




*“What Happened to Me...*

**WHEN I CHANGED TO NASH”**

THE NASH OWNERS' OWN STORY 

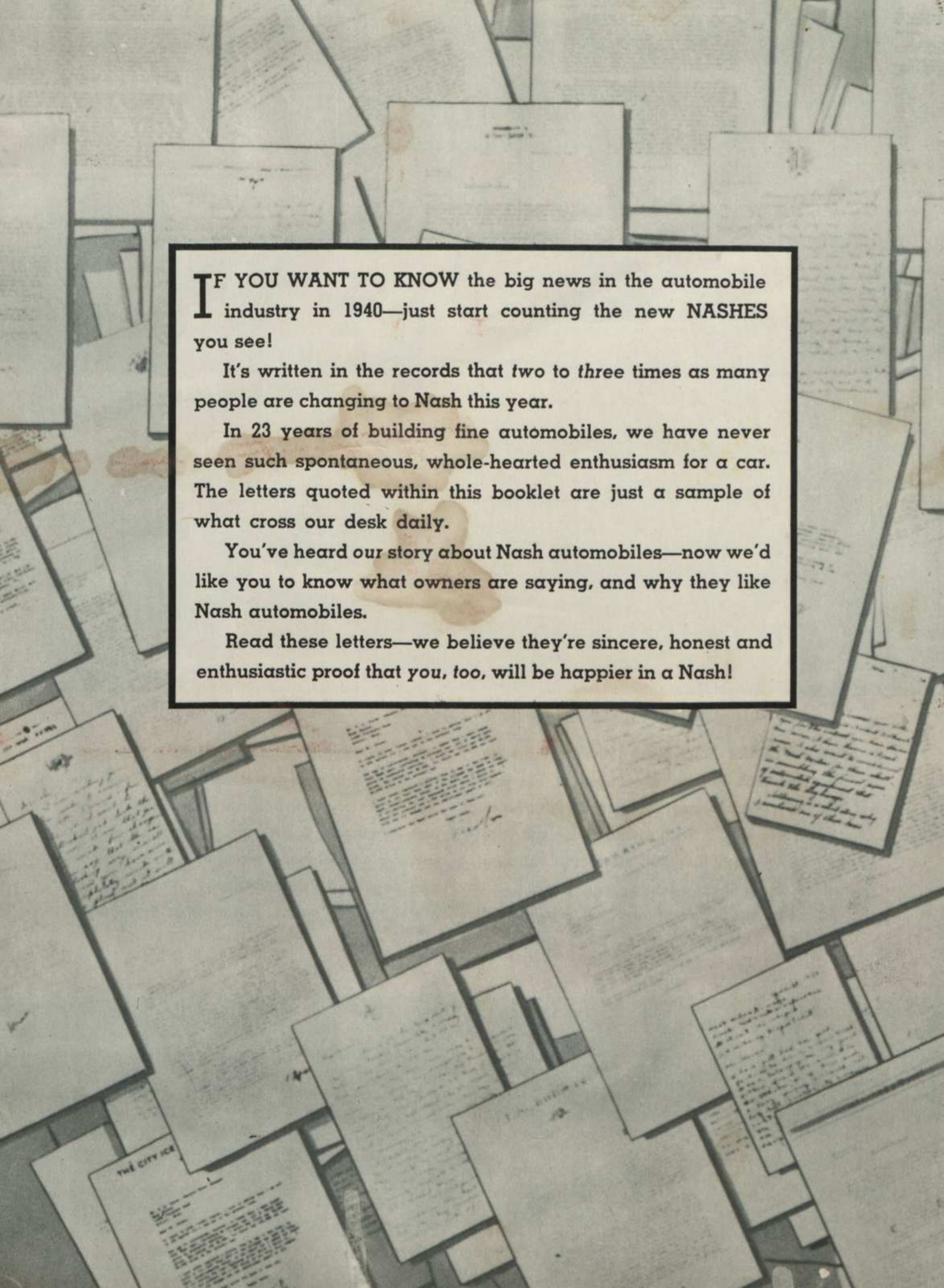
# What's Behind This Nation-Wide *Swing* To NASH?

*This is to Certify* that I have seen the original letters from which the quotations in this book have been taken and know them to be from actual Nash owners. The original letters are in the possession of Nash Motors, Detroit, Mich.

(Signed) AMEDEE J. COLE

Sworn to by Amedee J. Cole, in my presence, to me known to be the individual who executed the foregoing instrument and acknowledged that he executed the same.  
New York, New York—January 11th, 1940.  
ELEANOR L. REIBLING,  
Notary Public, New York County





**I**F YOU WANT TO KNOW the big news in the automobile industry in 1940—just start counting the new NASHES you see!

It's written in the records that *two to three* times as many people are changing to Nash this year.

In 23 years of building fine automobiles, we have never seen such spontaneous, whole-hearted enthusiasm for a car. The letters quoted within this booklet are just a sample of what cross our desk daily.

You've heard our story about Nash automobiles—now we'd like you to know what owners are saying, and why they like Nash automobiles.

Read these letters—we believe they're sincere, honest and enthusiastic proof that *you, too*, will be happier in a Nash!

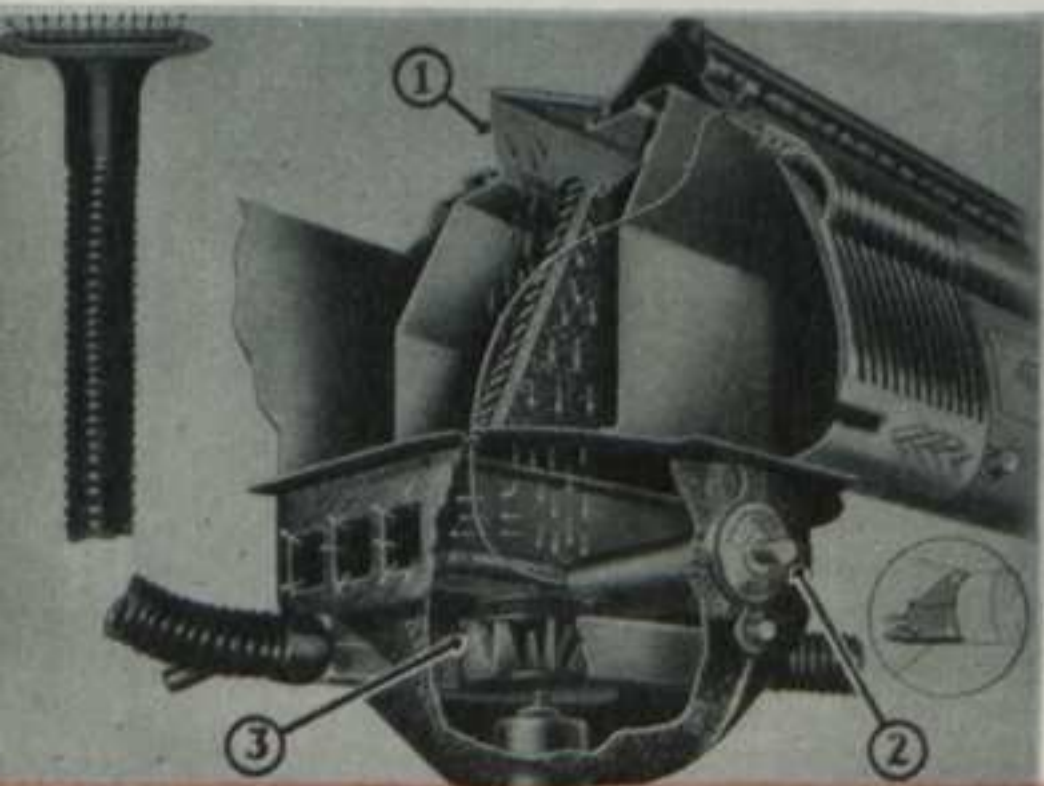
*They Changed  
to Nash for*



**T**WO YEARS AGO, Nash made nation-wide news with the announcement of the first Conditioned Air System for automobiles! Since then nearly 80,000 Nash owners have put it to the test . . . today they hail it the most amazing comfort feature ever put into a car.

Operating on an entirely new principle of

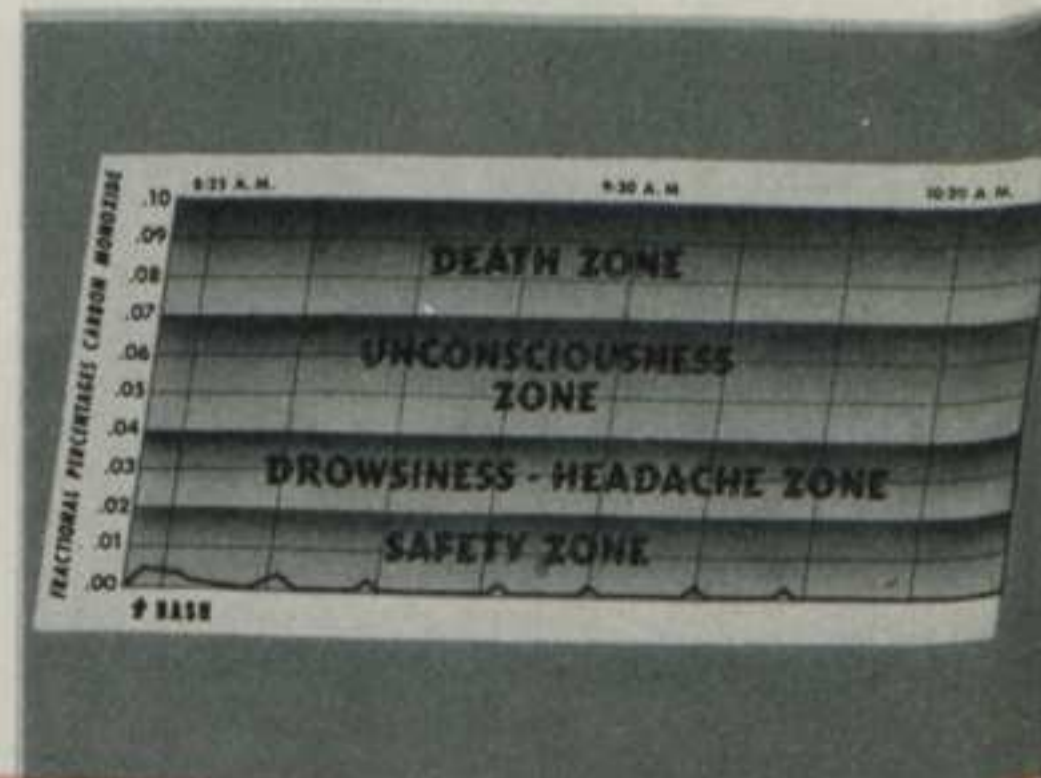
automobile heating and ventilating, this revolutionary new system automatically warms, filters, and circulates *fresh air* to all parts of the car—eliminates drafts and dangerous fumes—keeps windshield and windows from fogging—and does it all *automatically!* You drive all winter long in balmy, invigorating Springtime!



**YOUR WEATHER-MAKER.** (1) Fresh air comes in cowl ventilator. (2) "Weather-Eye" dial sets thermostat for automatic comfort. (3) Fan pulls in *fresh air* when standing.



**"TUNE IN" COMFORT!** This dial controls the "Weather-Eye." Set it for the comfort you want. Automatically, all winter long, the temperature inside car *stays* that way!



**ENDS CARBON MONOXIDE** danger, with Nash "Weather-Eye" in operation. Official Nash chart above is approved by National Association of Safety Engineers.

# REVOLUTIONARY WEATHER-EYE COMFORT!

*Comfort-loving Owners say:*

*"For Year-'round Motoring in Home-like comfort  
choose Nash with the Weather-Eye . . . the only Automatic  
system that delivers Conditioned Air under pressure*



"That Weather-Eye Nash of mine is really remarkable—you don't get any road dust or drafts like in other cars. In fact, driving 90 miles through a blizzard in my shirtsleeves, my wife and I were both so comfortable we didn't want to get out."

New York

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"On a recent trip to Yellowstone . . . I put my Weather-Eye System to every kind of test . . . over the Big Horn Mountains through terrific cold, snow, hail . . . through a western dust storm . . . an hour's cloud-burst when all windows had to be closed . . . and believe me, that Weather-Eye kept us clean and comfortable every mile of the way."

Pennsylvania

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"That new Nash Weather-Eye just can't be beat. It keeps your car heated evenly—it's perfect."

New York City

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"I wish to express my appreciation for the comfort and joy we've had in our Nash. It is noiseless, easy-riding—and above all, the Conditioned-Air keeps us as cozy and warm as indoors in winter."

New Hampshire

"Up here in this cold climate we had always put our car up for several weeks during the winter. Then we heard about Nash's "Conditioned Air." The first demonstration was amazing. With the temperature well below freezing we took off our coats and gloves and were perfectly comfortable! There were no cold drafts or hot blasts . . . the car was full of fresh air . . . it sold us—and we were happy Nash motorists all winter long!"

Minnesota

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"On trips, I cannot help but notice the amazing contrast (of Nash) with other cars in the same price class. It's so roomy, you can really stretch out—and that Weather-Eye System is a joy, when driving through our damp, clammy weather. I think Nash is the grandest car I have ever driven."

New York

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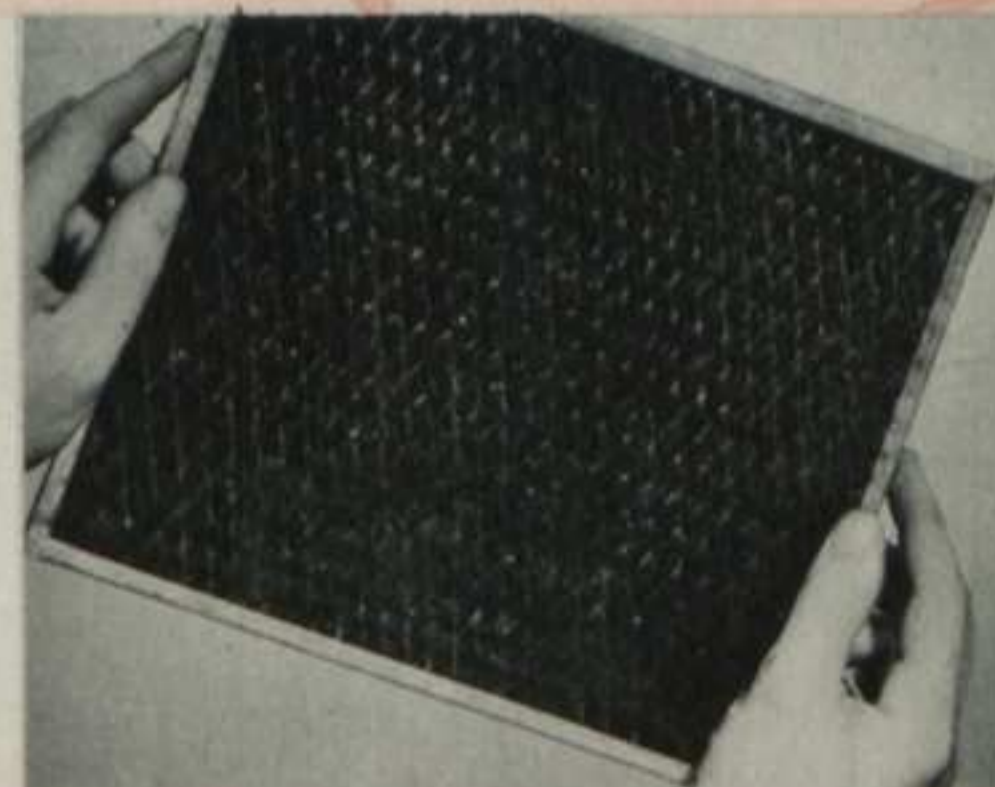
"I recently drove an aged relative to Buffalo. The day was clear; neither one of us wore coats or noticed anything unusual. I was amazed to learn on arrival that we had passed through a cold belt of zero weather. That automatic Weather-Eye is the greatest thing ever put on a car!"

Connecticut

FOR YEAR-  
'ROUND COMFORT—  
YOU'LL BE HAPPIER  
IN A NASH

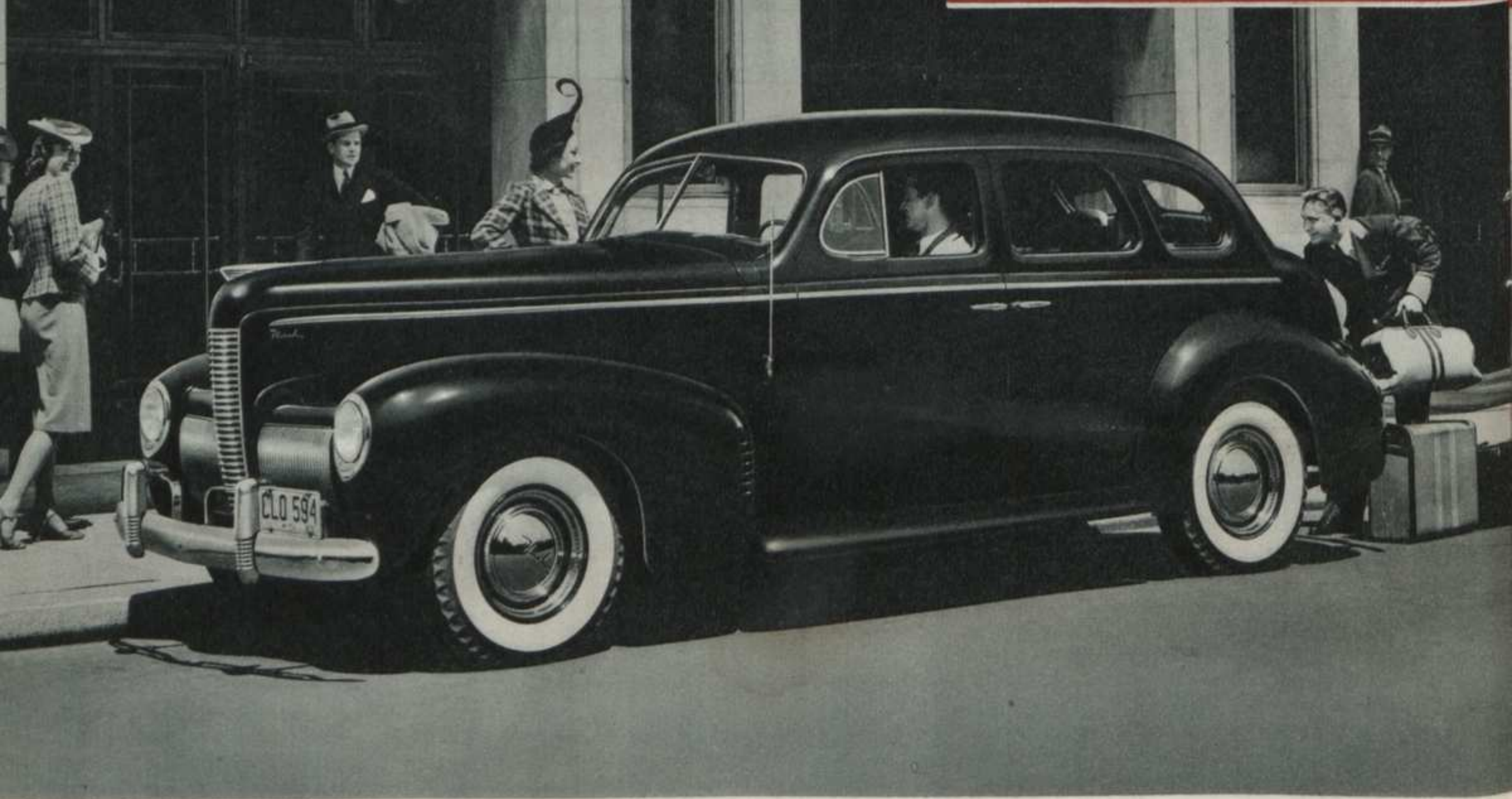


OTHER CARS, in motion, create a vacuum, suck in dust and fumes while smoke and stale air remain. Nash creates a pressure that forces out used air, smoke and fumes!



FORGET THE DUST and bugs! Nash Weather Eye's special oil-impregnated filter filters out foreign elements in air. You can shut the windows, stay comfortable.

*They Changed  
to Nash for*



**B**EAUTY, OF COURSE, is always a matter of personal opinion and preference. But if you like the fast-flowing lines of Nash, you'll find your judgment ringingly confirmed by important designers, artists, editors—people of acknowledged talent and good taste everywhere.

There's even a story about Nash design.

From bumper to bumper, it has been deliberately simplified, freed of gadgetry. Not only because simple beauty is the most enduring and satisfying kind of beauty, but also for scientific reasons—to eliminate the projections and bulging contours that normally cause disagreeable wind-drag and wind-whistle at highway speeds.



IN A YEAR of "look-alike" cars, the distinctive styling of Nash can be recognized far down the street. The radiator grille and catwalk cooling grilles are of die-cast gleaming chromium . . . solid—no fins to work loose or rattle.

NASH SALON INTERIORS are smartly conservative, far more richly appointed than most cars of equal price—and you'll find them roomier, too. Ash trays, robe rails, assist cords, the famous Foam-Sponge seats—all are standard equipment in most models, available as an extra option in others.

# STYLING ALL AMERICA ADMIRES!

## *In their Own Words—What Nash Owners Think about their car from standpoints of Beauty and Luxury*



"As a Nash owner and booster, I should like to compliment your organization on producing the most beautiful car on the road. Your designer is to be complimented for avoiding the 'tinniness' and 'gadgetry' that has characterized so many cars in recent years. He has created a thing of enduring beauty and true smartness that can come only from a keen appreciation of simplicity and soundness in design."

California

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"The one thing that has impressed me is that, unlike so many of the other car manufacturers, who have designed their cars like one another's in the past two years, Nash originated its own style of lines and beauty. Nash is distinctive."

Pennsylvania

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"It's the most economical car I ever owned, and the best-looking car on the road. And I like the sturdy, long-lasting way it's built . . . Talk about money's worth in a motor car! I never knew what it was until I bought this new Nash!"

Minnesota

"What attracted my attention to a Nash was the fact that in a time when design went to extremes, you have managed to produce the best-looking car of the year."

Massachusetts

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"We are very proud of our new Nash. Most everybody turns to have a look. It's beautiful."

New York

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"I started out to shop for the automobile which would meet all qualifications, and before ten o'clock that night I found the car of my dreams, the one car that had everything—style, beauty, performance and economy—it was the Nash Lafayette. I received delivery soon and now the more I drive it, the more I fall in love with it because it sure is one sweet automobile."

Illinois

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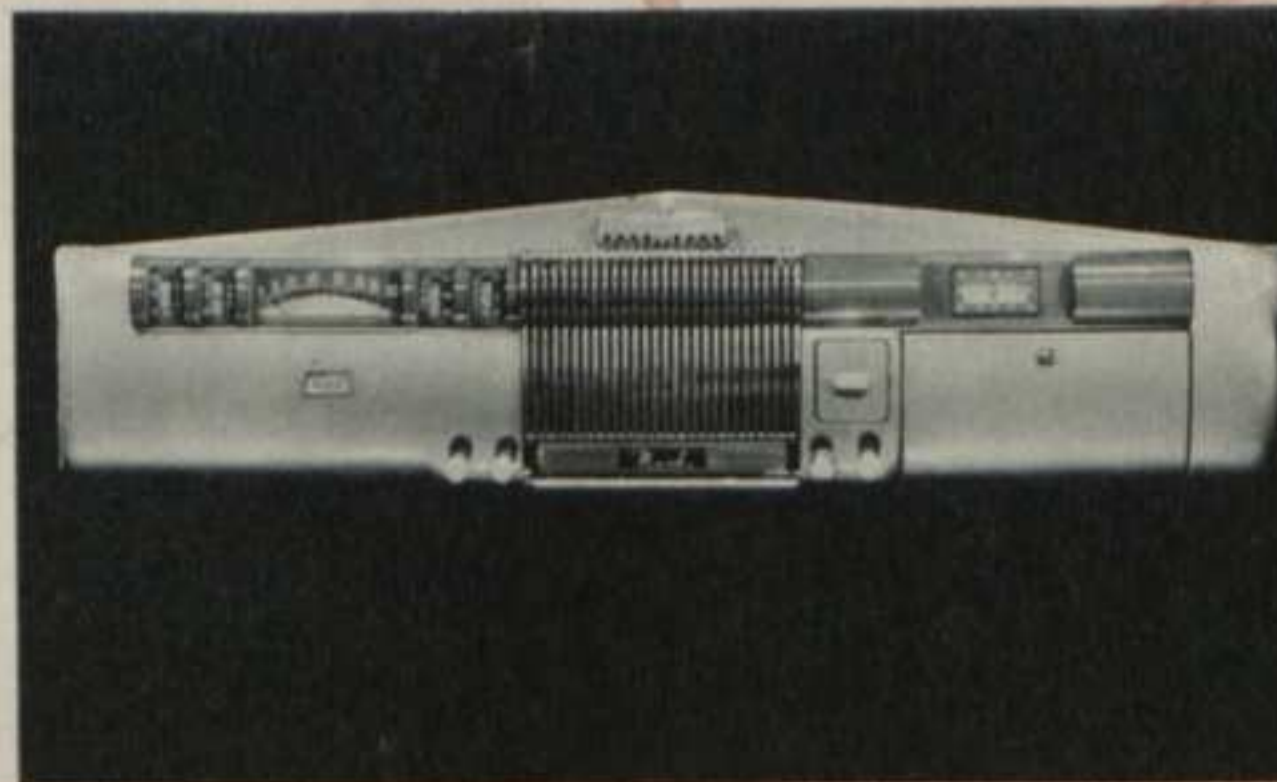
"The new Nash of 1940 is in all ways the most beautiful car I have seen to date."

Colorado

IF YOU PRIZE  
DISTINCTION—  
YOU'LL BE HAPPIER  
IN A NASH



NASH ALONE offers you, at no extra cost, your choice of either slipstream or trunk-backs in all 4-door sedan models.



AMERICA'S MOST BEAUTIFUL instrument panel . . . awarded first prize in the annual Plastic Design contest. Pearl-lustre gray, accented with deep maroon . . . indirectly lighted. Harmonizes with interior trim.

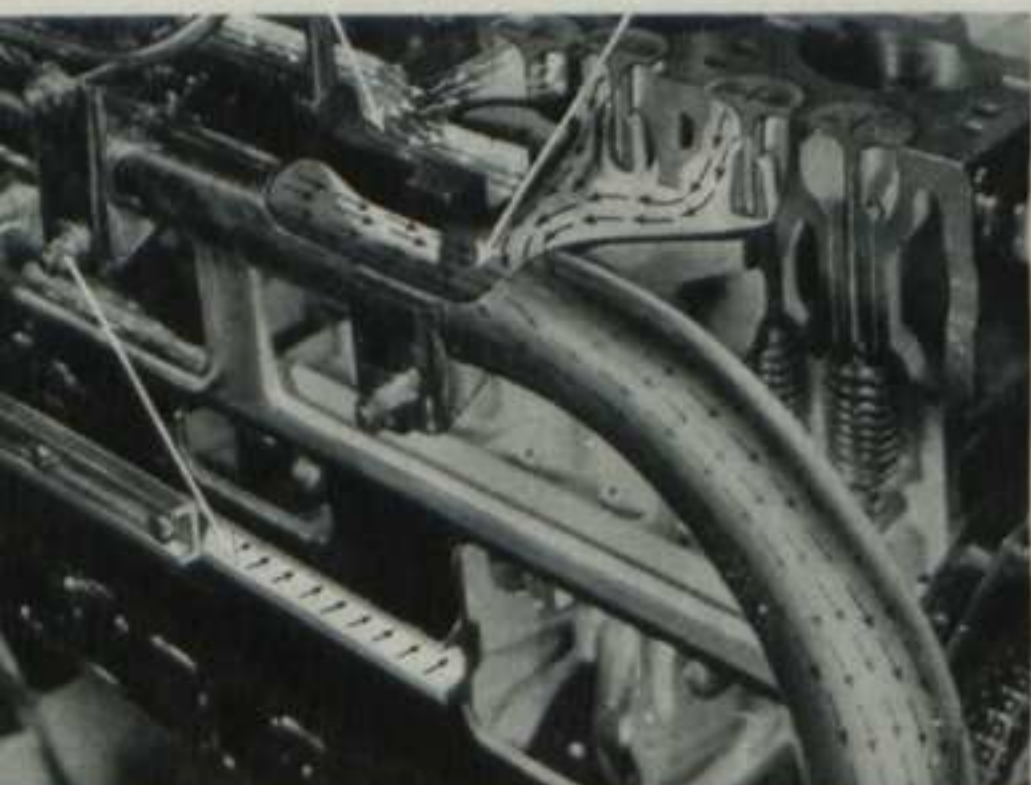
*They Changed  
to Nash Because*



**F**LASH NEWS! On January 4th . . . in America's most celebrated economy contest, the annual Gilmore-Yosemite Economy run (under official A.A.A. supervision), both the 1940 Nash Lafayette and Nash Ambassador 8 beat all other cars entered in their price-classes with records of 23.76 and 21.43 miles per gallon, respectively!

This was over a gruelling course starting in temperate Los Angeles, and ending at Yosemite National Park after 306 miles of traffic, highway, mountain roads and ice and snow!

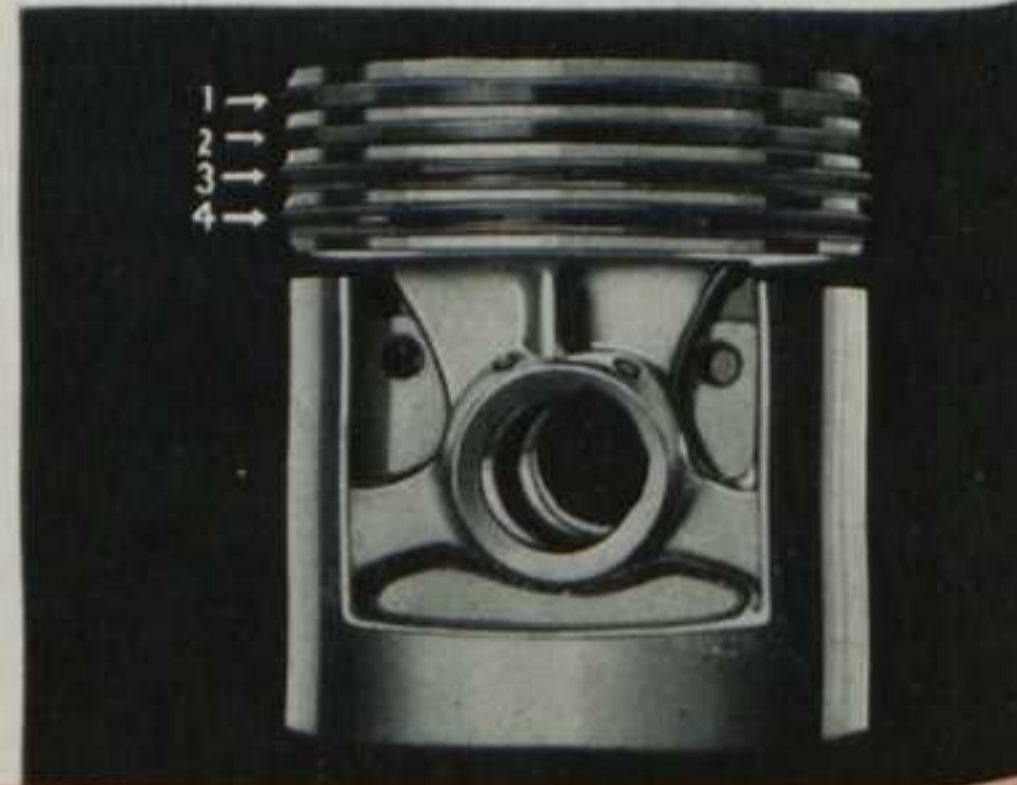
Yet—this was hardly news to us, as owners had already told us—in letters like these—what *amazingly* economical engines power Nash cars.



**WORLD'S ONLY** all-manifold sealed engines . . . permit leanest fuel mixture the year 'round, yet give you 15 to 50 m.p.h. pick-up in less than 13 seconds flat!



**SAVES ON GAS!** Automatic Choke meters out exact mixture for instant starting . . . then automatically thins it when efficient operating temperature is reached.



**NASH CARS** have aluminum alloy strut-type pistons with four piston rings instead of three. Means great oil savings, longer life, prevents annoying piston slap.



# IT'S 1940's ECONOMY WINNER!

*Thousands say "Nash is the most Economical Car I ever owned" . . . a fact proved by the 1940 Gilmore-Yosemite Economy Run!*



"I averaged over 21 miles per gallon on a 2100-mile trip to Oklahoma City. Try and do it with another car this size."

Wisconsin

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"Two different times I made a very accurate check on my Nash's gasoline mileage. The first time I got 21.7 miles per gallon—and again 21.3 miles—which is hard to beat with any man's car."

Texas

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"While only having this new Nash for three weeks, I have put 3800 miles on it, all of which have been at high speeds. To my delight, the gasoline mileage covering all types of driving . . . has averaged better than 21 miles to the gallon. On long trips I am getting 24.9 miles per gallon. To say that I am pleased is making a mild statement."

California

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"I drove over 10,000 miles, visiting Mexico, Canada and the West Coast. Despite the fact that I made no adjustments to compensate for the weather and altitude changes, and though I do not have the over-drive, I averaged 18.3 miles per gallon."

New York

"On a trip of 4000 miles visiting Mt. Rainier and Yellowstone National Park, I took our gas mileage and was amazed to find that we averaged 21.25 miles to the gallon. We thought that exceptionally good mileage for a heavy car as our Nash is."

Oregon

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"Since my first Nash—this is my tenth—I have driven Nash cars about 465,000 miles and have experienced dependability and economical operation that I believe could not have been excelled by any other make."

New York

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"It would be useless, I am sure for you or any of your salesmen to tell prospective buyers how economical they are on gas and oil, as compared to many other cars in its price class, for they just wouldn't believe you, any more than I did when you tried to explain it to me. But after one year and more of very satisfactory and economical performance, I am so well satisfied with my car that I thought the word of a clergyman who has nothing to sell, and who writes an unsolicited testimonial of this kind, might be believed."

Rhode Island

FOR ECONOMY  
THAT'S AMAZING  
YOU'LL BE HAPPIER  
IN A NASH



NASH'S FOURTH SPEED lets you cover 20% more mileage on the same gas. It's like the easy lopes of a long-gaited horse compared with a pony's many short strides.



FOURTH SPEED clicks in automatically at 35 m.p.h. Effortlessly you skim past other cars—with the new "Overtake" speed in reserve for quick pick-up when you need it!



*They Changed  
to Nash for*

**Y**OU'VE SEEN all the enthusiastic evidence of Nash's amazing economy—more miles per gallon in the hands of ordinary drivers under normal driving conditions, and in the hands of experts on official economy runs!

And the first time you drive a Nash you'll notice the terrific get-up-and-go it has, too!

Actual stop watch figures show Nash flashes from 15 to 50 m.p.h. in 12.9 seconds, in high!

But you have to own a Nash (or talk to proud Nash owners like these) to know that with the manifold-sealed engine, you get this brilliant performance every day of the year, under *all* driving and weather conditions!



**FLASH STARTING** on coldest mornings—at the tap of your toe. Nash manifold-sealed engine, fully protected from sudden changes in outside temperature, thrives on the leanest of gasoline mixtures all winter long! This means you get far more power on less gas!



**SUMMER AND WINTER** you get same unvarying dependable performance. The sealed manifolds that protect you from cold—protect you from Death Valley heat—or broiling hot sun on cross-country trips. The only car in America that has this feature!

# PERFORMANCE THAT NEVER VARIES!

*Here's the Evidence from Owners themselves that Nash's scintillating new Performance makes driving fun again!*



"I took a trip at the time of year when weather ranged from snow and sleet in the eastern mountains to a high of 100° in Las Vegas; the altitude from below sea level in Death Valley to more than 12,000 feet in some of the passes. My new Nash turned in a perfect performance."

New York

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"Last summer I hitched a 2180-pound trailer to my Nash and headed West. I climbed Pike's Peak and Lookout Mountain without trouble. I was warned not to try the 14% grade at Shoshone, because I could not make it with a trailer, but we went through. We climbed those terrible hairpin curves, tier upon tier, between Yellowstone and Buffalo, Wyoming, crossing Muddy Pass in a blinding rain-storm, still hauling the trailer. About a mile out of Spotted Horse, Wyoming, we even pushed a stalled car into the next town!"

New York

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"I have never seen the time, night or day, that my Nash is not ready to go, hot or cold—and we have extremes of weather in this state."

Kansas

"I have 22 years' experience in the Motor Truck and Car business and this Nash manifold-sealed motor beats anything I have ever seen."

Michigan

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"Shortly after I purchased a Nash, I made a trip to Los Angeles—encountered 105° while going through the desert, but this had no effect on engine performance as the motor temperature went no higher than 180°. Considering that I was traveling between 55 and 60 m.p.h. through this hot spot, I was more than pleased with this showing. It was remarkable to note the surplus power this car had on steep mountain grades . . . it is a relief to know that after standing idle in a cold garage for several weeks, a Nash will start in the coldest weather."

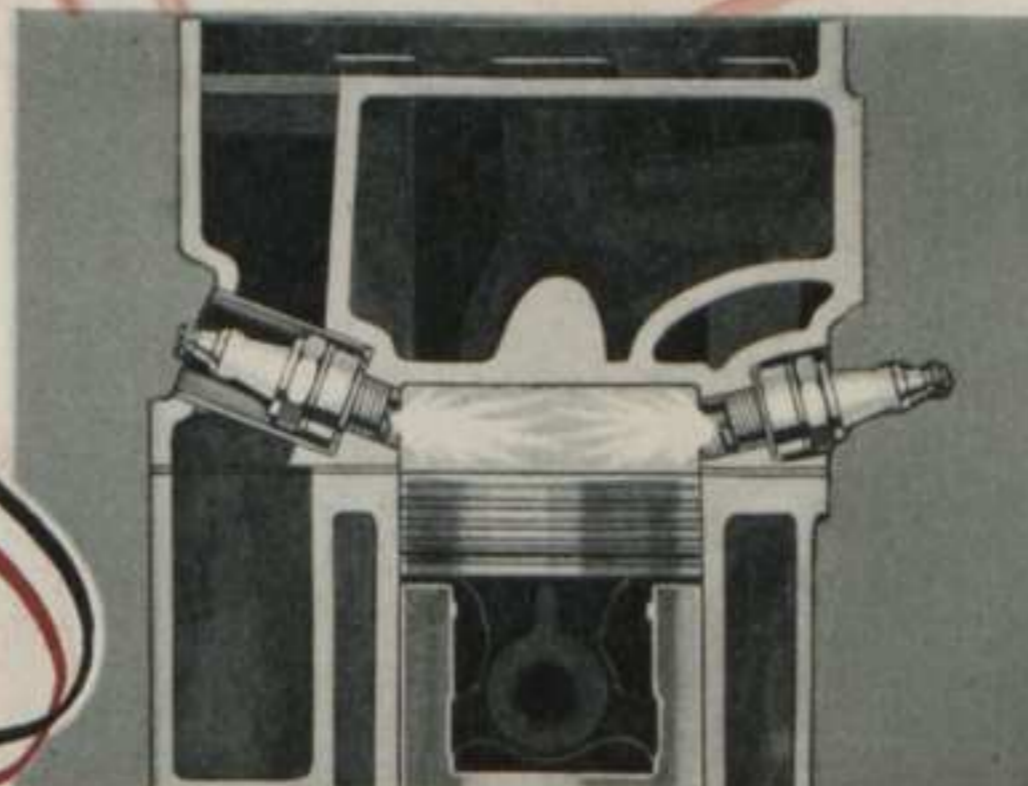
Nebraska

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"I have just completed an 1850-mile trip through Tennessee, Arkansas and Missouri and have averaged better than 21 miles to the gallon in my Ambassador Eight. I attribute this saving to the cruising gear—a saving I have been able to make even though driving as high as 95 miles an hour."

Michigan

FOR JUST THE  
FUN OF DRIVING  
YOU'LL BE HAPPIER  
IN A NASH

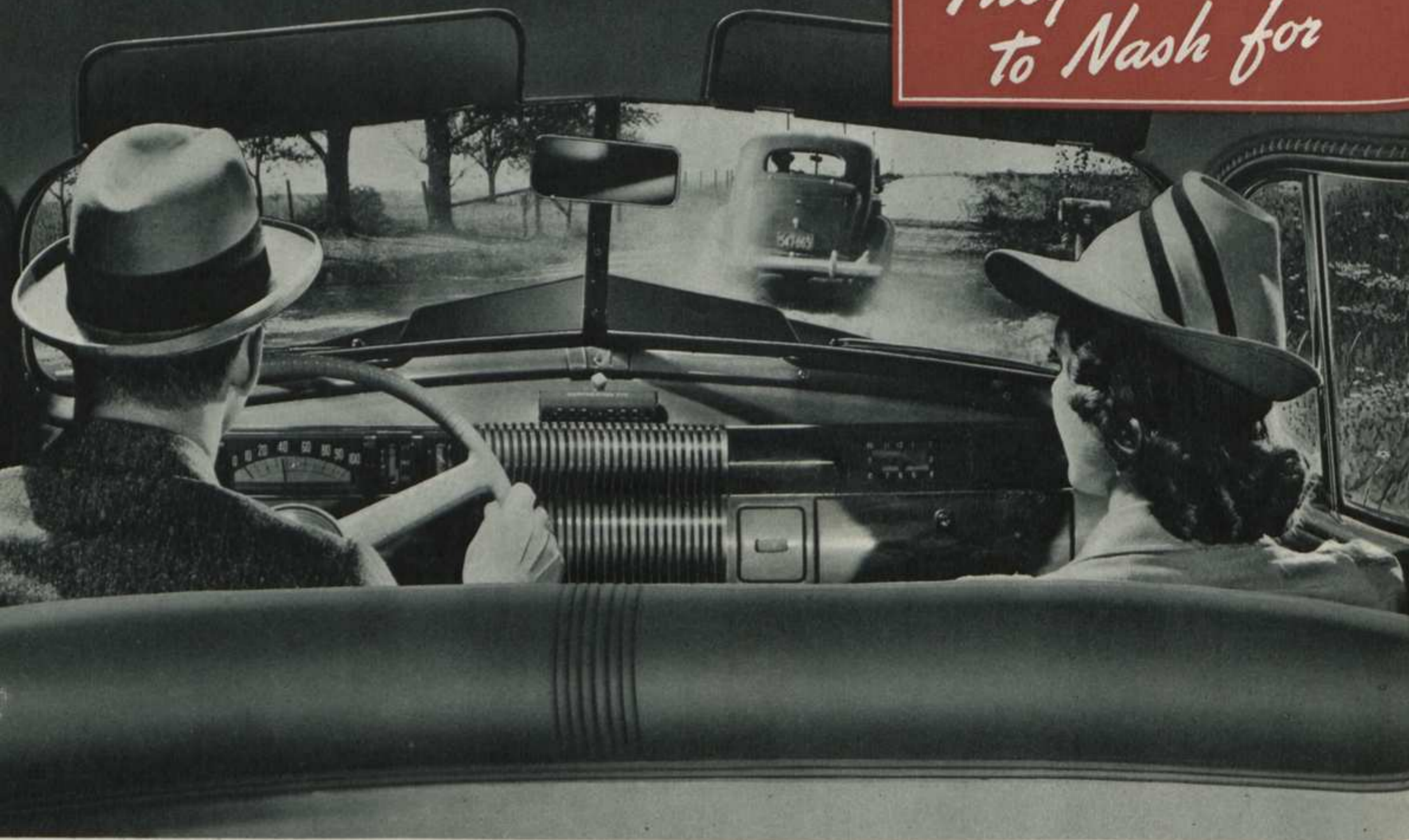


MORE POWER and pick-up with Nash Ambassador Twin Ignition. Gives faster, more complete combustion than single ignition . . . livelier performance, greater economy!



IT'S EASY to shift with Nash's Steering Post Gear Shift. No more groping, yanking, struggling . . . less danger of accidents. A standard feature on every Nash!

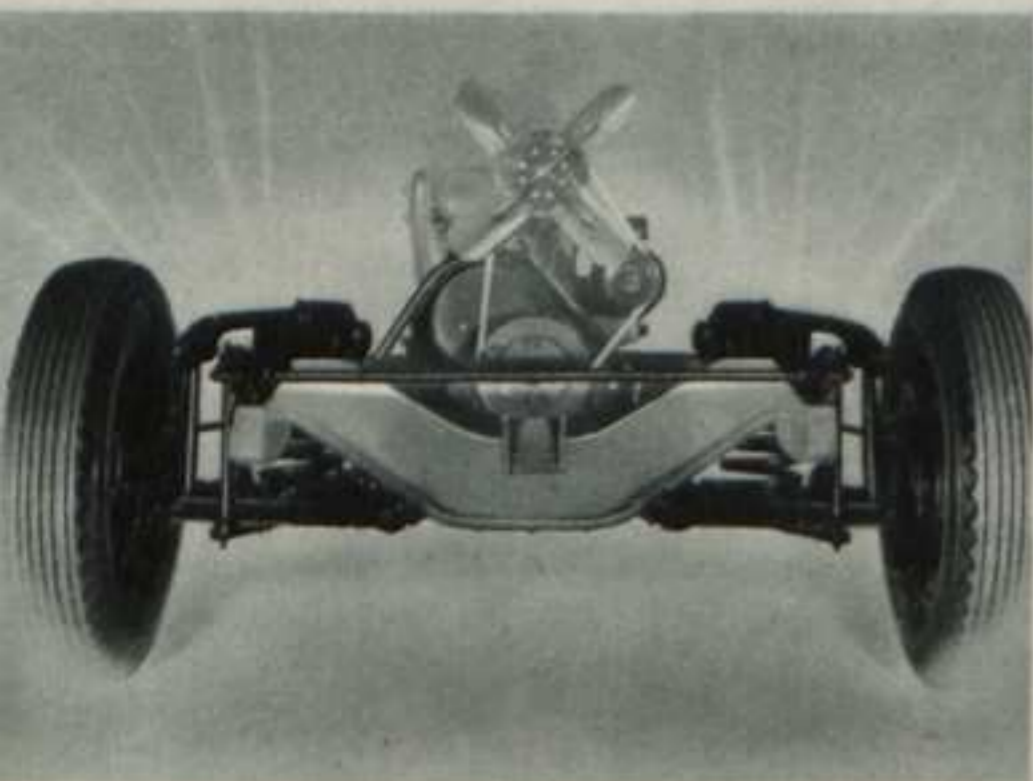
*They Changed  
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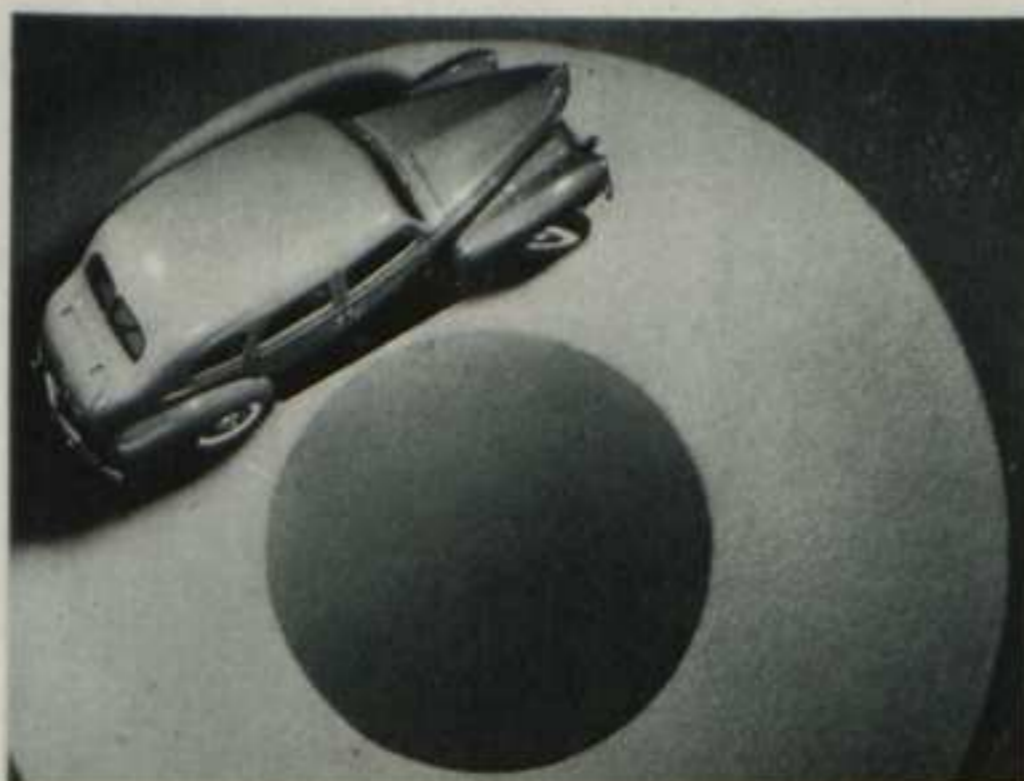
**I**F YOU'VE EVER hated the frayed nerves and tired muscles of a 300-mile journey—take a trip in a Nash and see how different touring can be! The Weather-Eye system will keep you comfortable, shut out noise, dirt, drafts . . . and you'll also enjoy the most amazing combination of riding features ever put into a car.

From its exclusive method of comfort-springing, to the miraculous quiet of Nash-pioneered Sand Mortex Soundproofing—this is a new kind of automobile, with new thrills and new comforts built into every mile you drive it!

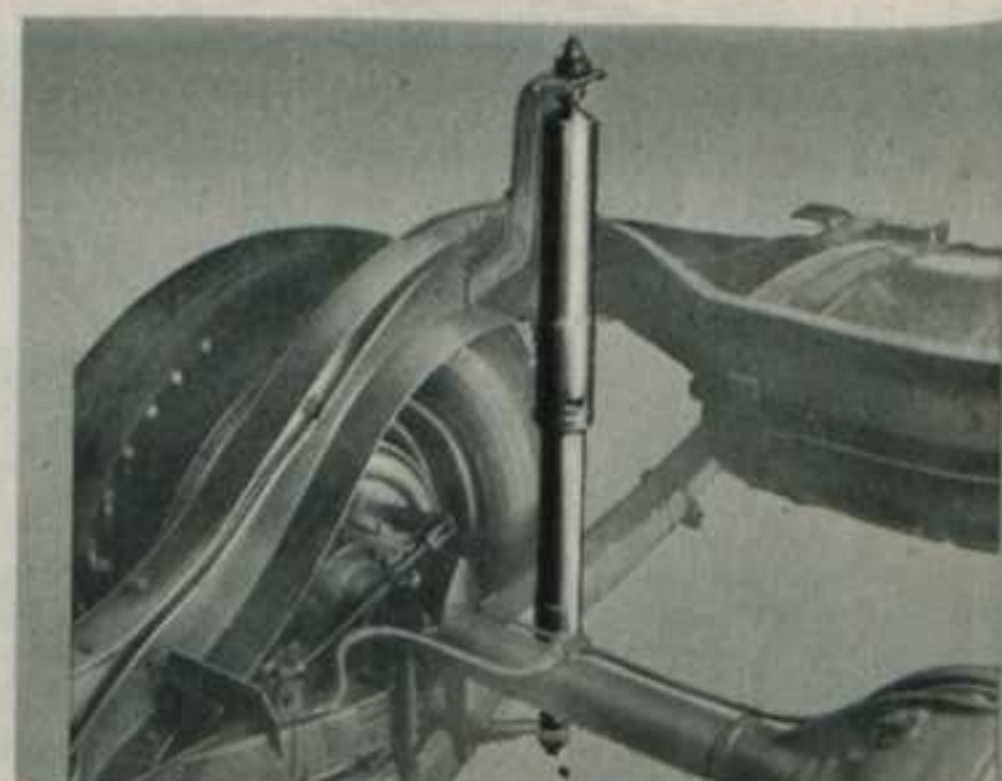
Read what these Nash owners, traveling on all kinds of roads over America, are saying:



**INDEPENDENT FRONT SPRINGING** and horizontal shock absorbers cushion every bump, eliminate "wobble." Never need lubrication. Stabilizer ends body-sway.



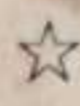
**SHORTER TURNING RADIUS** enables you to turn around in 37 feet! You can make a U-turn in the width of an average street. This means easier parking, easier driving.



**ONLY NASH** uses these super shock-absorbers, mounted vertically . . . and synchronized rear and front to smooth out all vibrations. It's the basis of the famous Arrow-Flight Ride.

# A NEW RIDING AND DRIVING THRILL!

*Here's what Drivers say  
about Nash's new Arrow-Flight Ride . . .*



"... I should like to think that I have said something that may persuade someone to buy a Nash who was wavering between a Nash and some other make of car. I believe that person will be grateful to me after he has driven his Nash 20,000 to 50,000 miles and realizes he has a REAL car under him, that rides like a pullman palace car and never fails him under any circumstances."

Rhode Island



"I have been driving my Nash Ambassador since November 15th, and am crazy about it. I have owned many makes of cars from \$4,000 down, but never owned a car that performed and rode like this new Nash."

Wisconsin



"I must mention Nash's ease in riding. I find myself floating along at 80 and 85 m.p.h. and thinking I am going about 50, until my eye accidentally catches the speedometer dial. There is no vibration, motor noise or wheel-gripping, such as I have experienced in other cars."

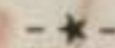
New York



"I am 72 years of age and have been a semi-invalid for seven years. Was only five weeks on

my feet when I drove to New York alone, returning as rested as though seated at home."

Ohio



"I can sincerely say that it seems impossible to make a better performing car than Nash has to offer the traveling public, especially traveling salesmen who live in their cars as I do. The comfort that Nash has to offer is unsurpassed by any car on the market."

Pennsylvania



"I note one line in your recent advertisements which reads, 'It's the smoothest, quietest ride you ever experienced.' I wish to give my full endorsement to that statement. I have a Nash which now shows 12,000 miles. I have driven 675 miles in one day with no sense of fatigue—no foolin'."

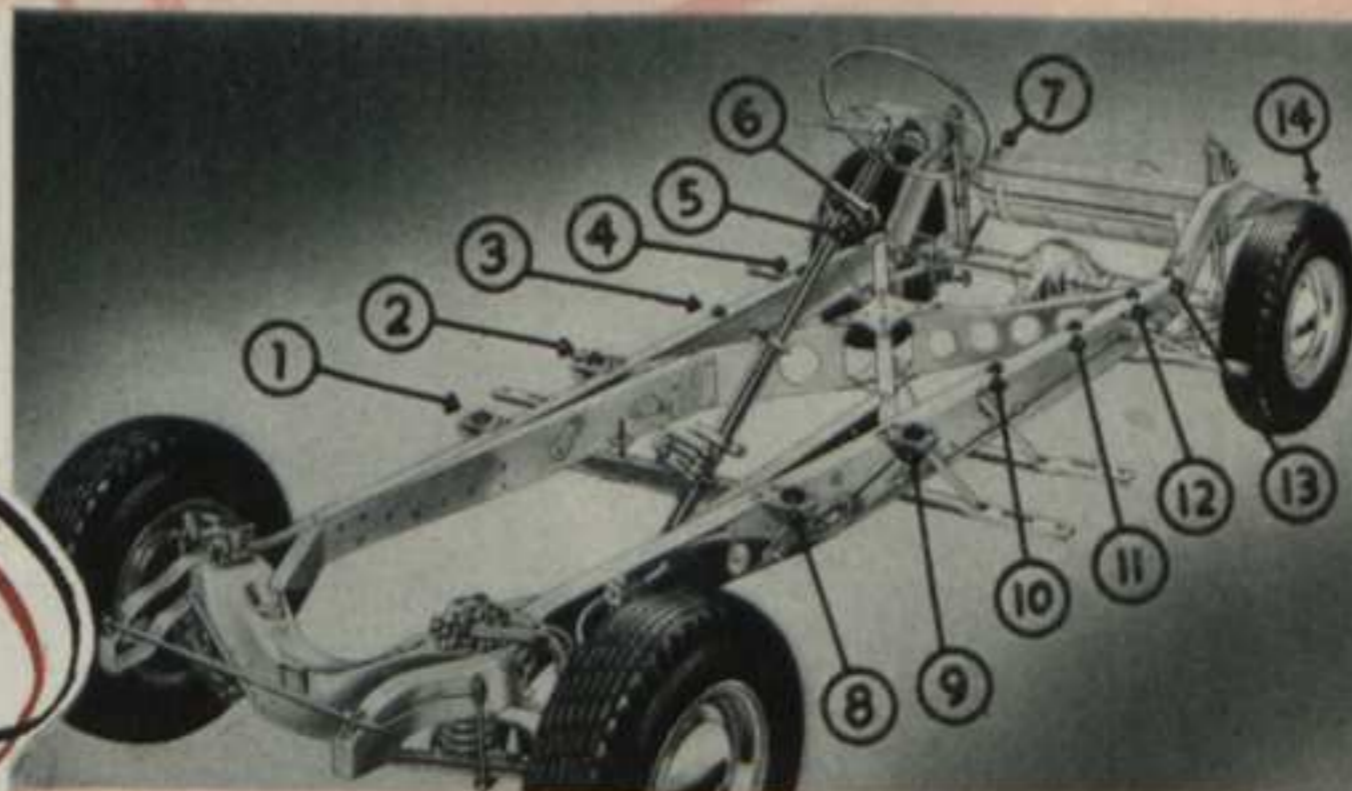
Washington



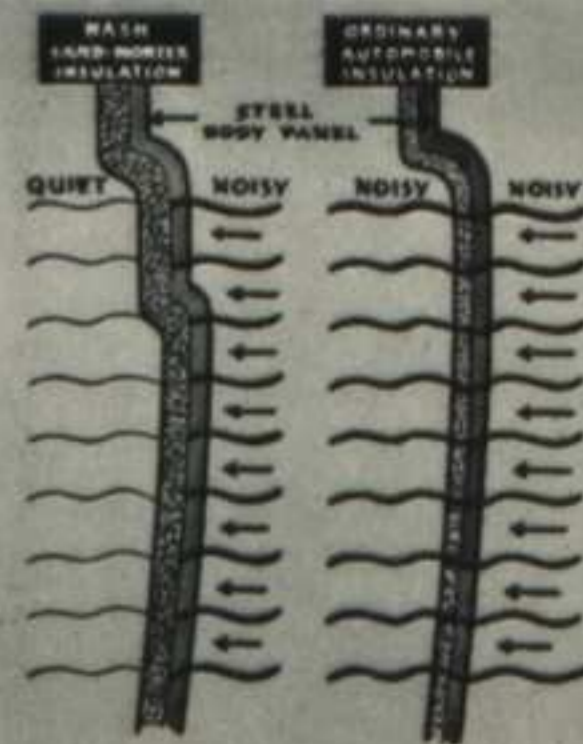
"I now have 17,000 miles on my Nash—with no expense except gas and oil changes—and say, I never did know what riding comfort was on all kinds of roads 'till I had steered this around North Dakota for several thousand miles. For goodness sake, don't change it for 1941—it's perfect now."

North Dakota

FOR RESTFUL  
DRIVING  
YOU'LL BE HAPPIER  
IN A NASH



EXCLUSIVE WITH NASH—14 body mountings of "Fabreeka," most efficient insulation offered today. Rubber (used in some cars) actually transmits noises. This new insulation gives you full sound-and-vibration deadening.



NEW SOUND-PROOFING!  
Exclusive Sand-Mortex  
25% more efficient than  
ordinary insulation.

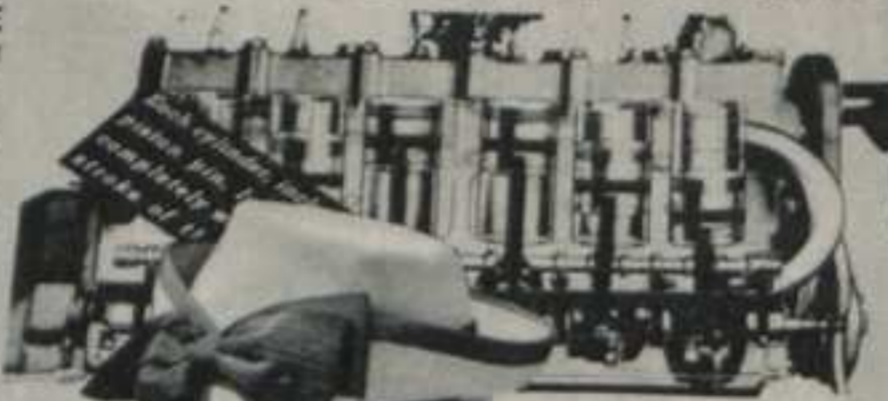
*They Changed  
to Nash for*



## X-RAY REVEALS REASONS WHY NASH CARS STAY YOUNG

### FULL-PRESSURE ENGINE LUBRICATION

Nash engines are built to withstand wear on their pistons, valves and other parts. A special feature is the full-pressure lubrication system. This means that every part of the engine is constantly bathed in oil under full pressure. The result is a longer life for every part of the engine.



### NASH MULTIPLE-BEARING CRANK-SHAFTS MINIMIZE VIBRATION, SAVE POWER AND WEAR

The more main bearings used the greater the bearing surface, the longer it takes to wear and the more smoothly it runs.

NASH LAFAYETTE and AMBASSADOR use heavy-duty cast-iron main bearings with 36.24 sq. in. of Main Bearing Area.

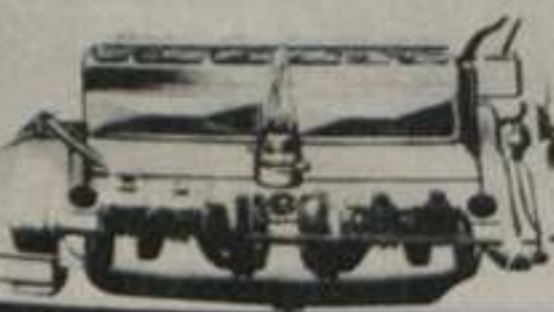
NASH AMBASSADOR LIGHT has 4 main bearings with 35.17 sq. in. of Main Bearing Area. (Very high-priced competitor carries New Packard Super Eight and Cadillac V-16—have new-bearing cast-iron.)

SOME SYSTEMS INDICATE ALL PARTS

### SCORE CARD

LUBRICATED UNDER FULL PRESSURE

| Model                  | Price | Weight | Horsepower | Wheelbase | Interior | Exterior | Engine | Transmission | Drive | Other |
|------------------------|-------|--------|------------|-----------|----------|----------|--------|--------------|-------|-------|
| Nash Lafayette         |       |        |            |           |          |          |        |              |       |       |
| Dodge Six              |       |        |            |           |          |          |        |              |       |       |
| Ford 40 De Luxe        |       |        |            |           |          |          |        |              |       |       |
| Hudson 4               |       |        |            |           |          |          |        |              |       |       |
| Maxway                 |       |        |            |           |          |          |        |              |       |       |
| Oldsmobile 40 24       |       |        |            |           |          |          |        |              |       |       |
| Plymouth De Luxe       |       |        |            |           |          |          |        |              |       |       |
| Packard Six            |       |        |            |           |          |          |        |              |       |       |
| Studebaker Champion    |       |        |            |           |          |          |        |              |       |       |
| NASH AMBASSADOR SIX    |       |        |            |           |          |          |        |              |       |       |
| Pack 40 34             |       |        |            |           |          |          |        |              |       |       |
| Chrysler Royal         |       |        |            |           |          |          |        |              |       |       |
| De Soto                |       |        |            |           |          |          |        |              |       |       |
| Peugeot Eight          |       |        |            |           |          |          |        |              |       |       |
| Packard 110            |       |        |            |           |          |          |        |              |       |       |
| Studebaker Commodore 8 |       |        |            |           |          |          |        |              |       |       |
| NASH AMBASSADOR LIGHT  |       |        |            |           |          |          |        |              |       |       |
| Pack 40 31             |       |        |            |           |          |          |        |              |       |       |
| Chrysler Traveler      |       |        |            |           |          |          |        |              |       |       |
| Harley-Tapscott        |       |        |            |           |          |          |        |              |       |       |
| LaSalle                |       |        |            |           |          |          |        |              |       |       |
| Lincoln Graham         |       |        |            |           |          |          |        |              |       |       |
| Oldsmobile 30          |       |        |            |           |          |          |        |              |       |       |
| Packard 120            |       |        |            |           |          |          |        |              |       |       |
| Studebaker President 8 |       |        |            |           |          |          |        |              |       |       |



With seven bearings the load of each bearing and the weight of the connecting rods and pistons is kept so evenly spread as to check vibration and prevent bearing life for extra thousands of miles of service.

Cars with only 3, 4 or 5 Bearings Can't Stand the Test Their Days Are Truly "Numbered" in the Drafting Room

### SCORE CARD

| Model                  | Price | Weight | Horsepower | Wheelbase | Interior | Exterior | Engine | Transmission | Drive | Other |
|------------------------|-------|--------|------------|-----------|----------|----------|--------|--------------|-------|-------|
| Nash Lafayette         |       |        |            |           |          |          |        |              |       |       |
| Dodge Six              |       |        |            |           |          |          |        |              |       |       |
| Ford 40 De Luxe        |       |        |            |           |          |          |        |              |       |       |
| Hudson 4               |       |        |            |           |          |          |        |              |       |       |
| Maxway                 |       |        |            |           |          |          |        |              |       |       |
| Oldsmobile 40 24       |       |        |            |           |          |          |        |              |       |       |
| Plymouth De Luxe       |       |        |            |           |          |          |        |              |       |       |
| Packard Six            |       |        |            |           |          |          |        |              |       |       |
| Studebaker Champion    |       |        |            |           |          |          |        |              |       |       |
| NASH AMBASSADOR SIX    |       |        |            |           |          |          |        |              |       |       |
| Pack 40 34             |       |        |            |           |          |          |        |              |       |       |
| Chrysler Royal         |       |        |            |           |          |          |        |              |       |       |
| De Soto                |       |        |            |           |          |          |        |              |       |       |
| Peugeot Eight          |       |        |            |           |          |          |        |              |       |       |
| Packard 110            |       |        |            |           |          |          |        |              |       |       |
| Studebaker Commodore 8 |       |        |            |           |          |          |        |              |       |       |
| NASH AMBASSADOR LIGHT  |       |        |            |           |          |          |        |              |       |       |
| Pack 40 31             |       |        |            |           |          |          |        |              |       |       |
| Chrysler Traveler      |       |        |            |           |          |          |        |              |       |       |
| Harley-Tapscott        |       |        |            |           |          |          |        |              |       |       |
| LaSalle                |       |        |            |           |          |          |        |              |       |       |
| Lincoln Graham         |       |        |            |           |          |          |        |              |       |       |
| Oldsmobile 30          |       |        |            |           |          |          |        |              |       |       |
| Packard 120            |       |        |            |           |          |          |        |              |       |       |
| Studebaker President 8 |       |        |            |           |          |          |        |              |       |       |

**J**UDGE THE NEW 1940 Nash on any basis you wish—by horsepower, weight, wheelbase—by number of comfort features—by new engineering advancements. You'll be surprised how much more Nash offers for the money!

The picture above shows an interesting way to judge 1940 car value—by the Automobile

X-Ray. This is an authoritative, unbiased comparison of all this year's cars—with data taken from trade magazines or the manufacturer's own literature. You'll find it interesting, no matter what your new car plans may be right now. Your dealer has this new 1940 X-Ray. See it, after you've read these enthusiastic expressions from Nash owners.



**JUST ON THE BASIS** of weight of sheer fine steel . . . Nash gives you more for your money. The Nash Lafayette, for instance, a good 300 to 400 pounds heavier than the small cars, costs only a few dollars more! And you get extra features galore in the 1940 Nash!

**SAVE \$25 TO \$75** a year with the Nash convertible bed alone! Rear compartment converts into a big, comfortable double bed in five minutes' time. Saves touring costs on fishing trips, vacations and business journeys. And is ideal for sportsmen, tourists, salesmen.

# VALUE NEVER BEFORE EQUALLED!

*Price-wise owners say:*

*"It's unbelievable how little more a Big Nash costs than the small 'All-three' Cars!"*



"The car is wonderful—the best I have had yet. While in Chicago I looked them all over, but the Nash was the best buy."

Colorado

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"At the present time we are using our fourth Nash. We continue to use this fine car, not through force of habit nor 'high-pressure salesmen,' but after receiving demonstrations of other cars and comparing their respective merits. In every respect Nash stands out as the best value for the money."

New Jersey

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"I am driving a 1940 Nash which is my fifth Nash car. I always tell my friends . . . that the Nash people put more in a car than any other company for the same money. I am truly proud of it!"

Texas

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"This Nash I have now been driving three months is more satisfactory than any other I have ever owned, and that includes over a dozen, some much more expensive than Nash."

Utah

"I can truthfully say that I don't believe there is as much actual dollar value in any automobile built as there is in a Nash."

Georgia

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"I have owned 14 different cars and my Nash is in a class by itself—greatest car I ever owned. My next will be a Nash, too."

Wisconsin

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"With original cost only \$30 more than several other low-priced makes, I have more automobile in my Nash, and none of the rattles, than a couple friends who own lighter cars with no greater economy."

California

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"I think the Lafayette gives more for your dollar than any other car within \$200 of its price."

Ohio

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"We had admired the smart styling of the New Nash, but frankly I considered such a big, luxurious car out of my reach. Imagine my surprise when the salesman showed me it would cost only from \$4.00 to \$5.00 more a month than a small car."

Minnesota

ON VALUE  
ALONE . . .  
YOU'LL BE HAPPIER  
IN A NASH



YOU SAVE MONEY on engine maintenance expense. Last nation-wide owner survey proved average yearly expense on manifold-sealed engines only \$2.42 a year!



QUALITY THROUGH and through . . . such fine features as Canda Cloth upholstery, Safety Glass, Steering Post Shift, twin visors and windshield wipers at no extra cost.

*They Changed  
to Nash for*

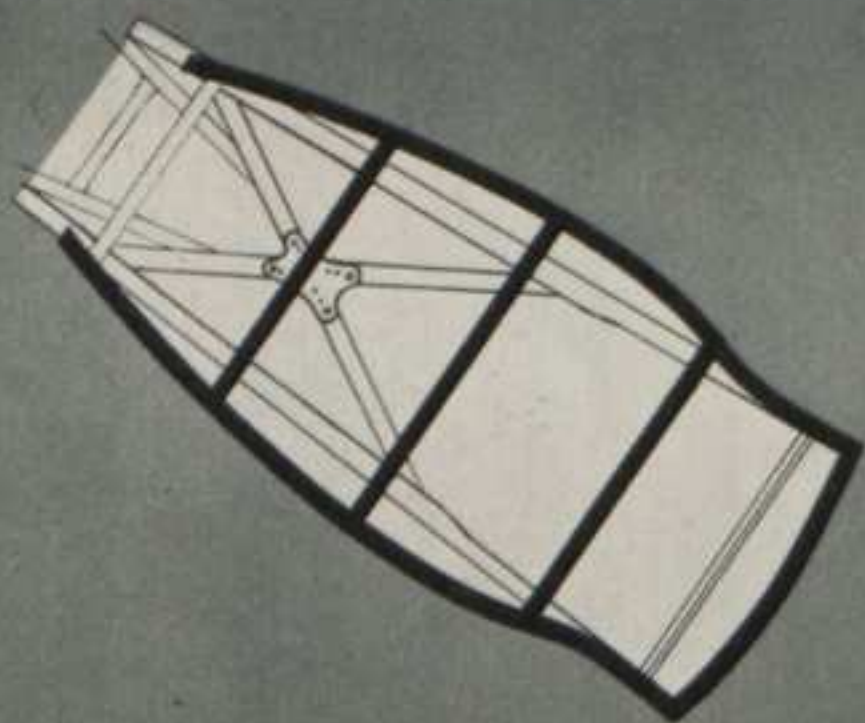


**Y**OU CAN fairly feel the safety of a Nash as soon as you take the wheel and get the solid, reassuring "sense" of the car itself. Nash IS a heavier, more solidly-built car . . . with more steel, more safety features for the protection of you and your loved ones.

Call it "roadability" . . . or "safety" . . . or

whatever you want—but there's a certain security about a Nash that immediately sets your mind at ease.

And there are good engineering reasons for this feeling of confidence. In design, in weight, in solid body and frame construction—there's nothing to compare with the 1940 Nash!



**INSIST ON THIS!** Nash's double frame is the strongest, most rigid in the industry. A twist-proof foundation—invaluable safety feature—yours in all Nash cars!



**NEW SAFETY GLASS** gives clearer visibility, reduces eyestrain. No distortion, no discoloring with age. You can strike it with a hammer and only "powder" the glass!



**NEW "SEALED BEAM" HEADLIGHTS** are 50% more powerful. Glare is reduced . . . "floodlight" arcs show left and right as well as front. Retain brilliancy indefinitely.



# SAFETY ONLY NASH CAN OFFER!

*Here's evidence that owners appreciate Nash's extra weight, sturdier construction, its greater number of safety features.*



"The reason I like and drive a Nash is this. For my loved ones now, I must have the very best protection. So in looking them all over it was Nash for me because I now have the security I want at the price I was paying for a lighter car. Some time ago we had the experience of a large pheasant flying into our windshield, while traveling between 75 and 80 m.p.h. If it hadn't been for the Hi-Test safety plate glass, which is in our Nash Sedan, I am certain we would have had trouble."

Michigan

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"... we were forced off the road under conditions in which the car got out of control and rolled over two or three times, finally coming to rest on its top. Due entirely to the high quality of materials and expert workmanship in design and construction embodied in automobiles of your manufacture, the damage is almost entirely confined to the body, which again is mute testimony as to its life-saving qualities."

Wisconsin

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"A 475-pound transformer fell from a height of 28 feet, landing on the top of my Nash... the top withstood this terrific blow without penetration."

California

"I wish to pay a glowing tribute to the sturdiness of the Nash Lafayette, for it saved my family and me when at an intersection. We suddenly received the full high-speed impact of a heavy car from behind. The point I wish to make is that while the damage to my new Nash was considerable, the other car—of a class priced the same as Nash—was split wide open back into the engine block. No glass was broken nor did the doors fly open on my car. This heavy jolt has confirmed my belief in Nash's ruggedness and I am proud to own one."

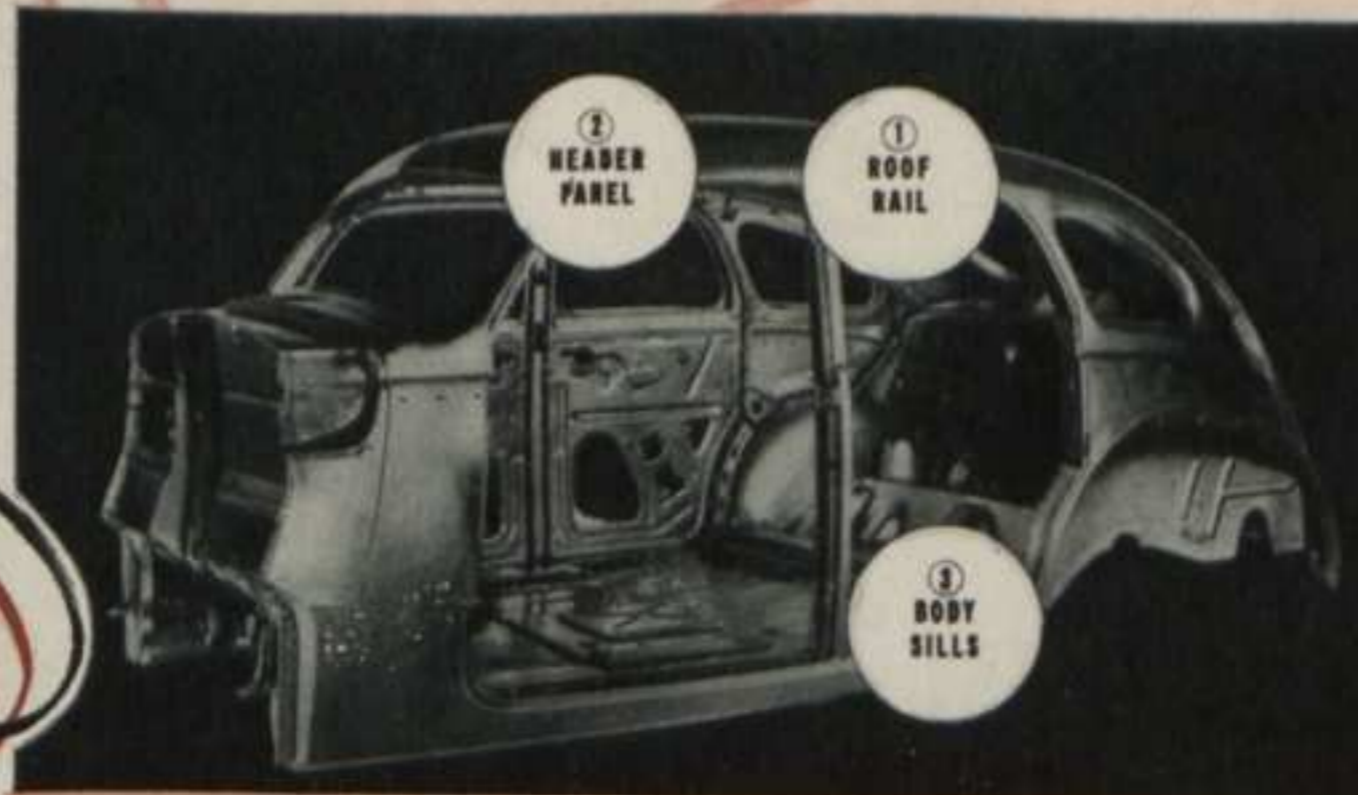
Michigan

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"I believe in sending flowers to the living, so here is a bouquet of orchids for you and your product. While enroute to Kansas City, a young farmer boy came out of the side road, got excited and stepped on the accelerator instead of the brakes and turned our Nash Lafayette over six times. Your car was so well built that we all four scrambled out of it on our own power. After minor adjustments, my husband drove the car home. The engine still performs 100 per cent, the wheels are true, not even the chassis damaged. We shall always be grateful to our well-built Nash which saved our lives."

Missouri

FOR EASE  
OF MIND—  
YOU'LL BE HAPPIER  
IN A NASH



A FORTRESS OF STEEL... top, side, even the floor, solid sheets of steel... double sheet construction on doors... and specially reinforced at the four points conventional all-steel bodies are weakest.



NASH GIVES YOU largest hydraulic brakes in its price class! Equalized, positive, Arrow-Straight stops.

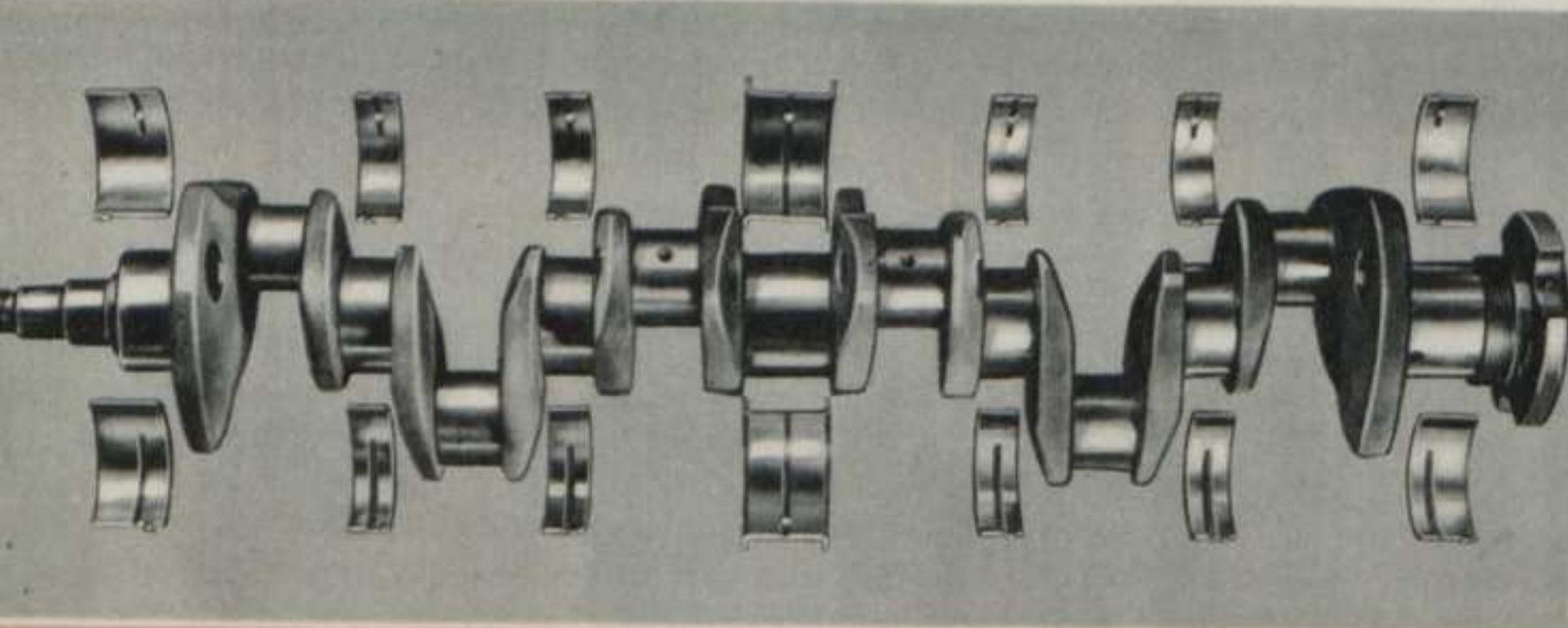
*They Changed  
to Nash for*



**F**OR 23 YEARS, it has been the intention of the Nash company to build the *longest-lived* cars on the road. This is no claim; it is a firmly established industry tradition that Nash cars do stand up best. Even our competitors admit it.

That is why—point by point—you will find Nash cars *better built*. Naturally, owners

can expect high trade-in allowances. In keeping with this tradition for quality, Nash engineers have equipped our 1940 cars with years-ahead features like the Weather-Eye System, the Convertible Bed, Arrow-Flight Ride, Manifold-Sealed Engine and many others—so that you stay, literally, years ahead of the market!



**\$3,500 AUTOMOBILES** have 7 and 9-bearing crankshafts—and so do even the lowest-priced Nash cars! The more main bearings, and the greater bearing surface, the longer a motor car runs sweetly without an overhaul. Nash Multiple Bearing crankshafts eliminate "whip," check vibration, save power and engine wear!



**NASH LOOKS GOOD** far longer because Nash rust-proofs its entire body, not just the fenders. Then Permalux, a Nash-pioneered enamel that is doubly resistant to weather, is baked on.

# RECORD LONG LIFE *and* RESALE VALUE!

## Owners' Experiences Prove Nash Keeps Its "Buy Appeal." Long-Life Construction and Modern Features Insure High Resale Value



"I have owned four Nashes, including my present car, all of which have given me wonderful service. I drove the first 58,000 miles, the second 88,000 miles, and the third 110,800 and have 30,000 on the present car. I have never replaced a piston ring . . . in spite of the fact that most of the mileage was made on long, hard cross-country trips. I consider the Nash motor the peer of them all."

Ohio

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"My Nash is now slightly over four years old, mileage 41,000, and no repairs have been made, not even carbon removal . . . Nash always seems to build a '100,000-mile car' and does it as a matter of course."

Washington, D. C.

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"My 1938 Nash touring sedan which I now own is my 19th car in 15 years. I have kept a book account on all my cars, including initial cost, repairs and upkeep, gas and oil consumption. The records thus kept on a dozen different makes, and a similar record kept on Nash, shows a comparison so altogether unfavorable to the other makes . . . I should be courting assassination should I publish them!"

Rhode Island

"You could not sell me anything but a Nash. Have not paid one nickel for repair work and I get 22-23 miles on a gallon of gas. Have put 35,300 miles on this car and it is like new."

New York

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"I have a Nash bought in January, 1927. Now has 246,524 miles on it, with tires practically the only expense I've had."

Indiana

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"It has been my great pleasure to operate my Nash car (March, 1929) for the past 10½ years, winter and summer. The original paint's there. The speedometer and gas gauge balk once in a while. Otherwise the car is in very good condition—goes like a bird! My next car will be a Nash."

New York City

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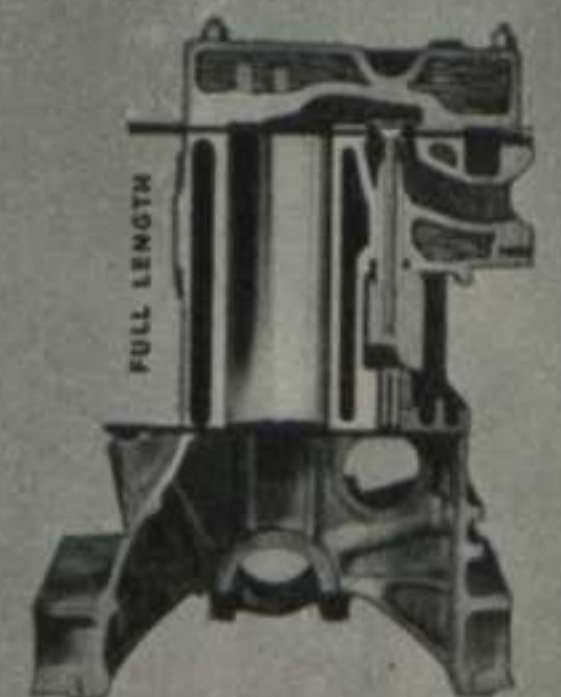
"My new Nash is the 13th Nash I've had and my repair expense has never been over \$10 a year, and many times not over \$3.50, which I feel is excellent for over 30,000 miles each year."

Massachusetts

FOR LOWEST  
COST PER MILE—  
YOU'LL BE HAPPIER  
IN A NASH



NO WORRIES about the future of your investment when you buy a Nash. \$45,000,000 in resources are behind this one make of car. Hence, more value goes into it—you get more out of it!



FULL-LENGTH water jacketing prevents uneven heat expansion . . . lowers oil temperature, lengthens engine life.

# NASH

*They Changed  
to Nash for*



**T**HERE'S A REASON, we believe, for the special interest that Nash dealers show not only their own customers, but also the Nash owners who are touring. As an independent company, we have attracted independent-thinking businessmen in every locality—men of stability and importance in their communities.

This attitude of greater interest in its owners goes all through the Nash Company from the dealers right on through the factory. All relations are handled with keen understanding, complete fairness, genuine friendliness.

Ask any Nash owner—you'll get the same friendly enthusiasm we reprint here!



**NASH**

**NASH OWNER'S SERVICE POLICY**

ISSUED TO

Owner's Name \_\_\_\_\_

Address \_\_\_\_\_

Model \_\_\_\_\_ Body No. \_\_\_\_\_

Serial No. \_\_\_\_\_

Engine No. \_\_\_\_\_

Ignition Key No. \_\_\_\_\_

Door & Dash Key No. \_\_\_\_\_

Delivery Date: \_\_\_\_\_

**OWNER'S SERVICE POLICY**

1. **Car**—It is the policy of the Dealer to provide delivery to you with the Nash Owner's Service Policy.

2. **Policy** properly filled in by the owner to say Nash Dealer as an additional identification with this policy.

3. **Max**—Maximum amount of service up to 90 days.

4. **Under the Warranty** have proven defective in either material or workmanship will be replaced or repaired by any Nash Dealer in the United States or Canada, without charge to the Owner for material or labor.

5. **Lowest price**—Throughout the life of the car the owner is entitled to have his car repaired and inspected without charge to the Owner by any Authorized Nash Dealer.

6. **Towage and Cranes or Engines**—The Nash Distributor from whom the car was purchased shall serve the owner in any emergency, when an owner is away from the place in which his car is located, to have his car towed to another town or place, or to have it repaired in any town or place, without charge to the owner, by any Authorized Nash Dealer in the United States or Canada.

7. **RASTLER**—The Nash Distributor shall provide the owner with a complete list of parts and accessories.



MORE THAN 1800 Nash dealers in the United States . . . and 300 more in Canada. In South America and Europe you'll find Nash in every important metropolis.

**OWNER'S SERVICE POLICY** entitles you to special service up to 90 days . . . at two different "breaking-in" periods. Good wherever you may be traveling!

**COMPLETE NASH PARTS** depots are strategically located to serve all America. Your dealer is never more than 24 hours away from any part or accessory.

# FRIENDLY NATION-WIDE SERVICE!

*These Owners Enjoy Doing Business  
With Nash . . . It's Always More Pleasant  
Because It's Always More Friendly and Helpful*



"While driving through Cheyenne, I stopped at a Nash garage to have the water and oil checked. I presented my Nash courtesy card and though the mechanic worked for fully 40 minutes, checking everything over, he wouldn't consider taking payment for this work. This is what I call a real service to the tourist."

Pennsylvania

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"I use my car every day in my business—and must get out in all kinds of weather. I'm happy to say I've rarely had occasion to require service on my 1940 Nash . . . but the few times there's been anything it has been handled in a fine, friendly manner. It's even a pleasure to go in for my regular lubrications. I've had this same experience now with dealers in three different cities."

Michigan

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"I'm glad to be back in a Nash again—having had wonderful service from a 1928 model, which I traded in most favorably in 1932. After three less satisfactory cars, I recently bought a Nash. We are very happy with it. In my experience, your company certainly goes the limit in keeping a customer satisfied."

Connecticut

"I have had very gracious service by the gentlemen from whom I purchased the car. In fact, this garage is one of the nicest I have ever had to deal with, and it is a pleasure to do business with them."

New Jersey

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" . . . I'm proud of the more distinctive appearance of my Nash . . . my upkeep record is far better . . . and my dealer connection is more personal and cordial."

Minnesota

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"Before purchasing a car from your Nash representative, I was practically a stranger to him, but in the months I have had this car he has become one of my best friends. He is so absolutely reliable and honest that one can deal with him in absolute confidence."

Minnesota

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"After owning several makes of cars, I bought a Nash purely through the superior salesmanship of your Nash representative, figuring that I would get superior service from him, too. I have been more than delighted with both."

Connecticut

EVERYWHERE  
YOU GO  
YOU'LL BE HAPPIER  
IN A NASH



**NASH CREATES GREAT VALUES!** Because Nash has the resources, facilities, and freedom to do it! With 120 acres of plants and facilities at Kenosha, and a 33-acre body plant at Milwaukee, Nash makes more of its own parts than many other manufacturers. Savings from this consolidated production are passed on to you!

# ☆ Don't Let Old Habits Close Your Mind

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If you're one of the many people who year after year go back to the same make of car, without looking around, this friendly suggestion may save you money.

There's been a lot happening in the automobile business during the past three or four years—in design, in engineering, in the good solid value built into American motor cars.

And, surprising to many people, but obvious when you stop to think of it . . . many of these new improvements have been pioneered by Nash.

Because Nash is an independent company . . . builds only one car . . . into which can be put *all* the improvements and developments of one of the finest engineering departments in the industry.

Nothing has to be held back because of other cars in the family. There's no rationing out of new features so that every car in a long line gets something new to talk about. *Everything* goes right into Nash!

Such features as the famous Condi-

tioned Air for winter driving, Arrow-Flight method of springing, automatic Fourth Speed Forward, Sealed-Manifold Engine, Twin Ignition, Multiple Bearing Crankshafts, Full-Bonderizing, Permalux baked-on Enamel, Sand-Mortex Soundproofing, Fabreeca Body Mountings—and many others—are all built into Nash cars to give you more value, more comfort, better performance.

In spite of widespread imitating, many of these important features are still exclusive with Nash. Yes, in 1940—just as for the past 23 years—Nash puts more into its cars so that you get more out of them!

So we repeat . . . "don't let old habits close your mind." Come in and see this great 1940 Nash . . . ride in it . . . drive it. Perhaps you'll be surprised (and certainly you'll be *pleased!*) to find so much honest value, so many ultra-modern features, built into a *fine* car at such a low cost.

We honestly believe—"You'll Be Happier in a Nash!"



4-door Trunk Sedan

We have just the car to suit you—18 beautiful models, 6 in each of three series: The Lafayette De luxe, Ambassador Six and Ambassador Eight. The various body styles are shown on this page. Exterior appearance of the three series is identical, although of course many additional luxury features are found in the Ambassador lines.

Lafayette De luxe—99 horsepower  
117-inch wheelbase

Ambassador Six—105 horsepower  
121-inch wheelbase

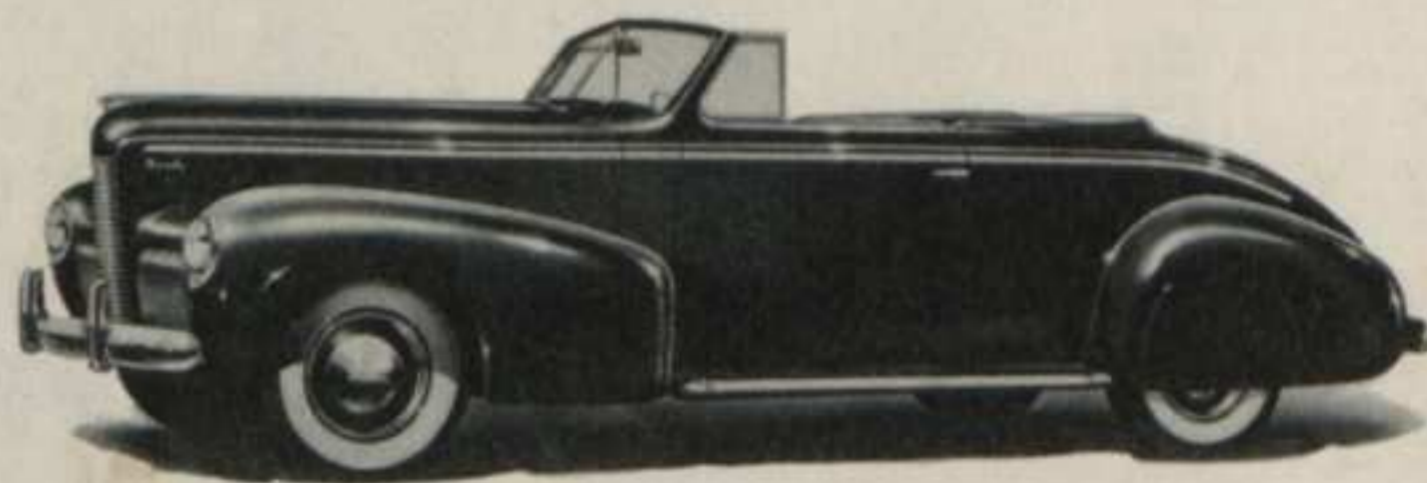
Ambassador Eight—115 horsepower  
125-inch wheelbase

And there is no claim made for our cars that you won't prove with your own eyes and ears and hands. Why not take five minutes—just five minutes out of a day—to find out what's happened to humdrum motoring?

## ★ 18 BEAUTIFUL MODELS TO CHOOSE FROM



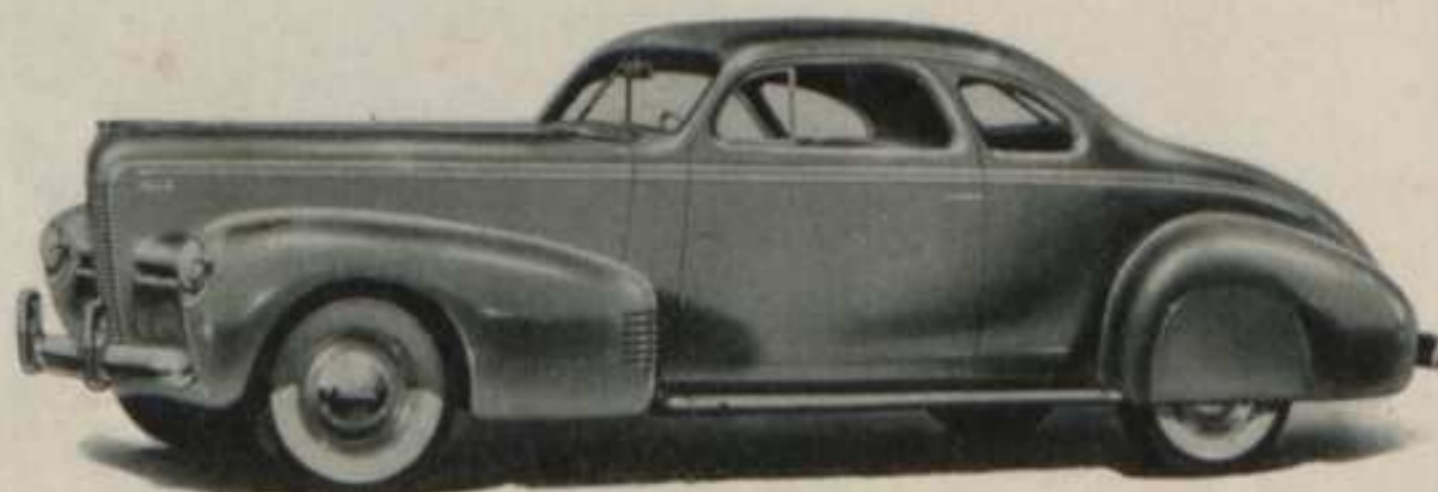
4-door Sedan with trunk built in slipstream back



Convertible Coupe for five passengers



2-door Victoria Sedan with trunk built in slipstream back



Coupes are built in two styles—All-Purpose (four passenger) and Business (two passenger)

☆ Make the Change Right Now  
That Will Make You Happier



*Change to Nash!*