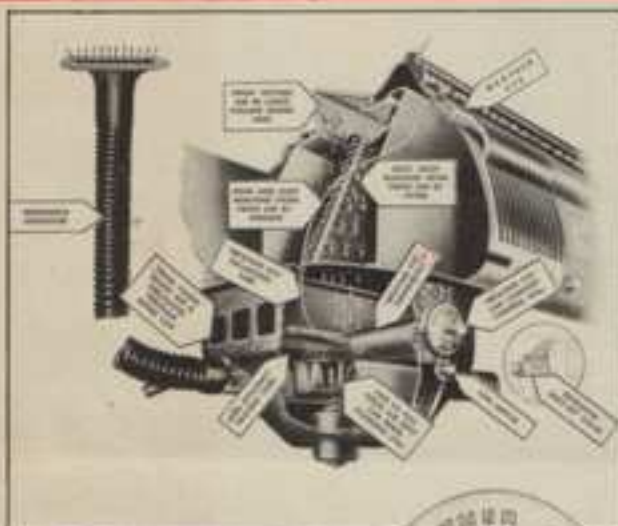


DRIVE A NEW NASH WITH THE AMAZING "WEATHER EYE"!



THIS MAGIC CONTROL WATCHES YOUR COMFORT CONSTANTLY

Nash amazed and thrilled the motoring world when it introduced the revolutionary new principle of Conditioned Air for winter driving.

With windows closed against cold, rain, dust and noise, as much as 600 cubic feet of *fresh* outside air is drawn through the cowl ventilator each minute. Stale air and tobacco smoke are expelled as if by magic . . . guarding against drowsiness and danger of accidents that often result from carbon monoxide gas. You can ride without wraps in winter . . . and in summer, you enjoy fresh, filtered air with the windows closed to exclude noise, dust and insects.

Now . . . with a flick of the finger you tune in the comfort you want. The "Weather Eye" outguesses the weather . . . automatically keeps car comfort at the level of your choice.



NASH APPLIES PRINCIPLE OF "AIR CONDITIONING" TO CARS



Diagram shows how Nash Conditioned Air builds up pressure inside . . . forces out stale air . . . eliminates danger of carbon-monoxide fumes . . . bars drafts . . . filters, heats and circulates fresh air throughout car interior.



Conventional cars in motion, create a partial vacuum that sucks in drafts, dust, dirt . . . keeps stale air, fumes, smoke and moisture imprisoned. Contaminated air from under hood is forced into the passenger compartment.



Fresh air entering the car is cleaned by this efficient filter before it is circulated into the passenger compartment.

PERFORMANCE THAT NEVER VARIES

The intake manifold is sealed inside—away from the weather. Each cylinder always gets the same temperature gas mixture. No overheating on hot days—no slow-starting, coaxing and coddling on cold days. Result is top performance . . . in all weather . . . with thriftiest gas mixture.



NEW INDEPENDENT FRONT-END SUSPENSION

Greater safety plus the smoother road-ability on wheels are provided by the combination of Nash's new independent front-end suspension with giant super-hydraulic rear shocks.

The latter are huge, double-acting air-line shock absorbers—extending far up into unroad portions of the frame. They are mounted at right angles to the frame—providing better springing and greater stability.

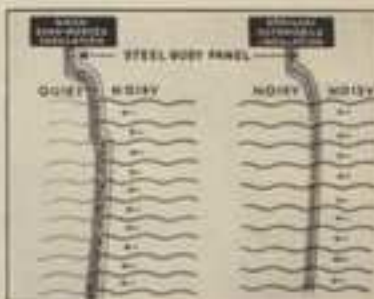
FINGER-TIP SHIFT

Gears seem to read your mind—so quietly and lightly they go through the speeds at a touch on the new steering column shift which is standard equipment on all 1940 Nash cars. And, the extra floor room allows you to get in and out—or carry an extra passenger, without straddling the old "wobble stick."



SAND-MORTEX SOUND-PROOFING

A miraculous new discovery about sound waves! Nash engineers found that while sound penetrates a solid with comparative ease—loose sand breaks and muffles them. Now . . . a specially treated, sand-impregnated material . . . Sand-Mortex . . . sound-proofs every Nash!



AT HOME ANYWHERE . . .

With Nash's Big Convertible Double Bed!



Tourists, salesmen, sportsmen—travelers everywhere will find the new Nash a real "home on the road," with an ever-ready double bed, wherever they pitch camp. It's fun . . . and what a money-saver!

No tents or cots to bother with. In five minutes you have a snug, ample sleeping compartment—protected from insects and weather. And you have storage space for everything—clothes, luggage and accessories.

TO THE SERVICE STATION
MEN OF AMERICA:

THERE are, today, no more important or better informed men in the automobile industry than the operators and attendants who so cheerfully serve the motoring public at the filling stations. Every day, you are called on to do many things for which you receive no pay—and because you perform them with unflinching courtesy, you help make motoring more enjoyable for 25,000,000 people. It is not by accident that the public knows you as a picked corps of men, because I happen to know of the high qualifications required of the personnel who fill these positions.

Because you have come to enjoy the unbounded confidence of motorists, they look to you for advice and respect your opinion on everything pertaining to the automotive field. Therefore, I am making it my personal duty to see that salient facts about the new 1940 Nash, together with working data of the chassis, cooling system, and oiling systems be made available to every filling station. By that much I can be helpful to you in serving the public.

This year there is more interest in motor cars generally, than for a long time past. That, I know, will mean increasingly good business for you. Incidentally, you are going to see a vastly larger proportion of smart new Nashes in the stream of cars that visit your place of business!



That's no idle guess or prophecy, but is based on the biggest, most enthusiastic reception that Nash cars have ever received. And no wonder! These new Nash cars are beauties—100% new from cat-walk cooling to streamlined stern—bigger, roomier than ever before. They offer more new and exclusive features than any other car you'll see this

year. They introduce a new ease of riding that makes ordinary roads feel like million-dollar boulevards.

And while they take less gas and oil per hundred miles, they will prove better customers for you, because owners are tempted to get out and drive these thrilling cars more, winter and summer.

The new Nash "Weather Eye," giving automatic control of conditioned air is a business builder for you. Because it enables owners to motor right through the winter, with the weather of their choice—and in summer to enjoy maximum use of their cars, excluding dust, dirt, insects and traffic noise.

We at Nash are looking forward to increasingly good business right through 1940—and sincerely wish for you a successful and prosperous year.

And, if at any time, you have an idea how this company can better help you to serve the public, please write directly to me.

Please go see and drive one of our new cars, so you will know all about them. I'll be very much interested in your comments if you care to write me.

Sincerely,

GENERAL SALES MANAGER
Nash Motors Division
Nash-Kelvinator Corporation
Detroit, Michigan



THINGS YOU OUGHT TO KNOW ABOUT THE 1940 NASH

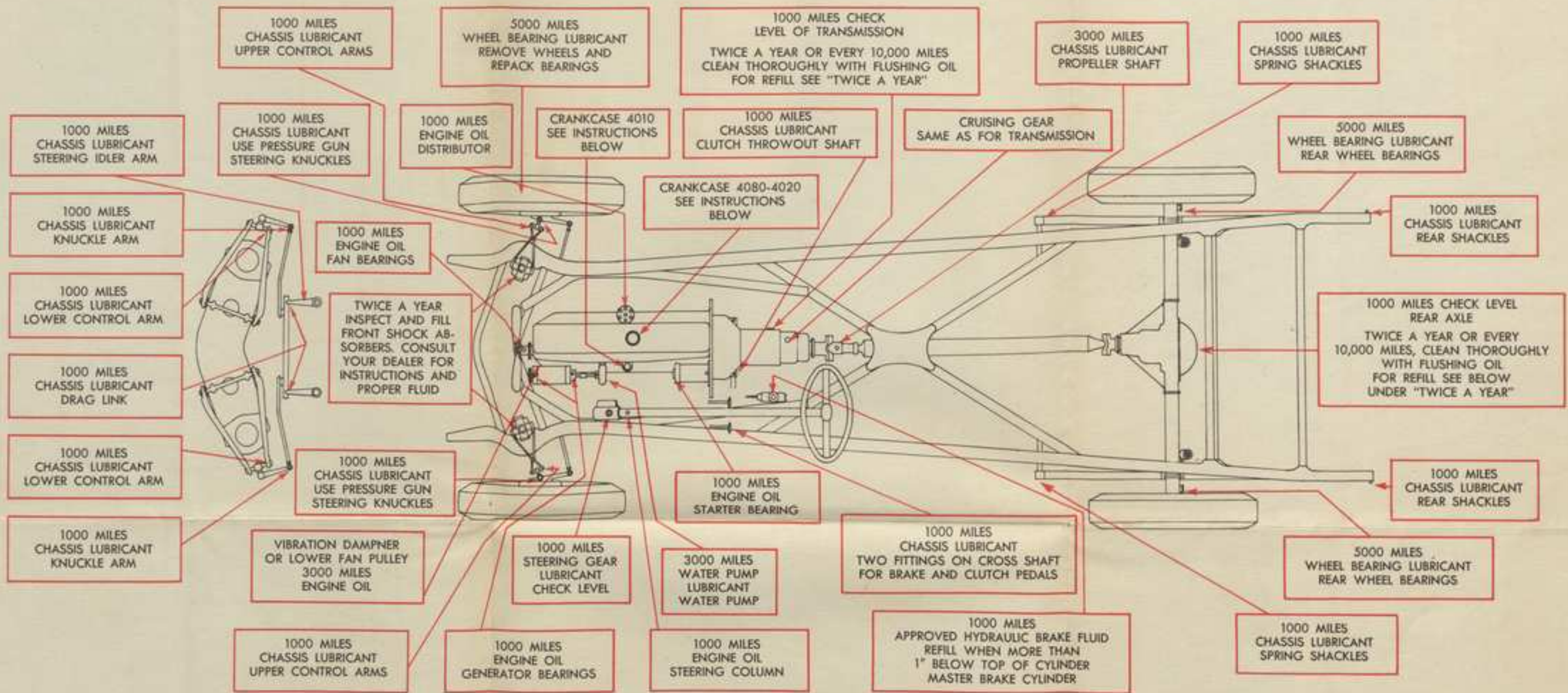
1. Nash's sealed-in manifolds give top efficiency with amazing economy.
2. Multi-bearing cranks shafts prolong Nash engine life.
3. Controlled strut aluminum pistons are a feature of Nash quality construction.
4. Rifle-bored connecting rods aid lubricating efficiency.
5. Dual carburetion twin ignition and double automatic spark control assure maximum performance.
6. Full pressure lubrication affords complete engine protection.
7. Full-length water jackets insure uniform cylinder cooling.
8. New "Step Down" overdrive gives "fourth-speed economy" at city driving speeds.
9. Nash combines independent front end suspension with giant, airliner type rear shocks.
10. Perfected steering post gear shift is standard on Nash for 1940.
11. New Nash steering provides a sure, straight arrow flight ride with shorter turning and easier parking.
12. Nash's husky Super-Hydraulic brakes would stop a truck.
13. Double frame construction of new Nash is strongest in the industry.
14. It's the completely re-styled leader of the streamlined mode.
15. Nash is the only car with "Weather Eye" Conditioned Air for winter driving.
16. Nash's exclusive Sand-Mortex sound-proofing affords the quietest ride on the road.
17. Nash alone offers a big, built-in double-bed, that's ready in five minutes.
18. New-principle Sealed Beam headlights give safer, brighter, non-glare road lighting.
19. Combination ignition and steering wheel lock provide extra theft-protection.
20. Nash windshield defroster gives positive efficiency in any weather conditions.
21. Nash has the strongest all-steel body in the industry!
22. Beautiful long wearing upholstery and foam sponge cushions provide luxurious appearance and greater comfort.

Put a 1940 Nash on the lift and compare the way it's built with any car in America. We will leave it to your expert judgment as to who is giving the most value per dollar today!

SEE INSIDE FOR SERVICE INFORMATION

LUBRICATION CHART ON THE 1940 NASH

HANG ON YOUR SERVICE STATION WALL FOR READY REFERENCE



EVERY 1000 MILES

ENGINE	Model 4000		Model 4020		Model 4010	
	U.S.	B.I.	U.S.	B.I.	U.S.	B.I.
Crankcase Capacity	7 Qts.	6 Qts.	6 Qts.	5 Qts.	6 Qts.	5 Qts.

Add one quart engine oil when replacing oil filter. Completely drain and refill with new oil of proper viscosity at end of first 1000 miles and every 3000 to 3000 miles thereafter. Adverse road and driving conditions may require more frequent draining and refilling. See diagram in upper right hand corner for oils of proper viscosity.

Carburetor. Use light engine oil—a few drops of oil on the throttle linkage.

CHASSIS LUBRICATION—Use good grade of water-resistant chassis lubricant at points indicated in lubrication diagram above.

Lubricate	Lubricant	How to Lubricate
Idle Arms	Chassis Lubricant	Use pressure gun.
Spring Shackles	Chassis Lubricant	Use pressure gun ends of all springs.
Drag Links	Chassis Lubricant	Use pressure gun ends of link.
Control Arms	Chassis Lubricant	Use pressure gun.
(Upper and Lower)	Chassis Lubricant	Use pressure gun.
Steering Knuckle	Chassis Lubricant	Use pressure gun forcing lubricant into hydraulic pressure cup.
Steering Gear	Strg. Gear Lubricant	Remove filler plug on housing and check level. Do not use high pressure gun.
Steering Column	Engine Oil	
Clutch & Brake Pedals	Chassis Lubricant	Use pressure gun; 2 fittings on shaft.

ELECTRICAL		
Generator	Light Engine Oil	Fill cups each end of generator.
Starting Motor	Light Engine Oil	Fill cups each end of starter.
Distributor	Light Engine Oil	Fill oil cup on side. Place a few drops of oil on wick at top of cam. Apply small amount of petroleum jelly on distributor cam surface.

COOLING SYSTEM

Capacity	Model 4000		Model 4020		Model 4010	
	U.S.	B.I.	U.S.	B.I.	U.S.	B.I.
	17 Qts.	14 Qts.	16½ Qts.	13½ Qts.	14 Qts.	13 Qts.

Lubricate	Lubricant	How to Lubricate
Fan	Light engine oil	Remove brass filler screw in housing. Slowly inject oil until oil drips from bottom of shaft at rear.

Capacity	All Models Regular		With Overdrive	
	U.S.	B.I.	U.S.	B.I.
	3½ Pts.	2 Pts.	6 Pts.	5 Pts.

Check level of transmission. Change twice a year or every 10,000 miles, using only flushing oils; do not use gasoline, kerosene, steam, etc. Oils recommended are SAE-70 engine oil in hot weather and SAE-50 in cold weather.

Capacity	Model 4000		Model 4020-4010	
	U.S.	B.I.	U.S.	B.I.
	5 Pts.	4½ Pts.	4 Pts.	3½ Pts.

Check level every 1000 miles. If level has dropped due to leakage the rear axle should be drained, flushed, and new lubricant put in. Do not add lubricant and never mix one brand with another. Important! Use nothing but Nash approved hypoid gear lubricant.

HYDRAULIC BRAKES—Check level of fluid and fill if level is more than 1" below top of cylinder. Use only No. 21 Lockheed brake fluid.

BATTERY—Test battery every 1000 miles by gravity reading. For best performance battery should have minimum reading of 1250 in cold weather and 1225 in warm weather. Water must be kept well over the plates. Terminals should be checked, cleaned and tightened, if corroded, for best battery performance.

BODY

Lubricate	Lubricant	How to Lubricate
Door Hinges	Light engine oil	Oil hole at top of hinge. Visible when door is opened.
Door Locks	Heavy engine oil	Oil hole at side of door above lock bolt. Visible when door is opened.
Door Key Lock and Trunk Lock	Powdered graphite	Applied with small bellows type rubber gun.
Dove Tails and Strikers	Stainless Lub.	Remove lugs and pack boxes to use pressure gun in holes at bottom of lugs.
Door Check	Soft grease	Apply lubricant on link and swing door several times.
Hood	Light oil	Use light oil on hood and soft grease on lock brackets.

LUBRICATE EVERY 3000 MILES
CARBURETOR AIR CLEANER (Regular)—Wash and oil with No. 50 oil each 3000 miles. See instructions on body of cleaner.

WATER PUMP—Use water pump lubricant. 2 fittings on pump housing. Do not use high pressure gun. Use sparingly as over-lubrication will force lubricant into water system.

VIBRATION DAMPENER (Front Flywheel)—Use light engine oil. Remove two brass filler plugs on outside diameter of flywheel and fill with light oil.

PROPELLER SHAFT—Use chassis lubricant. Use pressure gun on fitting to lubricate spline at front of universal joint.

LUBRICATE EVERY 5000 MILES
FRONT WHEEL BEARINGS—Use wheel bearing lubricant. Remove wheels, clean, and repack with wheel bearing lubricant and do not over-lubricate. Do not use light cup grease.

REAR WHEEL BEARINGS—Use wheel bearing lubricant. Fill grease cup and screw down cap. Do not use light cup grease.

EVERY 10,000 MILES OR TWICE A YEAR
AIR CLEANER (Heavy Duty)—Wash and oil with SAE-50 engine oil each 10,000 miles. See instructions on body of cleaner.

TRANSMISSION AND REAR AXLE—Drain and flush, using only flushing oils. Do not use gasoline, kerosene, steam, etc. Refill with new lubricant.

Transmission—Use SAE-70 engine oil in hot weather.—Use SAE-50 engine oil in cold weather.

Rear Axle—Use only Nash approved hypoid lubricant.

EVERY 12,000 MILES

OIL FILTER—On cars so equipped—remove oil filter.

	Model 4000		Model 4020		Model 4010	
	U.S.	B.I.	U.S.	B.I.	U.S.	B.I.
Gasoline Tank	20 Gals.	16½ Gals.	20 Gals.	16½ Gals.	20 Gals.	16½ Gals.
*Cooling Capacity	17 Qts.	14 Qts.	16½ Qts.	13½ Qts.	14 Qts.	13 Qts.
Transmission Lubricant—Regular	3½ Pts.	3 Pts.	3½ Pts.	3 Pts.	3½ Pts.	3 Pts.
—with Overdrive	6 Pts.	5 Pts.	6 Pts.	5 Pts.	6 Pts.	5 Pts.
Rear Axle Lubricant						
—Hypoid	5 Pts.	4½ Pts.	4 Pts.	3½ Pts.	4 Pts.	3½ Pts.
**Crank Case Oil	7 Qts.	6 Qts.	8 Qts.	5 Qts.	6 Qts.	5 Qts.

*Add 1 Qt. water when equipped with Weather-Eye heating.
**Add 1 Qt. engine oil when replacing oil filter.

	ADJUSTMENTS		
	Model 4000	Model 4020	Model 4010
Tire Pressure, Front	26 Lbs.	27 Lbs.	26 Lbs.
Tire Pressure, Rear	26 Lbs.	27 Lbs.	26 Lbs.
Valve Tappet Clearance—Intake	.015"	.015"	.015"
—Exhaust	.015"	.015"	.015"
Distributor Point Clearance	.020"	.020"	.020"
Spark Plug Clearance	.025"	.025"	.025"

CLUTCH PEDAL—Not less than ½" free movement and not more than 1".
BRAKE PEDAL—Not less than ¼" free movement and not more than ½".

SERVICE THAT NEW NASH *The Car It's Fun To Drive!*