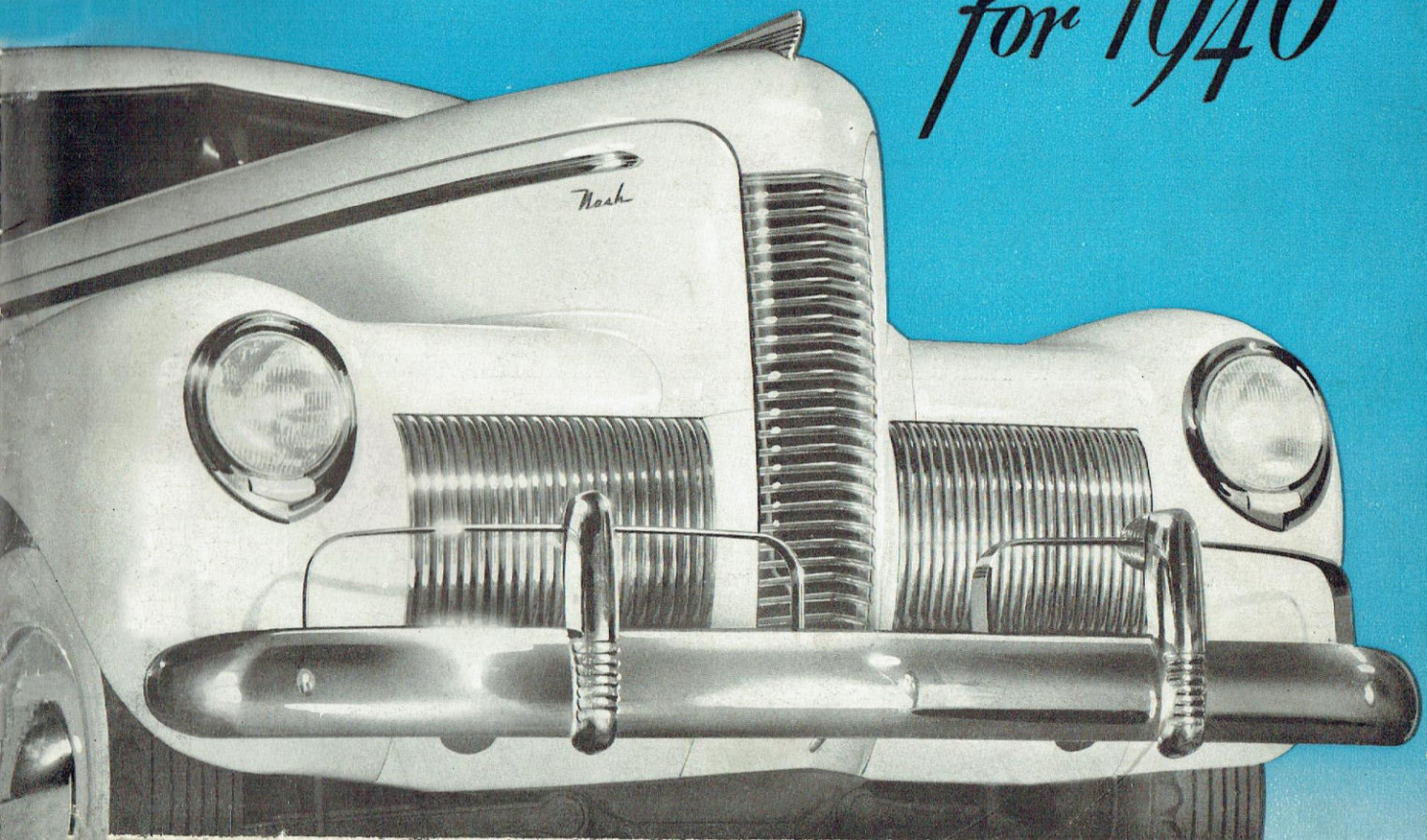


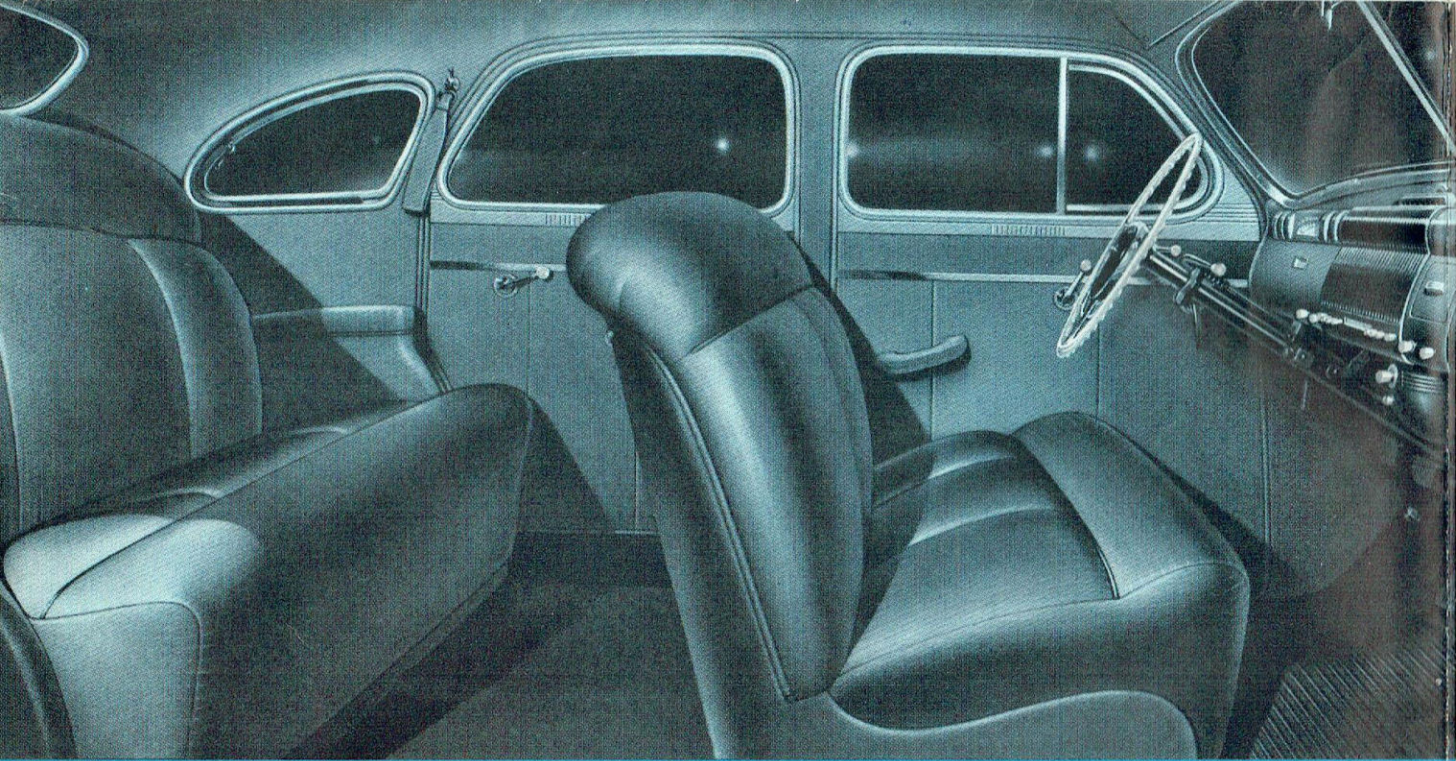
THE NEXT BEST THING TO FLYING —



NASH

for 1940





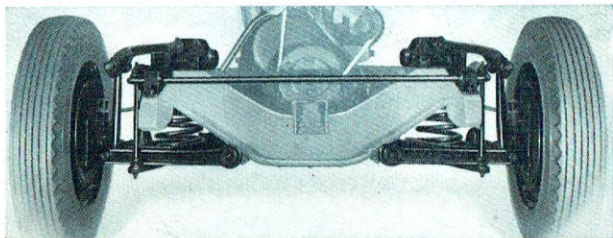
NASH
*Custom
Interiors*

★ 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 **NASH**

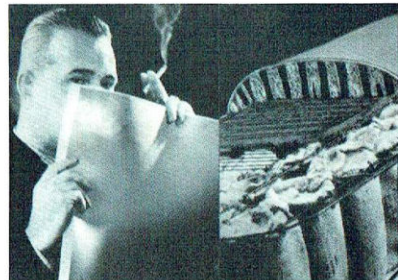
★ **WHEN** you take the wheel of a Nash, be prepared for a new motoring thrill. Its new Arrow-Flight Ride smooths the roughest roads into a soft, restful trip, thanks to the new perfected independent coil spring suspension system. The Nash rides and handles with a new ease that brings a brand new thrill 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



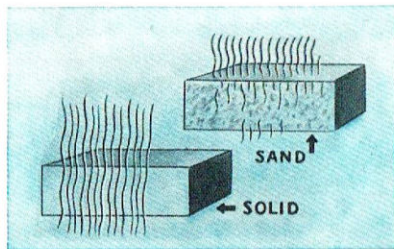
THE Nash coil spring suspension system permits independent action of each front wheel. There's no tilting of the car as one front wheel passes over a bump. The ride stabilizer steadies the car on turns adding to the safety of driving and further enhancing comfort.



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



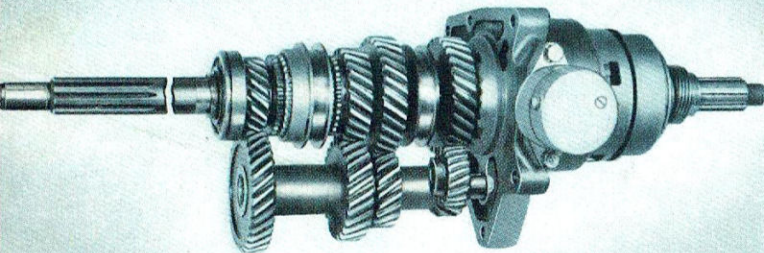
fumes, but a constant supply of fresh filtered conditioned air automatically heated to the comfort level of your choice by a twist of the dial—despite changes in wind, weather or car speed.



retain its shape and shock absorbing qualities.

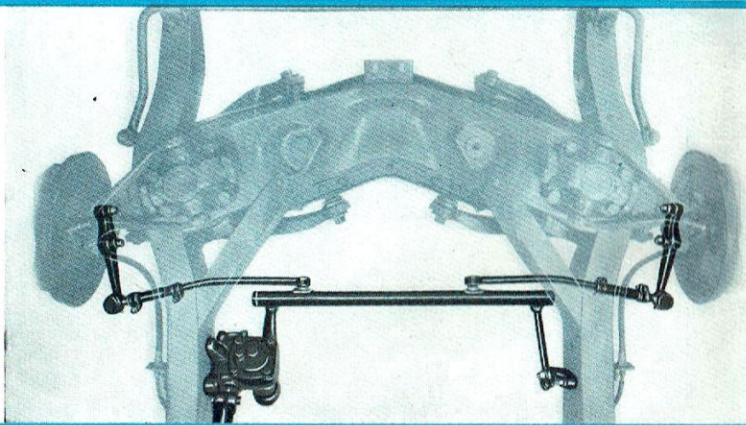
All Nash bodies, besides being insulated from the frames with a special sound insulating material, are treated with Sand-Mortex, an exclusive sound deadener that makes Nash bodies 25% quieter than other cars.

*Optional extra.

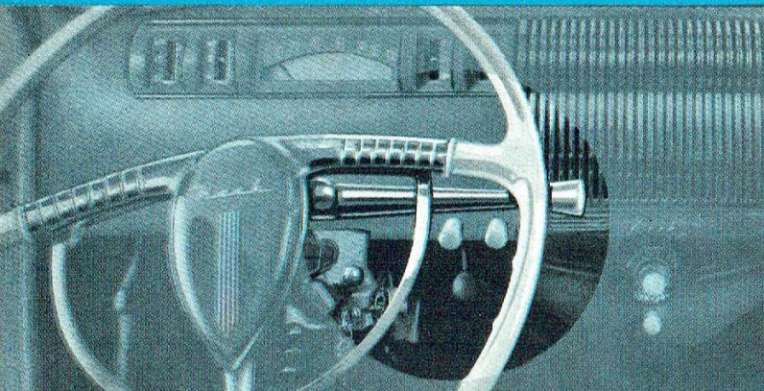


★ ALL-HELICAL constant mesh gearing and a synchro-shift result in smooth, clashless gear shifting and silent operation. For those who desire a fourth speed forward, Nash offers the famous Cruising Gear which functions at the higher speeds (above 35 miles per hour) to reduce engine speed, increase petrol 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.

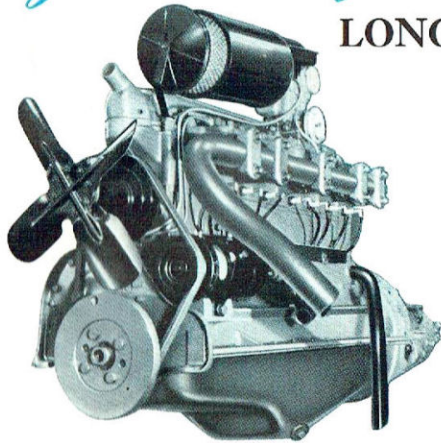


★ YOU'LL get more pleasure out of driving with the Nash Steering Column Gearshift because it operates smoothly and quietly, more so than you've ever experienced. The entire system is composed of a dependable mechanical linkage that enables you to shift surely and quietly with finger-tip effort. What's 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.

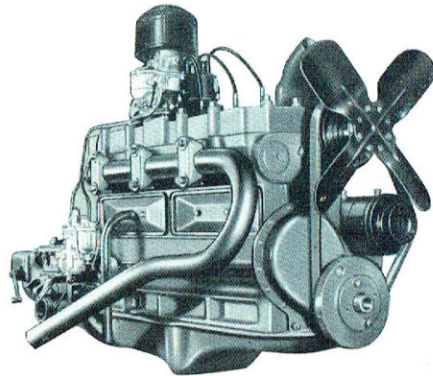


Engineered for FINER PERFORMANCE

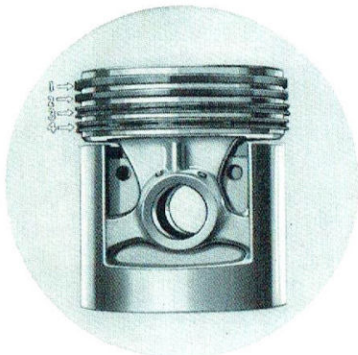
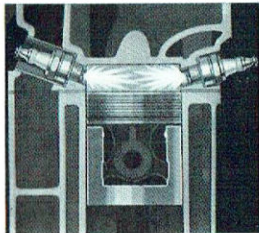
LONGER LIFE *and* UTMOST ECONOMY!



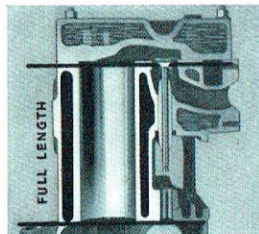
★ Nash engines are as cleanly designed as a fighting plane's nose. The manifolds are sealed inside—not hanging out where they're subjected to extreme heat or cold. As a result, performance is more uniform, economy of operation is vastly improved. Even the valves are streamlined for smooth, fast fuel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



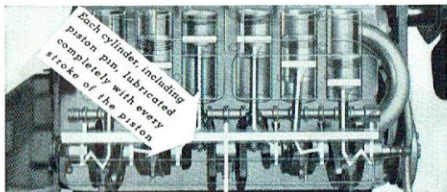
Ambassador engines feature Twin-Ignition with two spark plugs per cylinder. This results in greater economy and power because of faster and more complete fuel combustion—an exclusive Nash feature.



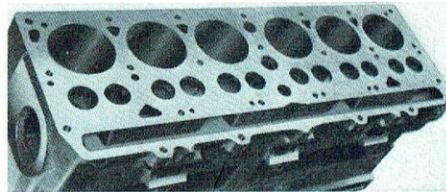
Steel strut light weight aluminum pistons are a hidden quality feature that makes for smooth, efficient performance and long engine life. Note that Nash pistons are fitted with four piston rings instead of the customary three which improves both power and economy.



Cylinders are water-jacketed 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.

1940 Nash Specifications

THAT TELL A STORY



OF QUALITY AND VALUE

1940 NASH "400"

ENGINE—Sealed I-head type with built-in inlet, exhaust and oil manifolds cast in block. Bore $3\frac{3}{8}$ inches; stroke $4\frac{3}{8}$ 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-strut aluminum pistons for closer fit, quieter operation; four piston rings for greater power and economy; full-length water jacketing; seven main bearing crankshaft with 66.34 square inches of bearing area; vibration damper; full pressure engine lubrication with rifle-bored connecting rods for positive lubrication of all bearings, pistons and cylinders. Oil capacity 6 quarts; fuel capacity 20 gallons.

CHASSIS—117 inch wheelbase 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 box section side rails of double thickness. Oversize super-hydraulic brakes with 169 sq. in. of lining area and cast iron drums. Ride stabilizer to stabilize steering and prevent sway on turns. All-silent synchro-shift transmission with steering column control; automatic overtake cruising gear optional extra. Big 16 x 6.00 low pressure tires with silent ribbed tread. Overall length, 199 $\frac{1}{8}$ inches.

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

STANDARD EQUIPMENT—includes safety glass, steering gear and ignition lock, dual windshield wipers and sun visors, front door arm rests, glove box door lock, 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.

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

1940 NASH AMBASSADOR SIX

ENGINE—Valve-in-head type with built-in inlet and exhaust manifolds cast inside. Bore $3\frac{3}{8}$ inches; stroke $4\frac{3}{8}$ inches; displacement 234 cubic inches. Taxable horsepower 27.3; developed horsepower 105 @ 3400 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; four piston rings for greater power and economy; full-length water jacketing; seven main bearing crankshaft with 66.34 square inches of bearing area; vibration damper; full pressure engine lubrication with rifle-bored connecting rods for positive lubrication of all bearings, pistons and cylinders. Oil capacity 6 quarts; fuel capacity 20 gallons.

CHASSIS—121 inch wheelbase 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 box section side rails of double thickness. Oversize super-hydraulic brakes with 169 sq. in. of lining area and cast iron drums. Ride stabilizer to stabilize steering and prevent sway on turns. All-silent synchro-shift transmission with steering column control; automatic overtake cruising gear optional extra. Big 16 x 6.25 low pressure tires with silent ribbed tread. Overall length 203 $\frac{1}{8}$ inches.

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

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

1940 NASH AMBASSADOR EIGHT

ENGINE—Valve-in-head type with built-in inlet and exhaust manifolds cast inside. Bore $3\frac{3}{8}$ inches; stroke $4\frac{3}{8}$ 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 down-draft carburetor with automatic choke; twin ignition power with two spark plugs per cylinder; double automatic spark control; invar strut aluminum pistons for closer fit, quieter operation; four piston rings for greater power and economy; full-length water jacketing; nine main bearing crankshaft with 83.17 square inches of bearing area; vibration damper; full pressure engine lubrication with rifle-bored connecting rods for positive lubrication of all bearings, pistons and cylinders. Oil capacity 7 quarts; fuel capacity 20 gallons.

CHASSIS—125 inch wheelbase 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 box section side rails of double thickness. Oversize super-hydraulic brakes with 216 sq. in. of lining area and cast iron drums. Ride stabilizer to stabilize steering and prevent sway on turns. All-silent synchro-shift transmission with steering column control; automatic overtake cruising gear optional extra. Big 15 x 7.00 low pressure tires with silent ribbed tread. Overall length—207 $\frac{1}{8}$ inches.

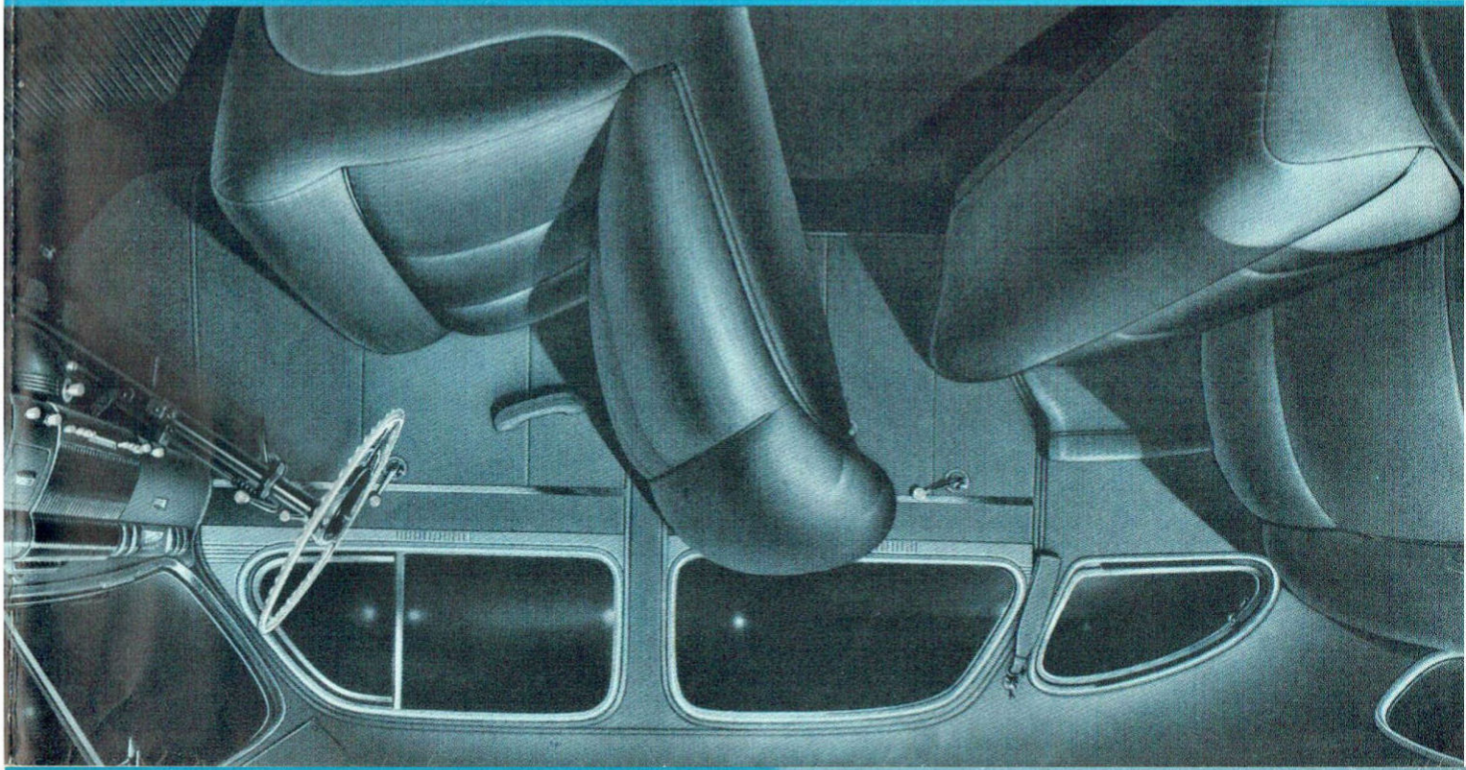
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STANDARD EQUIPMENT—includes safety glass, steering gear and ignition lock, dual windshield wipers and sun visors, front door arm rests, glove box door lock, deluxe steering wheel and horn blowing ring; electric clock; glove box door light; electric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

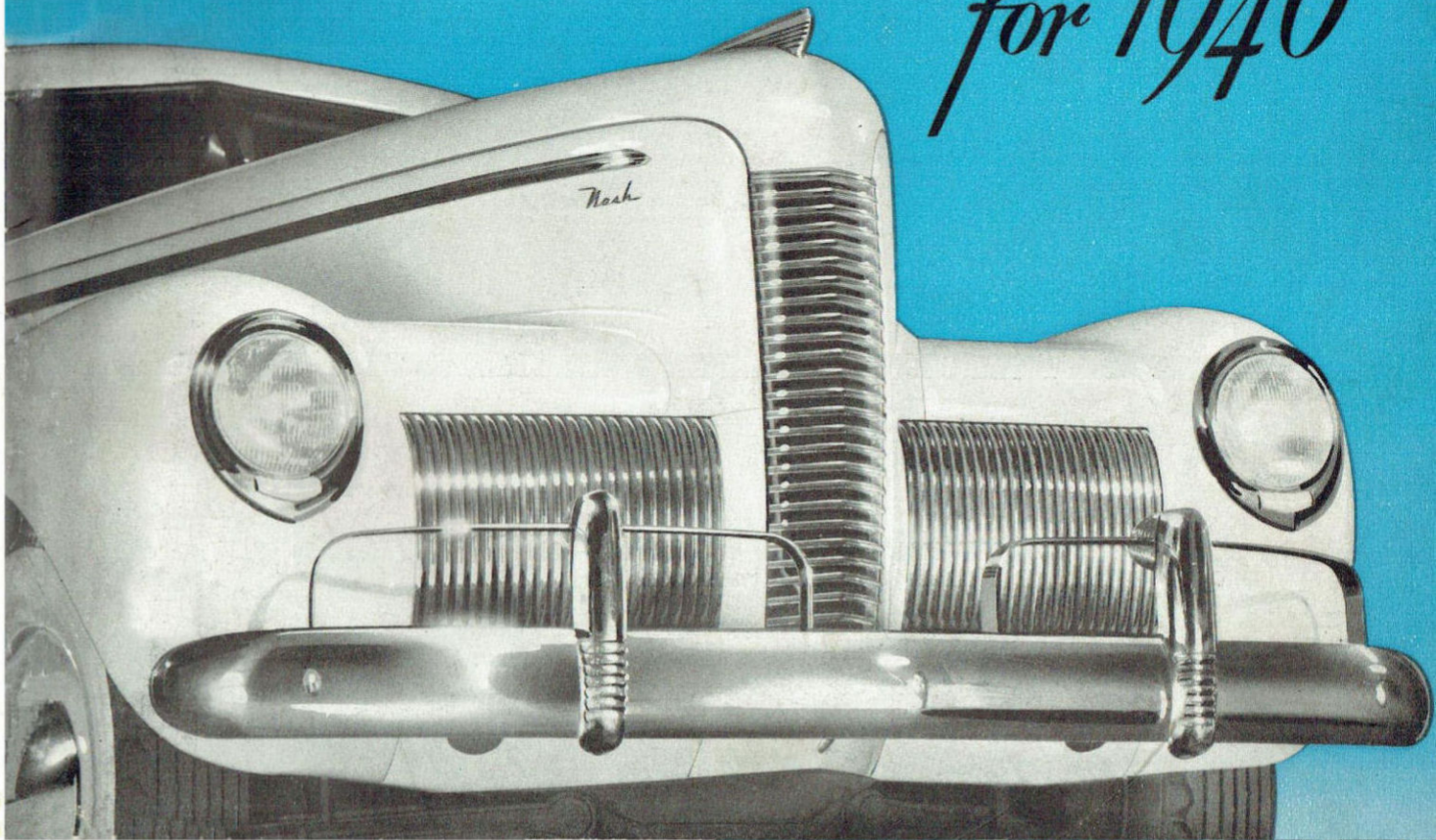
For 1940—Again, It's Nash—THE CAR EVERYBODY LIKES

NASH Custom Interiors

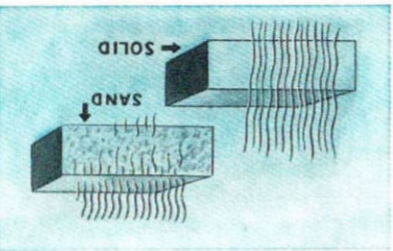
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THE NEXT BEST THING TO FLYING — NASH for 1940

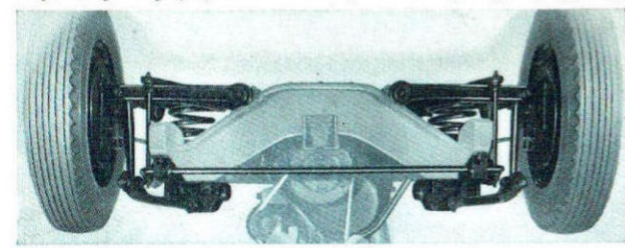


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CHASSIS —117 inch wheelbase with independent coil spring suspension at front combined with semi-elliptic pre-lubricated leaf springs with metal covers at the rear controlled by giant double-acting hydraulic shock absorbers to provide Arrow-Flight Ride. Dual arrow-straight shock-proof steering system. Rigid girder X-type frame with box section side rails of double thickness. Oversize super-hydraulic brakes with 169 sq. in. of lining area and cast iron drums. Ride stabilizer to stabilize steering and prevent sway on turns. All-silent synchro-shift transmission with steering column control; automatic overtake cruising gear optional extra. Overall length 161 1/2 inches. Overall height 57 1/2 inches.	CHASSIS —121 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 box section side rails of double thickness. Oversize super-hydraulic brakes with 169 sq. in. of lining area and cast iron drums. Ride stabilizer to stabilize steering and prevent sway on turns. All-silent synchro-shift transmission with steering column control; automatic overtake cruising gear optional extra. Overall length 203 1/2 inches. Overall height 57 1/2 inches.	CHASSIS —125 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 box section side rails of double thickness. Oversize super-hydraulic brakes with 216 sq. in. of lining area and cast iron drums. Ride stabilizer to stabilize steering and prevent sway on turns. All-silent synchro-shift transmission with steering column control; automatic overtake cruising gear optional extra. Overall length 207 1/2 inches. Overall height 57 1/2 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 body and fenders bonded to prevent rust. Finished in high gloss Permalux enamel for lasting beauty. Exclusive Nash automatic "Weather Eye" conditioned air system and sedan sleeping car conversion, optional extra.	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 body and fenders bonded to prevent rust. Finished in high gloss Permalux enamel for lasting beauty. Exclusive Nash automatic "Weather Eye" conditioned air system and sedan sleeping car conversion, optional extra.	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 body and fenders bonded to prevent rust. Finished in high gloss Permalux enamel for lasting beauty. Exclusive Nash automatic "Weather Eye" conditioned air system and sedan sleeping car conversion, optional extra.
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For 1940—Again It's Nash—THE CAR EVERYBODY LIKES

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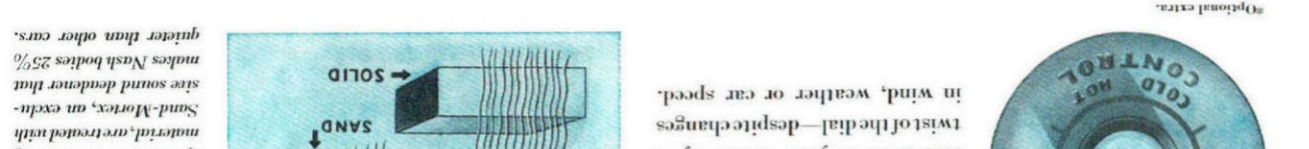
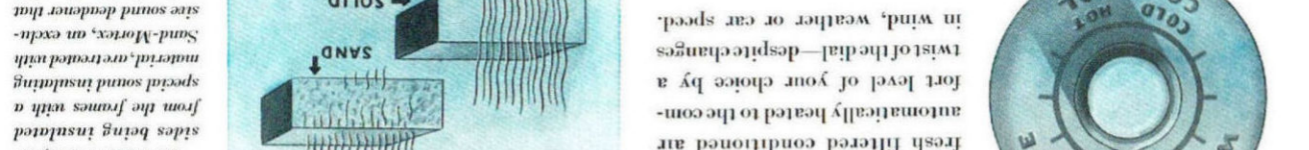
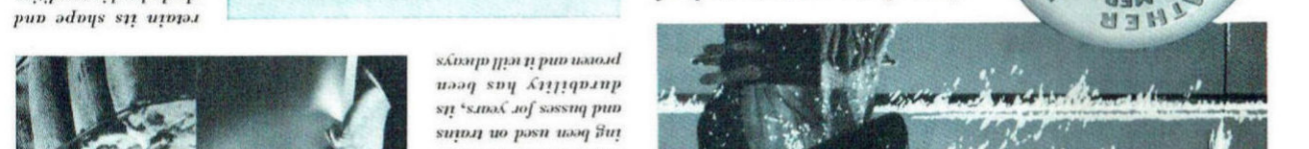
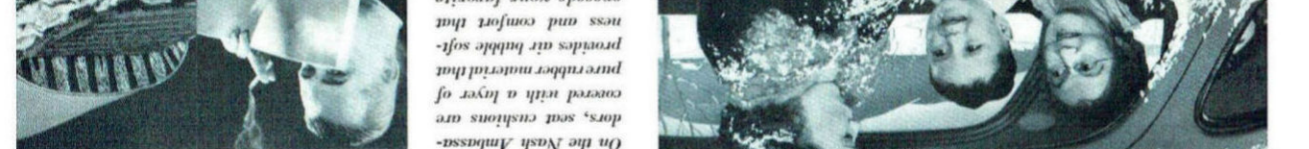
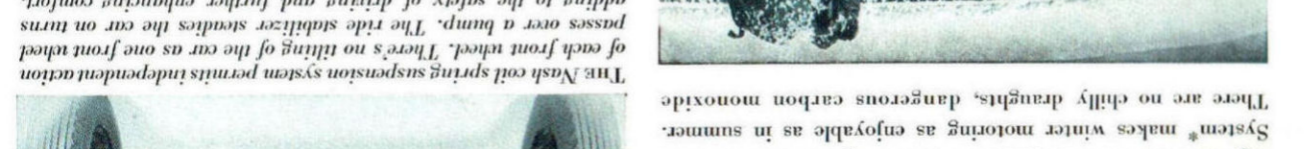
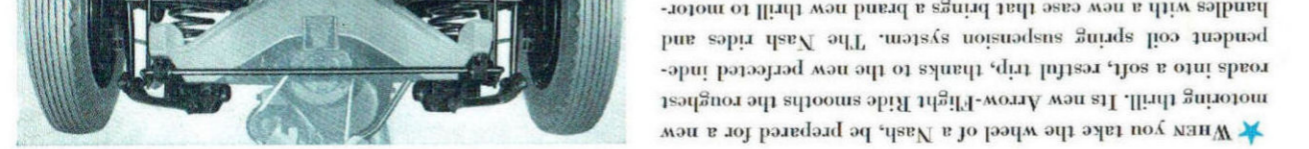
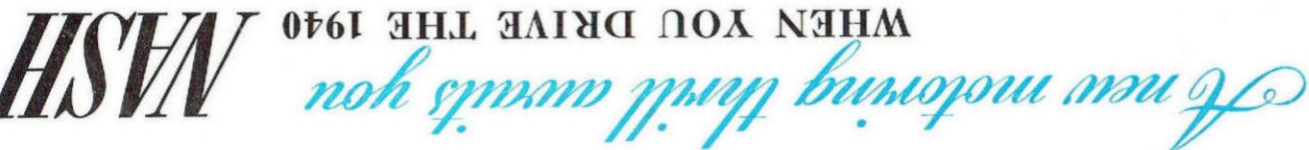
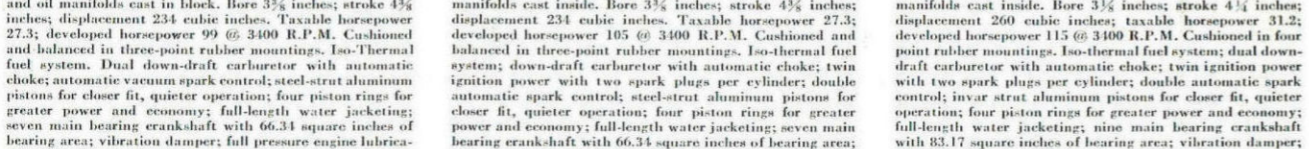
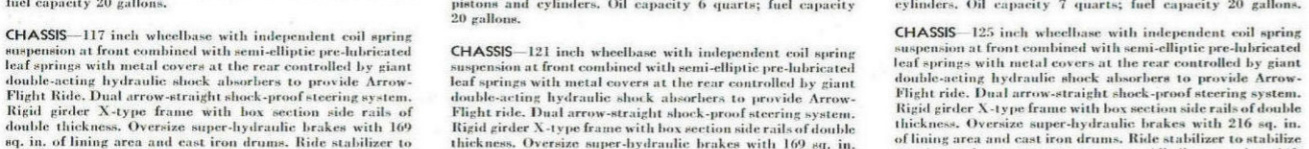
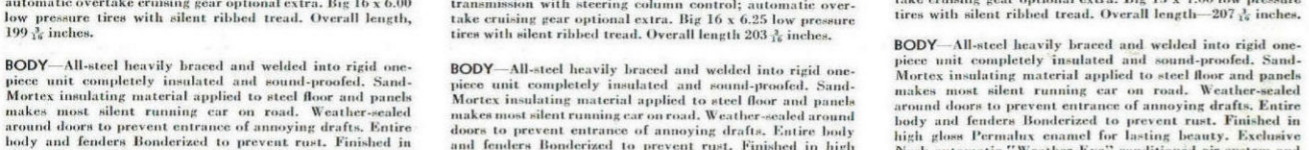
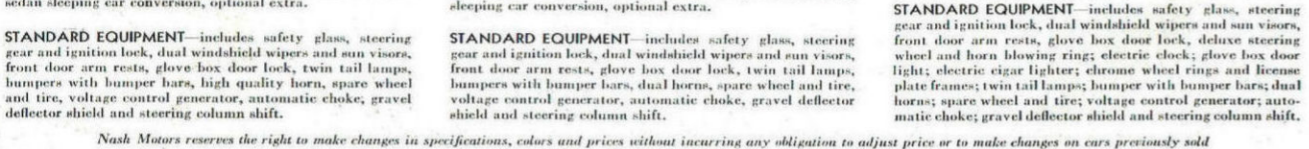
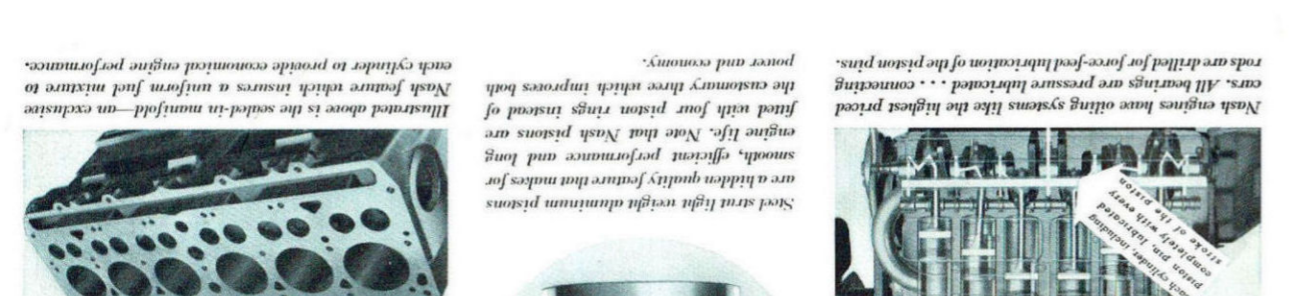
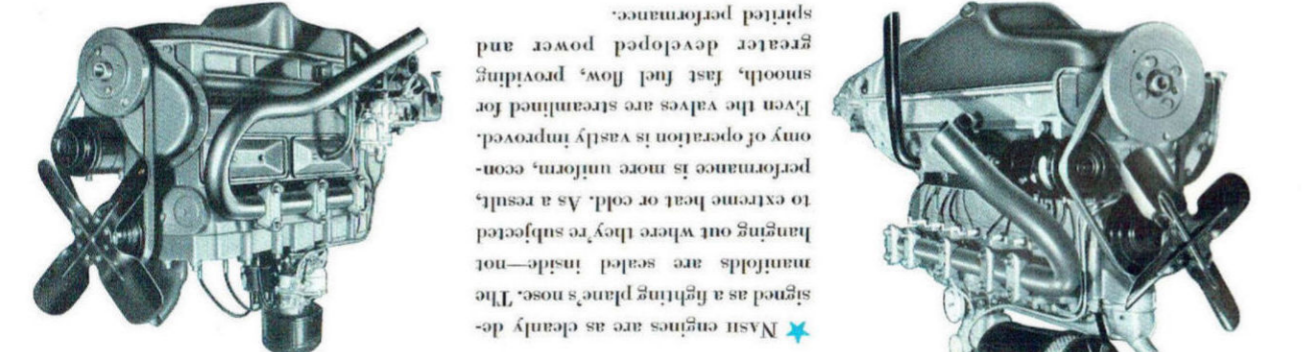
★ All-steel constant mesh gearing and a synchro-shift result in smooth, classless gear shifting and silent operation. For those who desire a fourth speed forward, Nash offers the famous Cruising Gear which functions at the higher speeds (above 35 miles per hour) to reduce engine speed, increase petrol 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.

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Engineered for FINER PERFORMANCE and LONGER LIFE and UTMOST ECONOMY!

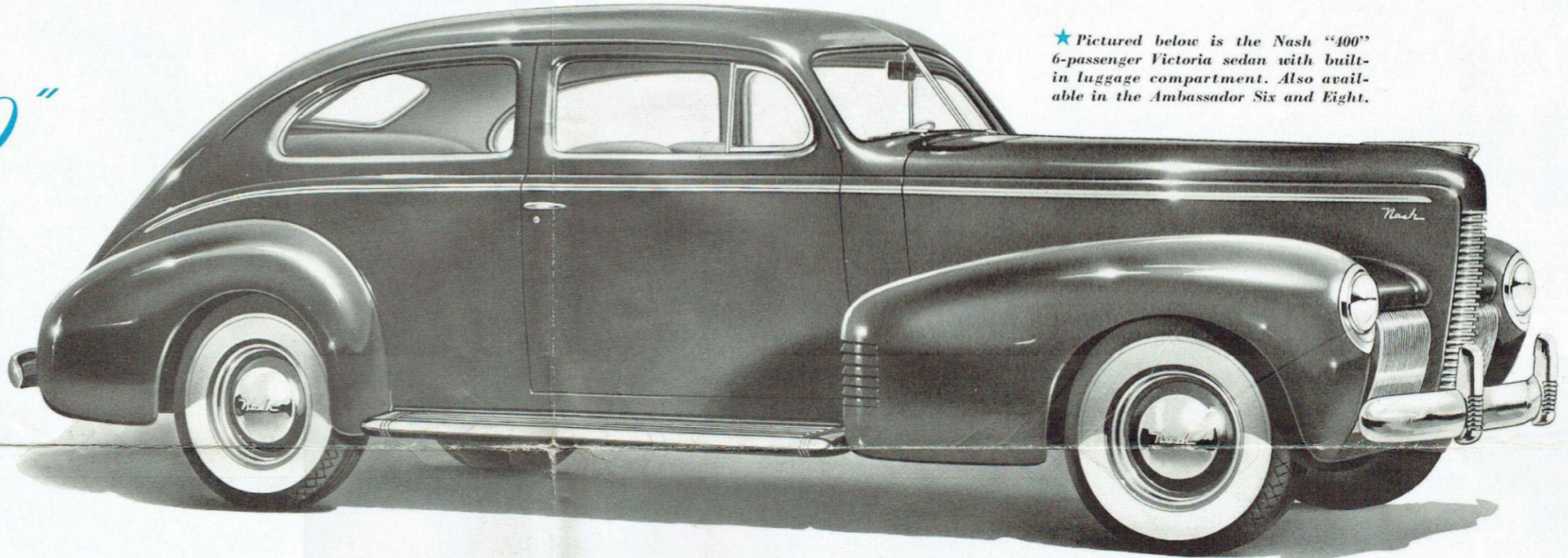


THREE Great Series of NASH

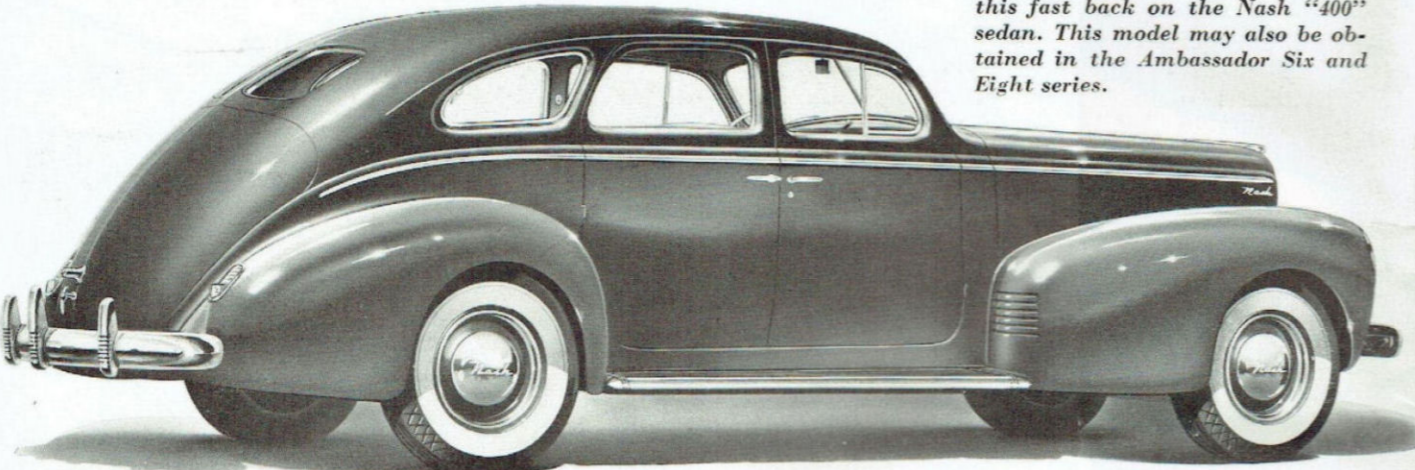
IN EIGHTEEN SPARKLING MODELS

THE NASH "400"

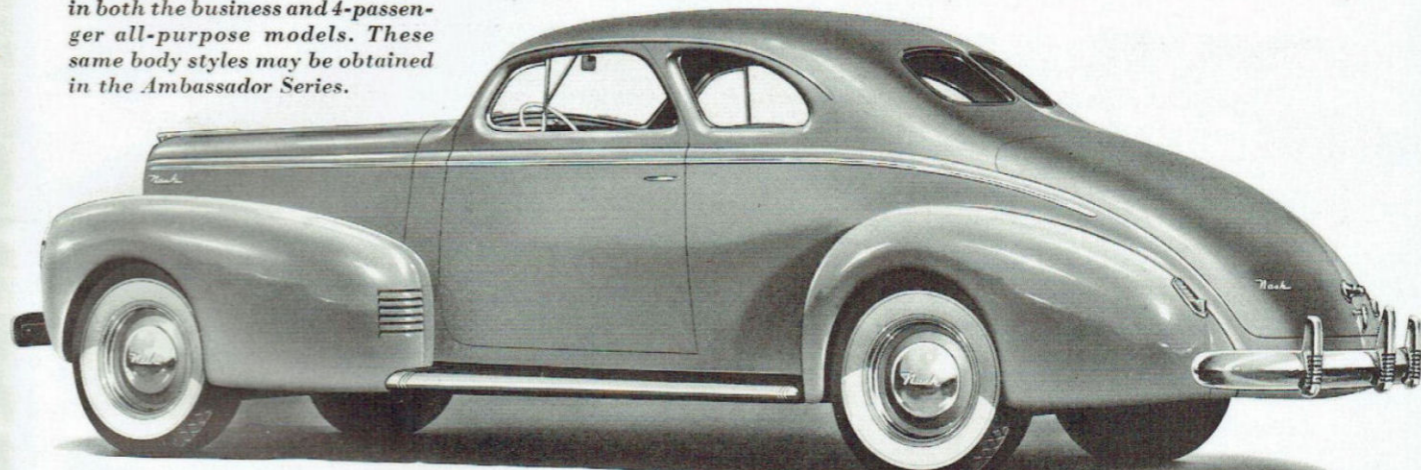
THE CLEAN beauty of the big 117 inch wheelbase Nash "400" sets it instantly apart from other cars. From its sparkling chrome grilles to the long subtle curve of its tapering rear, every line seems to flow giving the car the appearance of motion even while at rest. Six smart body styles are available—all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



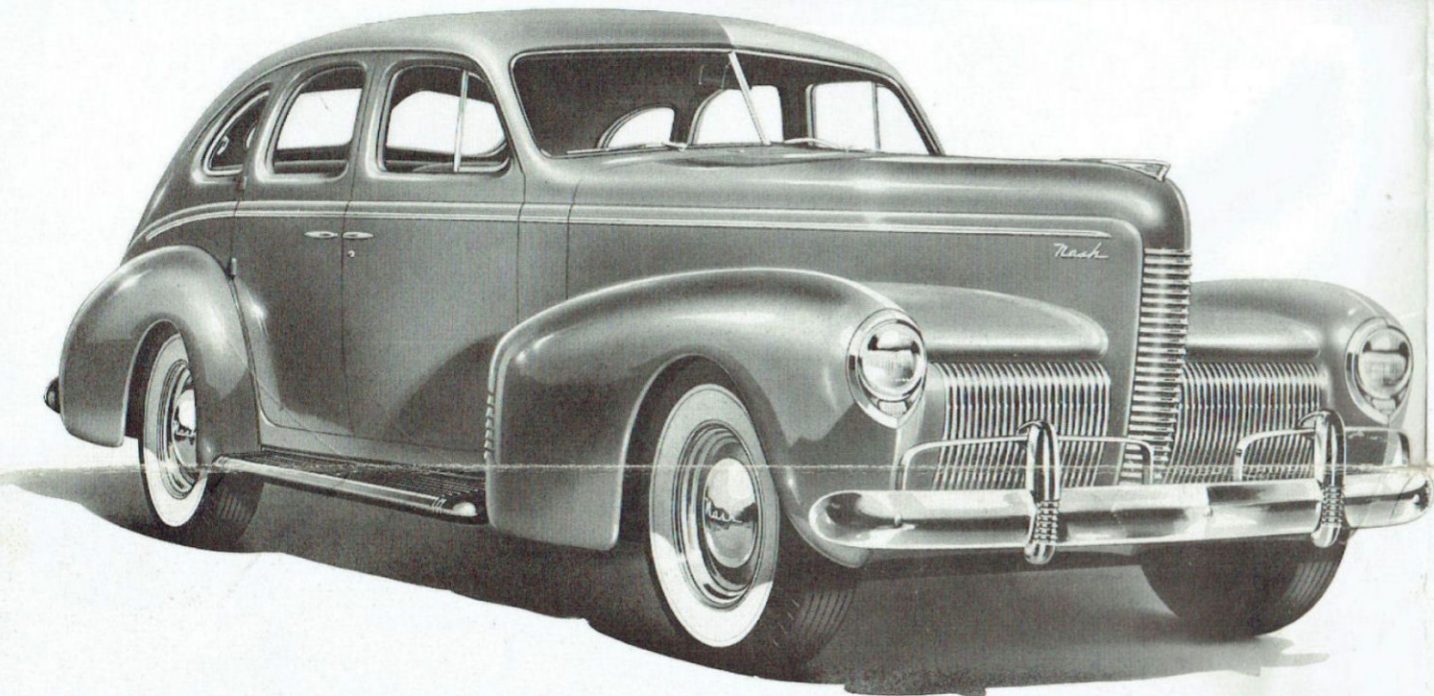
★ Pictured below is the Nash "400" 6-passenger Victoria sedan with built-in luggage compartment. Also available in the Ambassador Six and Eight.



★ Note the pleasing appearance of this fast back on the Nash "400" sedan. This model may also be obtained in the Ambassador Six and Eight series.



★ The Nash "400" Coupe is built in both the business and 4-passenger all-purpose models. These same body styles may be obtained in the Ambassador Series.



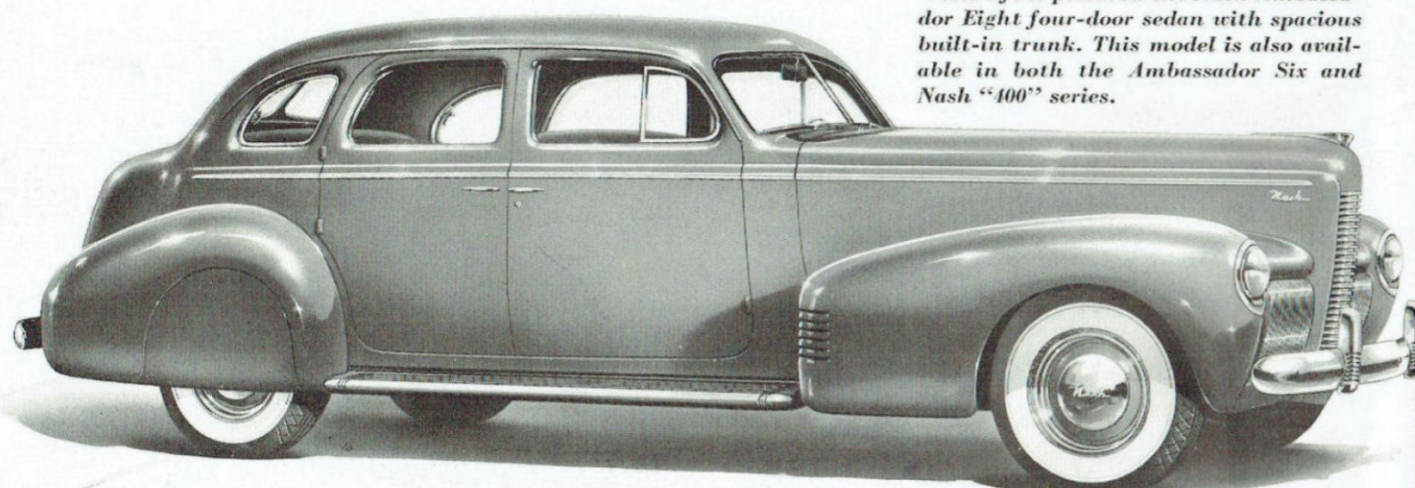
THE NASH Ambassador SIX

★ This is 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

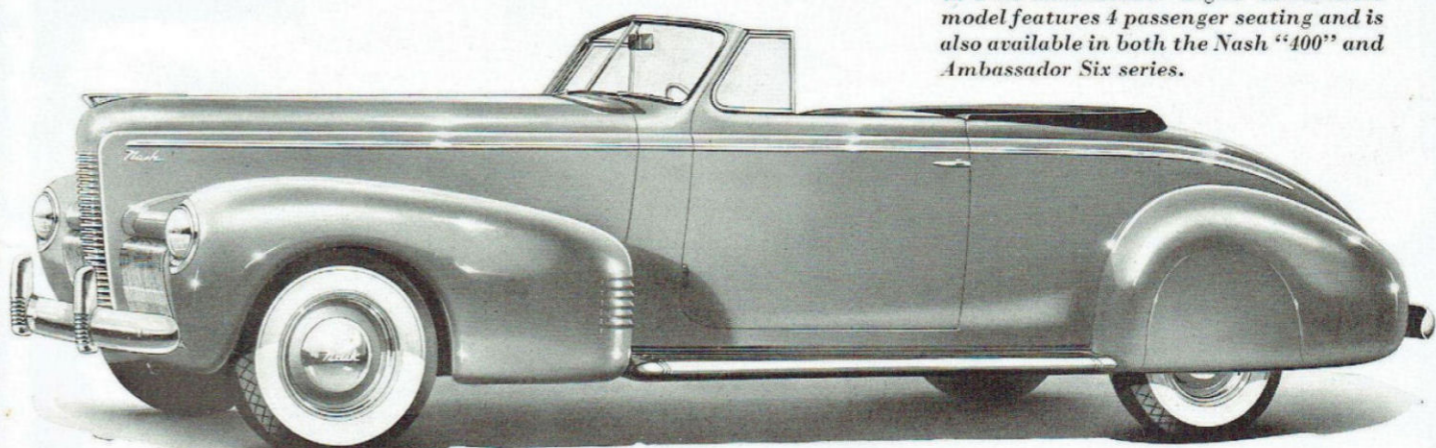
★ At left is pictured the Nash Ambassador Eight four-door sedan with spacious built-in trunk. This model is also available in both the Ambassador Six and Nash "400" series.



LOVERS of fine cars will gain a new conception of motoring luxury from the 1940 Nash Ambassador Eight. One of the world's finest cars, 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.

★ This Ambassador Eight Convertible model features 4 passenger seating and is also available in both the Nash "400" and Ambassador Six series.



THE NEXT BEST THING TO FLYING

