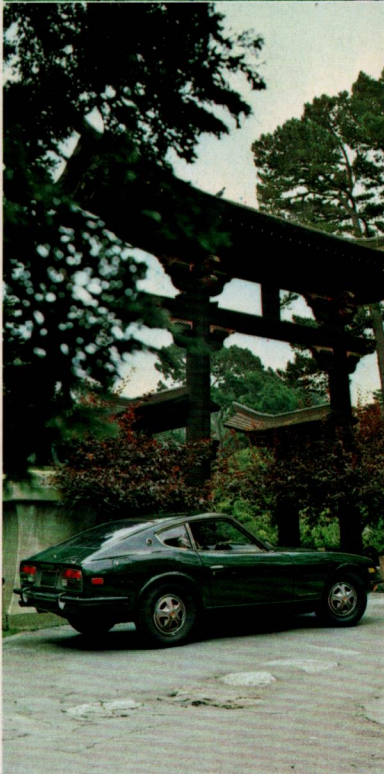


A Datsun for every day in the week



Wednesday's and Thursday's cars love chores

510 2-Door—510 4-Door Sedans. Great economy cars offer more than low price, minimum maintenance and great gas mileage.

So Datsun 510 Sedans include the functional good looks of rigid unibody construction. A highly efficient overhead cam engine, safety front disc brakes, and a smooth 4-speed stick or optional automatic 3-speed transmission. Plus fully reclining front bucket seats, flow-through fresh air and easy-care, all-vinyl upholstery.

There's economy of effort with instruments and controls. They're designed to reveal at a glance; react with the flick of a finger. Even the gas pedal is positioned to spare ankle fatigue on long trips.

Ample leg, arm, and shoulder and head space for four people is backed by ample trunk space. Yet these family machines are Trans-Am race and European rally winners. Four-wheel fully independent suspension provides a safe, stable ride, and delivers sporty handling.

The 510's deliver complete economy. The dollar savings of great gas mileage—about 25 miles-per-gallon. The time and worry savings of 0-60 acceleration in about 14 seconds when you need it. No-cost extras like whitewalls, tinted glass, all-vinyl upholstery. The 510's are a downright bargain that give you an up-beat pride of ownership.

Datsun economy is a luxury most anybody can afford.



Friday's car has five wide doors

5-Door Wagon. Three-door wagons are as awkward as 3-player basketball teams. And they should be as unheard of. You need the extra two doors for ready access, for easy ins and outs.

Our wagon is built around five doors. You get wide open utility, center-enter convenience. Stylish unibody construction combines lightness with passenger protection; rigidity with roominess. Our wagon is a quiet place, a big place, a safe place.

Inside you'll find surprising space and luxury. There's smooth, tough vinyl upholstery. Deep cushion, fully reclining front bucket seats. Tinted safety glass for all-around vision. Flow-through fresh air, an

information center of readable instruments. In short—everything to make errands easier, trips more fun.

The hauling power of the low-friction overhead cam engine comes easy at up to 25 miles-per-gallon. Smooth, with a standard 4-speed stick shift or optional console-mounted automatic. Hydraulic safety disc brakes supply exceptional stopping power to match. Among numerous no-cost extras, whitewalls spice the trim.

We make our station wagon so you can get more into it and more out of it. And we keep it about the size of a small sedan so you can park it as easily as you can pack it. The price of three doors gets you five in a Datsun.



Monday's car is full of fun

1200 2-Door Coupe. It could make it on smart styling alone. The bonuses are in its multi-car versatility, up to 30 miles-per-gallon economy, and a kind of hit-the-road verve that brings out the young in everybody.

Standard front buckets—the lap of luxury. Extra support where it counts and rich, tough, cushioned vinyl. They're fully reclining and anatomy-tailored by our Human Engineering Lab.

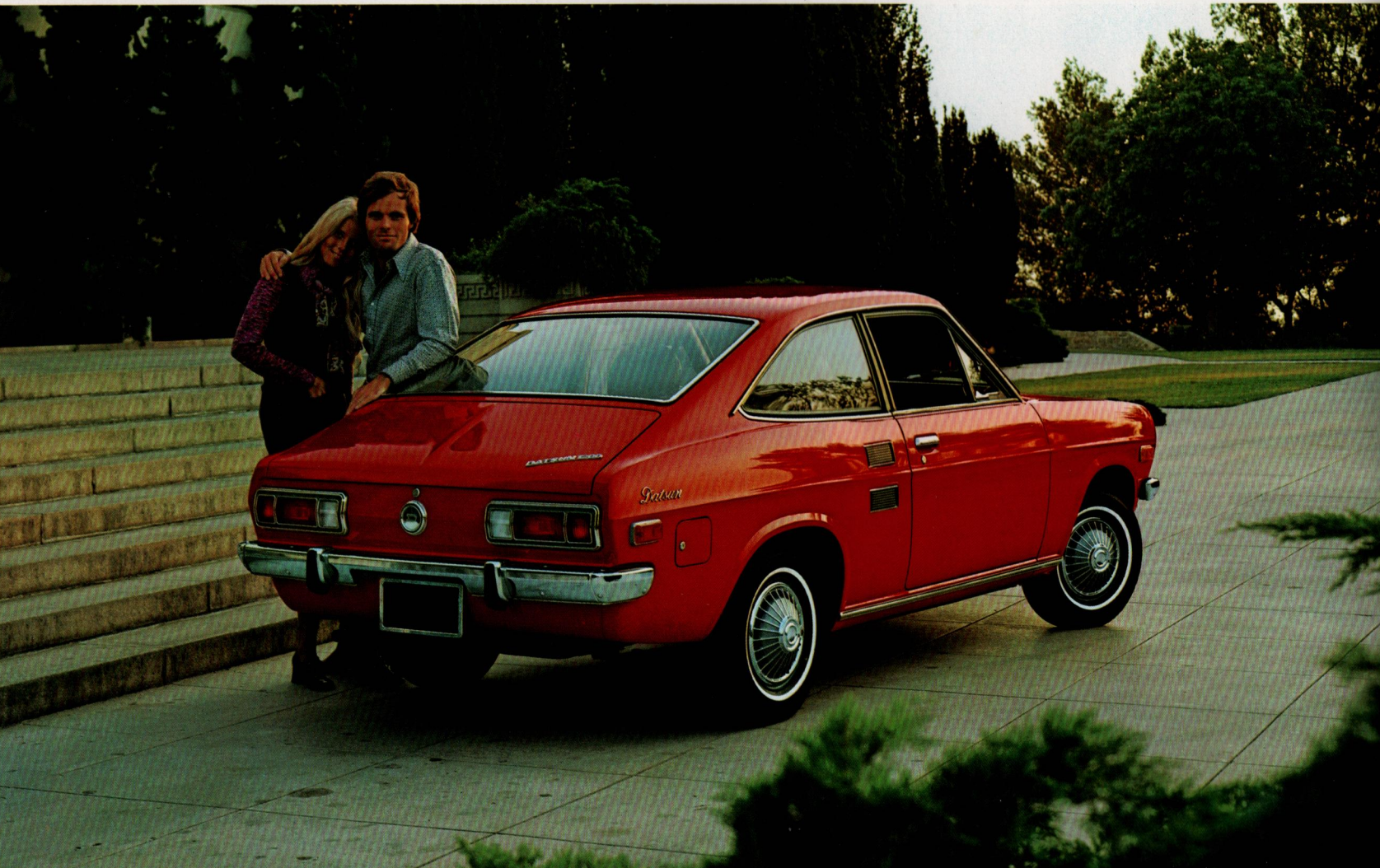
There's stirring performance in the peppy high-cam engine, in the feather-touch, all synchro 4-speed stick shift, and the optional 3-speed automatic. 0-60 comes in under 15 seconds.

The interior is comfort-controlled by a

full-time fresh air system that operates with the windows closed. Window wings and flip-out rear glass allow even more ventilation. A 3-speed heater/defroster makes it cozy.

Front disc brakes, road-hugging suspension and rigid unibody construction combine to create a potent safety package. Four passengers ride in style, security and comfort. And there's rear hatch access to the luggage compartment. The rear seat folds down to turn the compartment into a big carryall platform...sort of a secret station wagon.

The sporty 1200 Coupe is "Something Special" for goers and doers. And, considering its price and minimum upkeep, certainly a car for savers.



Tuesday's car costs little to run

1200 2-Door Sedan. The lowest priced Datsun proves that adage—good things **do** come in small packages. Things like economy, utility, safety...everything for great driving.

In sub-tropical Miami or chilly Minneapolis, you're off to a great start. The lively high-cam engine's new automatic choke, high powered starter and big 60 ampere hour battery help fire up the 1200 right now. An advanced fuel system resists vapor lock, too.

Always poised, the Sedan's front strut, semi-elliptic spring rear suspension plants wheels square on the pavement, tracks straight and smooth. Front disc brakes take hold with authority. And for good measure, there's a very tight 26.8 foot turning circle.

You put the power on the road with a neat 4-speed stick shift or an optional automatic with three speeds. Welded unibody construction is light, rigid, quiet. Space-maker design allows ample room for four with more trunk capacity than some "big" cars.

Front bucket and rear bench seats are comfortably padded; covered with luxurious, tough vinyl. Flow-through fresh air cools with the windows up. A 3-speed heater/defroster warms quickly. Vision through safety glass windows is panoramic...perfect for tight parking and road safety. And perfect for being seen by envious neighbors.

The Li'l Something 1200 Sedan has a lot going for you.



Saturday's car works hard for its dinner

"Li'l Hustler" Pickup. Half-ton capacity doesn't tell half the story of why Li'l Hustler is America's No. 1 selling import truck.

For one thing—an all steel six foot bed on a heavy duty rear suspension makes it versatile...adaptable to uses we haven't even thought of. It hauls everything from pipes and planks to campers and bikes.

For another—it's truck tough, passenger smooth. Its overhead cam engine and 4-speed stick shift deliver up to 25 miles-per-gallon on turnpikes or on downtown errands. A little less on dirt roads and fields.

Low initial cost—about half what you can pay for a "bigger" truck with the same load rating— isn't the whole economy story

either. Maintenance is generally just routine servicing.

We didn't forget the driver and his passenger. The cab has real creature-comforts...a smooth vinyl, heavily padded bench seat. Quick-acting 3-speed heater/defroster. A package shelf; dual-speed wipers and washers for easier going on days when even the birds are grounded. Torsion bar front suspension tracks true, steers easy.

Slide the cargo on the flat-loading tailgate. Lash it secure with no fewer than eleven tiedown hooks. There's eight inches of ground clearance and six-ply truck-type whitewalls to ride it safe and gentle.

Li'l Hustler gets the job done—fast.



Sunday's car is a flat-out winner

240-Z. Never have art and technology produced such a performance machine.

So pretty and so potent you don't know whether to frame it or floor it. The six cylinder overhead cam engine purrs or roars on demand. You rocket 0-60 in under nine seconds. Twin carbs meter out about 20 MPG.

A 17.1 second quarter-mile ET and 84.5 MPH terminal speed call for great brakes. And it's got 'em. Up front where 85% of the braking happens—10.7" front discs. In back—finned aluminum drums with leading and trailing shoes. Minimum fade and lock-up. This system sheds water like honorable duck.

Power into an off-camber corner and you experience the benefits of 4-wheel, fully

independent suspension. Radials on 5" steel rims grab the road. Rack and pinion steering with 3.5 turns lock-to-lock points perfectly.

Wide stance means stability, a wide cockpit means comfort. There are contoured, reclining buckets. Carpets, AM/FM radio, full instrumentation. And a flip-up, full width rear hatch for easy access to a lot of load space. The backlight defroster helps you keep tabs on who you're leaving behind.

Deep down there's the same tough stuff that makes racing 240-Z's Sports Car Club of America C-Production national champs. And 1-2 winners in the 1971 East African Safari.

The 240-Z—for going far, going fast... even for going formal.



39 Years worth of solid value

The Datsun line has all the solid value that 39 years of experience, craftsmanship, and modern automated plants can provide. Nearly 1,000 Datsun dealers keep you on the road with parts and service. A huge master parts depot and ten regional depots back them with a ready flow of components and concentrated service training. Our Consumer Relations Center, located in our Compton, California headquarters, is ready and anxious to assist you in every way possible. Whatever you need in a small car...ask your Datsun dealer, the Small Car Expert.

DATSUN
FROM NISSAN WITH PRIDE