; four piston rings for greater power and economy; full-length water jacketing; seven main bearing erankshaft with 66.34 square inches of bearing area; vibration damper; full pressure engine lubrication of all bearings, pistons and cylinders. Oil capacity 6 quarts; fuel capacity 20 gallons.

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#### 1940 NASH AMBASSADOR EIGAT

ENGINE—Valve-in-head type with built-in-linkt and exhaust manifolds cast inside. Bore 3½ inches; stroke 4½ inches; displacement 260 cubic inches; taxable horsepower 31.2; developed horsepower 115 @ 3400 R.P.M. Cushioned in four point rubber mountings. Iso-thermal fuel system; dual downdraft 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 craukshaft with 33.17 square inches of hearing area; vibration damper; full pressure engine lubrication with rille-hored connecting rods for positive lubrication of all hearings, pistons and cylinders. Oli capacity 7 quarts; full capacity 20 gallons.

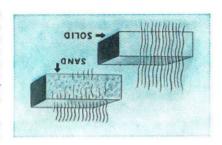
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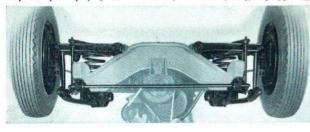
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in wind, weather or ear speed. twist of the dial-despite changes fort level of your choice by a automatically heated to the comfresh filtered conditioned air fumes, but a constant supply of



There are no chilly draughts, dangerous carbon monoxide System\* makes winter motoring as enjoyable as in summer. ing! And the Nash automatic Weather Eye Conditioned Air handles with a new case that brings a brand new thrill to motorpendent coil spring suspension system. The Nash rides and roads into a soft, restful trip, thanks to the new perfected indemotoring thrill. Its new Arrow-Flight Ride smooths the roughest ₩ WHEN you take the wheel of a Nash, be prepared for a new

# WHEN YOU DRIVE THE 1940 MACH

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NASH

#### THAT TELL A STORY

1940 NASH "400" ENGINE—Sealed L-head type with built-in inlet, exhaust and oil manifolds cast in block. Bore 3½ inches; stroke 4½ inches; displacement 234 cubic inches. Taxable horsepower 27.3; developed horsepower 99 @ 3400 R.P.M. Cushiomed and-halanced in 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 are; vibration damper; full pressure engine lubrication with rille-bored connecting rods for positive lubrication of all bearings, pistons and cylinders. Oil capacity 6 quarts; fuel capacity 20 gallons.

CHASSIS—117 inch wheelbase with independent coil spring suspension at front combined with semi-elliptic pre-lubricated leaf springs with metal covers at the rear controlled by giant double-acting hydraulic shock absorbers to provide Arrow-Flight Ride, Dual arrow-straight shock-proof steering system. Rigid girder X-type frame with hox section side rails of double thickness. Oversize super-hydraulic brakes with 169 sq. in. of lining area and east iron drums. Ride stabilize to stabilize steering and prevent sway on turns. All-sident synchro-shift transmission with steering column control; automatic overtake cruising gear optional extra. Big 16 x 6.00 low pressure tires with silent ribbed tread. Overall length, 199 ½ 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. Weather-sealed around doors to prevent entrance of annoying drafts. Entire hody and fenders Bonderized to prevent rust. Finished in high gloss Permulux enamel for lasting beauty. Exclusive Nash automatic "Weather Eye" conditioned air system and sedan sleening car conversion, outlond extra

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

#### 1940 NASH AMBASSADOR SIX

ENGINE—Valve-in-head type with built-in inlet and exhaust manifolds cast inside. Bore 3\% inches; stroke 4\% inches; displacement 2\mathbf{3} cubic inches. Taxable horsepower 27.3; developed horsepower 10.5 @ 3\pma0 \text{400 R.P.M. Cushioned and balanced in 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; from piston rings for greater power and economy; full-length water jacketing; seven main bearing erankshaft with 66.34 square inches of bearing area; vibration damper; full pressure engine lubrication with riflebored connecting rods for positive lubrication of all bearings, pistons and cylinders. Oil capacity 6 quarts; fuel capacity 20 gallons.

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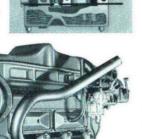
## For 1940 Again Its Wash-the CAR EVERYBODY LIKES

Mash feature which insures a uniform fuel mixture to each cylinder to provide economical engine performance.



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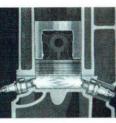
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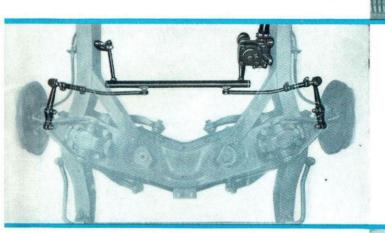
Condinuered for FINER PERFORMANCE

all designed in good taste to present a custom car appearance! jewel-like instrument panel and modern rich plastic fittings... touch. Wide, level floors . . . conveniently placed ash trays, sumptuous you can sense their long-wearing qualities at a front and rear. Smartly tailored, rich upholstery fabrics so ness that comfortably seat three full-sized passengers both sense of the word. Extra wide, deep seats of air-bubble softcars impress you with their luxury—for here is luxury in every AT first glance, the smart new interiors of the 1940 Mash





lever extending from the floor to obstruct foot or leg room. The the center front seat passenger because there's no conventional wheel, making for safer, surer car control. Comfort is greater for you can shift gears easily without removing your hand from the to shift surely and quietly with finger-tip effort. What's more, composed of a dependable mechanical linkage that enables you more so than you've ever experienced. The entire system is ing Column Gearshift because it operates smoothly and quietly, YOU'LL get more pleasure out of driving with the Mash Steer-



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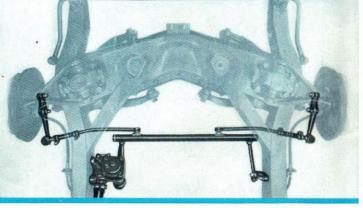
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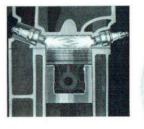
NASH Custom Interiors

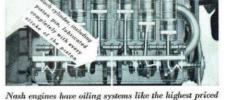
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## Engineered for finer performance



feature Twin-Ignition with two spark plugs per cylinder. This results in greater economy and power because of faster and more complete fuel combustion-an exclusive Nash feature.



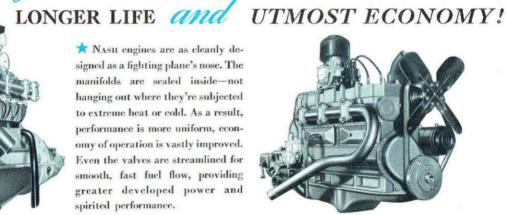


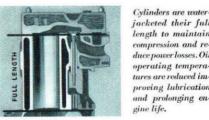
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\* Nash engines are as cleanly designed as a fighting plane's nose. The manifolds are sealed inside-not hanging out where they're subjected to extreme heat or cold. As a result, performance is more uniform, economy of operation is vastly improved. Even the valves are streamlined for smooth, fast fuel flow, providing greater developed power and spirited performance.



Steel strut light weight aluminum piston are a hidden quality feature that makes for smooth, efficient performance and long engine life. Note that Nash pistons are fitted with four piston rings instead of the customary three which improves both nower and economy.





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Illustrated above is the sealed-in manifold—an exclusive Nash feature which insures a uniform fuel mixture to each cylinder to provide economical engine performance.

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piece unit completely insulated and count-procled. Small.
Moretz insulating material applied to steel floor and gande makes most alent tunning car on road. Weather-sealed around doors to prevent entrance of annoying deaths, Entires light blook forwards cannot for lasting beauty. Exclusive Wash automatic. "Weather Exc?" conditioned air system and sedan sleeping car conversion, optional extra. BODY-All-steel heavily braced and welded into rigid one piece unit completely insulated and sound-proofed. Sand

CHASSIS—125 inch wheelhase with independent coil spring suspension at front combined with semi-elliptic pre-lubricated leaf springs with metal covers at the case controlled by giant double-acting bydraulic shock absorbers to provide Arrowstonle cacting bydraulic shock absorbers to provide Arrowstonled and mrow-straight shock proof steering system. Bigals frider X-1type frame with box section adde rails of double of lining area and cast from drums. Bit as take studies and cast from drums. Bit as a successive appropriate to stabilize to establize and cast iron drums. Bit and the architectual studies and cast from drums. Bit are successed in the succession of things are and cast from drums. Bit are a successing and workers and cast from drums. Bit are successed in the succession with sitem optional extra. Bit I x 7.00 low pressure and cat in the succession of the suc

developed lowerspower 11.5 (w.3.400 R.K.) at Constroined in four point rubber mountings. Ino-thermal fuel system; dual downstead carburder with atmosphere in the space of minder; double automatic spack with two spark plugs per cylinder; double automatic spack control; invar strut aluminum pistons for closer fit, quieter points, and the space of the control of the structural four picton with right-hored connecting full presence engine lubrication with righ-hored connecting to the structure of th EMGINE—Valve-in-head type with built-in inlet and exhaust manifolds cast inside. Hore 3½ inches; stackes; stack

1940 NASH AMBASSADOR EIGAT

STANDARD EQUIPMENT—includes safety glass, steering gent and similar block, dual windshield wipers and sun visors, front door arm rests, glove box door lock, twin tail lamps. bumpers with bumper hars, dual horns, sparce whoel and tire, voltage control generator, automatic choke, gravel deflector while and steering column shift.

BODY—All-steel heavily braced and welded into rigid one-piece unit completely insulated and would would also and Moriez insulating material applied to steel floor and panels and fenders insulating material applied to steel floor and backen nost element running ser on enough weather. Futier laugh and fenders flooriested to prevent rust. Finished in high gloss Perendra and for lasting hearing, beather, laugh automatic "Weather Eye" confusion of the angeliance of automatic and and and and also also also also also automatic and and and also also also also also also also seeping car conversion, optional extra.

CHASSIS—121 inch wheelbase with independent coil spring auspension at front combined with semi-elliptic pre-lubricated leaf springs with metal covers at the cust controlled by giant double-acting hydraulic shock absorbers to growide Arrow-Fight ride. Dual arrow-straight shock-proof steering systems. Fight kitelet Y-type frame with hox sections afer ails of double ultimates. Overeize super-hydraulic brakes with 169 set, in thickness. Overeize super-hydraulic brakes with 169 set, bits set altibilizer to stabilizer to stabilize to stabilizer to stabilize to stabilize to stabilize to stabilize to stabilizer to stabilize to stabilize to stabilize to stabilize to stabilizer to stabilize to stabilize to stabilize to stabilize to stabilizer to stabilize to st

FIGURE—Valve-in-lucad type with bild-in inlet and exhaust manifolds cast inside. Bore 35 inchest streets 455 inchest streets of the bild-in inlet and exhaust manifolds cast inside. Bore 35 inchest streets 455 inchest streets of the bild-inchest streets of the bild-inchest streets of the bild-inchest bil

XIS MOOVSSVAWA HSVN 0161

and tire, voltage control generator, antonu deflector shield and steering column shift. 

BODY—All-steel heavily braced and welded into rigid onepiece unit completely insulated and sound-proofed, SandMortez insulating material applied to steel floor and panels
makes nost alout running cut on road. Weather-sealed
makes nost alout running cut on road. Weather-sealed
body and fenders floored to prevent roat. Finished in
high gloss Permuluz cutmel for hating hearity. Exclusive
Nash nutomatic "Weather Eyo" conditioned air system and
sealm sleeping car conversion, options extra

CHASSIS—II7 inch wheelbase with independent coil spring suspension at front combined with semi-elliptic pre-lubricated leaf springs with metal overse at the rear controlled by giant double-cating hydraulic shock absorbances to provide Arrow-Flight Ride. Dual arrow-atraight shock-proof steering system flight girder X-type frame with horse serion side rails of double chiekness. Oversixe super-hydraulic brakes with 60 as quality in colliness. Oversixe super-hydraulic brakes with 80 achieve with steelablizer to another framework of the spring colour control another properties of certaing and prevent sway on turns. All-silent control of the spring spring spring colour control of the spring spring spring colour control of the spring spring

EMGINE—Scaled 1-bend type with built-in inlet, exhaust
and oil manifolds eart in block. Hore 25% inches; retrobe 43%
inches; displacement 334 cubic inches, Taxabb barsepower
27.3; developed horsepower 99 @ 3400 R.P.M. Cushioned
and balanced in three-point rubber mouthings, loo-Thermat
fold system. Dual down-draft earburstor with automatic
choke; automatic vacuum apart control is etcel-struct abuntum
inch system. Dual down-draft earburstor with automatic
pistons for closer fit, quieter operation; four piston tings for
pistons for closer fit, quieter operation; four piston tings for
pistons for closer fit, quieter operation; four piston tings for
pistons for closer fit, quieter operation; four piston tings for
the system. Dual down-draft with 6.34 equate indecting
great and economy; full-draft acquiring lubrication with rifle-bored connecting to ded for positive tubrication
of all hearings, pistons and cylinders. Oil capacity 6 quartis;
fuel expective to the connecting control of all bearings of gallons.

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OF OUALITY AND VALUE

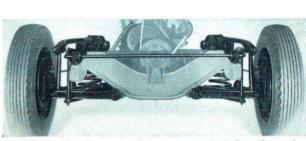
THAT TELL A STORY

# A new motoring thrill awaits you WHEN YOU DRIVE THE 1940 THE

\* When you take the wheel of a Nash, be prepared for a new motoring thrill. Its new Arrow-Flight Ride smooths the roughest roads into a soft, restful trip, thanks to the new perfected independent coil spring suspension system. The Nash rides and handles with a new ease that brings a brand new thrill to motoring! And the Nash automatic Weather Eye Conditioned Air System\* makes winter motoring as enjoyable as in summer. There are no chilly draughts, dangerous carbon monoxide



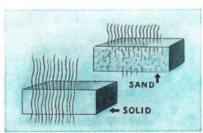
fresh filtered conditioned air automatically heated to the comfort level of your choice by a twist of the dial-despite changes in wind, weather or car speed.



The Nash coil spring suspension system permits independent action of each front wheel. There's no tilting of the car as one front wheel passes over a bump. The ride stabilizer steadies the car on turns adding to the safety of driving and further enhancing comfort.

On the Nash Ambassadors, seat cushions are covered with a layer of pure rubber material that provides air bubble softness and comfort that exceeds your favorite arm-chair at home, Having been used on trains and busses for years, its durability has been proven and it will always





retain its shape and shock absorbing qualities. All Nash bodies, besides being insulated from the frames with a special sound insulating material, are treated with Sand-Mortex, an exclusive sound deadener that makes Nash bodies 25% quieter than other cars.

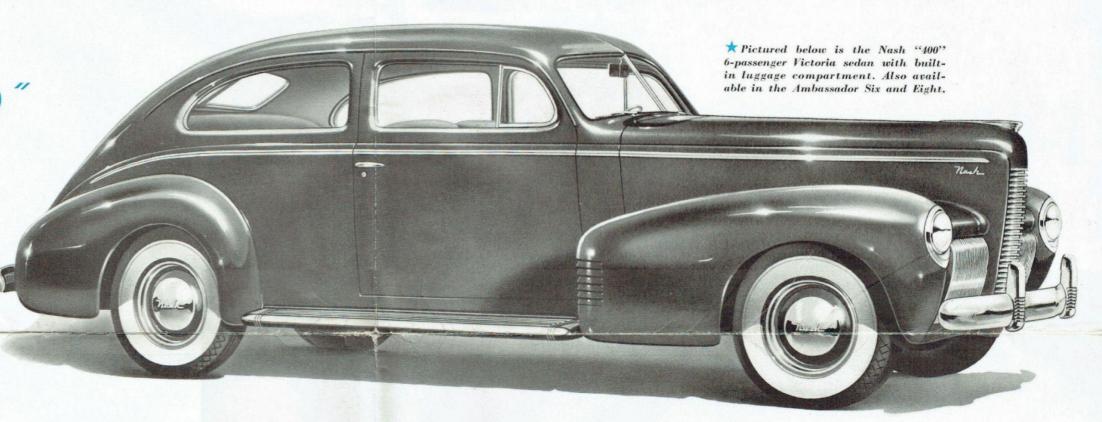


# THREE Great Series of MASH

### IN EIGHTEEN SPARKLING MODELS

THE NASH 400

THE CLEAN beauty of the big 117 inch wheelbase Nash "400" sets it instantly apart from other cars. From its sparkling chrome grilles to the long subtle curve of its tapering rear, every line seems to flow giving the car the appearance of motion even while at rest. Six smart body styles are available-all incorporate quality features you'd only looked for and expected to find in the highest priced cars.





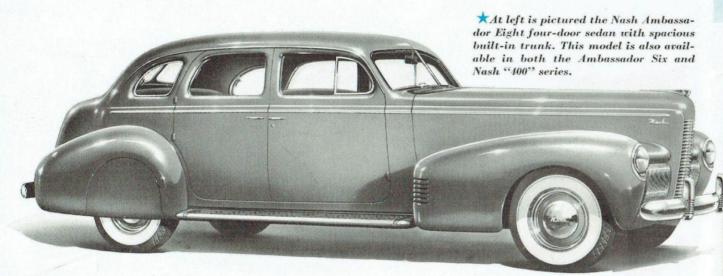




## THE NASH Ambassador SIX

-six passenger sedan with built-in luggage compartment. This same body style is also available in the Nash "400" and Ambassador Eight. THE NASH Ambassador Six incorporates numerous luxury features and appointments that will please the most discerning motorists. Built on a 121 inch wheelbase chassis and powered by the famous Nash Valve-In-Head Twin-Ignition Engine, it will deliver thousands of miles of motoring pleasure—and at low operating cost.

## THE NASH *Ambassador* eight



LOVERS of fine cars will gain a new conception of motoring luxury from the 1940 Nash Ambassador Eight. One of the world's finest ears, it costs less to own than you'd expect. Powered by the famous 115 horsepower Twin-Ignition Valve-In-Head Engine, it provides the finest performance ever produced by a Nash-built car.

All 1940 Nash cars may be obtained in a choice of the following colours at no extra cost: Transa-Gray, Fountain Lake Green, Lagoon Blue, California Tan, Court of Flags Maroon, Black, Sky Blue and Clipper Gray.

