PARENTAGE?

DODGE!



This compact is built by Dodge. Our name is on it. Its name is Lancer. What's in it for you? Plenty. First, price. A couple of hundred dollars less than "low price" cars. Reason? Lancer is two feet shorter, many pounds leaner. And its thrift does not end with the modest initial cost. Examples: a spirited, inclined engine. Very penurious with gasoline. An alternator-generator to make the battery last longer than usual. A fully-unitized, rust-proofed body. Now add these features. A superb ride, called Torsion-Aire. Room for a family of six. A big trunk. Beautiful interiors. Made with an extraordinary new kind of nylon material. Sheds soil. Wears well. Feels scrumptious. Lancer is what you want in a compact car. See your Dodge Dealer.

LANCER

DODGE DESERVES THE APPLAUSE

LOOK WHAT DODGE HAS DONE FOR COMPACTS

LANCER

PRICE? [PAINLESS!] You can own a Lancer for at least a couple of hundred dollars less than the so-called low price cars. There is an obvious reason. Lancer is two feet shorter than standard automobiles. It is also lots leaner. You don't pay for fat. Lancer is available in two series, six models: two 4-door wagons; two 4-door sedans, a 2-door hardtop; a 2-door sedan. Every one of them parks obediently, welcomes a family of six lavishly.

POSH? [VERY!] When it comes to compacts, the juke-box school of interior design went out when Lancer came in. Lancer interiors are rich, but simple. The basic material used is knitted nylon, not woven as has been common practice. This new breed of foam-backed body cloth sheds soil flippantly, wears exceedingly well, and has a wonderful feel to it. A quiet compliment to your good taste.

APPETITE? [LIGHT!] The Lancer-6 inclined engine is a highly spirited piece of machinery. It is also very tight-fisted with a gallon of regular gasoline. Please notice, however, we do not mention a specific "miles-per-gallon" figure. This would be silly. So much depends on you and the way you drive. Lancer also has an alternator-generator. This device makes the battery last longer. As you can see, Lancer is a very economical car for family, personal, or business use.

MANNERS? [IMPECCABLE!] Now you may ask, "Since when does a car have manners?" Answer. Since Lancer. It corners decisively, without excessive lean. When you stop, its nose stays up. When you start, it does not squat. Reason? Torsion bars up front, leaf springs in the rear. Lancer will take a well-scarred road with aplomb. Bumps? Some. But none of the harsh shock you would feel in a car with standard suspension. Lancer is mannerly in many other ways. It is very easy to get in and out of. No physical contortions are necessary. The seats are designed to fit the natural curves of your body. You will find them comfortable. All in all, Lancer's manners are beyond reproach.

PARENTAGE? [DODGE!] The new Lancer is built by Dodge. Our name is on it. Among other good things this means the body is fully unitized and permanently rust-proofed by an exclusive Chrysler Corporation process; a process of dips and sprays that armor-plate the entire unit against corrosion. Lancer will stay new looking longer than its compact counterparts. It will be worth more at trade-in time. The car is also unusually quiet. The roof, floor, door panels and firewall are sound-proofed by combinations of liquid deadener, imported jute, spun glass and felt mats. Enough talk. Lancer is waiting for you at your Dodge dealer. Go now.



Put your money where the sizzle is!



NEW SPORTS COMPACT WITH A COMPACT PRICE!

DODGE LANCER

This is no ordinary Lancer. This one has a Charger 225 engine under the hood. Displacement: 225 cubes. Horsepower: an honest 145 at 4000 revs. Torque: 215 foot pounds at 2800 rpm.

How do you get this kind of power from 225 cubic inches? Design the engine so it can breathe! Give it big intakes and exhausts. The block on the Charger 225 engine is inclined 30° to the right. Makes room for the manifolding. The fuel and air charge is fed to each cylinder individually. No siamesing here. The big exhaust manifold—with large radius curves—lets gases leave with minimum back pressure and power loss.

The real sizzle comes when you hang this Charger in a car weighing under 2700 pounds. That's Lancer. A car with a taut suspension system. Torsion bars up front, assymetrical leaf springs at the rear. No mushiness. Yet no hard shocks, either. Level cornering. Check it out yourself: Lancer with the Charger 225 engine. Available on all Lancer models. Your DODGE dealer has it. See him real soon.



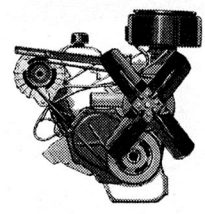
1961 Lancer

The best thing that ever happened to the 6-cylinder engine

When Chrysler Corporation developed the new Economy Slant Six Engine, they set it at a 30° angle for good reason—a bigger manifold system. This new design provides freer breathing, helps give you 20% more "go" on 15% less gas than our previous sixes.

A new, lightweight, 3-speed automatic transmission, the TorqueFlite Six, designed especially for the Economy Slant Six, gives the added pep of a torque converter, plus the smoothness and economy of a third forward speed.

This new engine and new transmission are available in Plymouth and Dodge Dart models, with smaller versions in the Valiant and Lancer. Let a drive bring out the difference great engineering makes.



The secret is in the slant
A 30° slant allows for a more efficient manifold. Helps this engine put out 20% more go than any six we had before, and on 15% less gas.

Chrysler Corporation

Serving America's new quest for quality

PLYMOUTH VALIANT • DODGE DART LANCER • CHRYSLER IMPERIAL

DODGE

LANCER

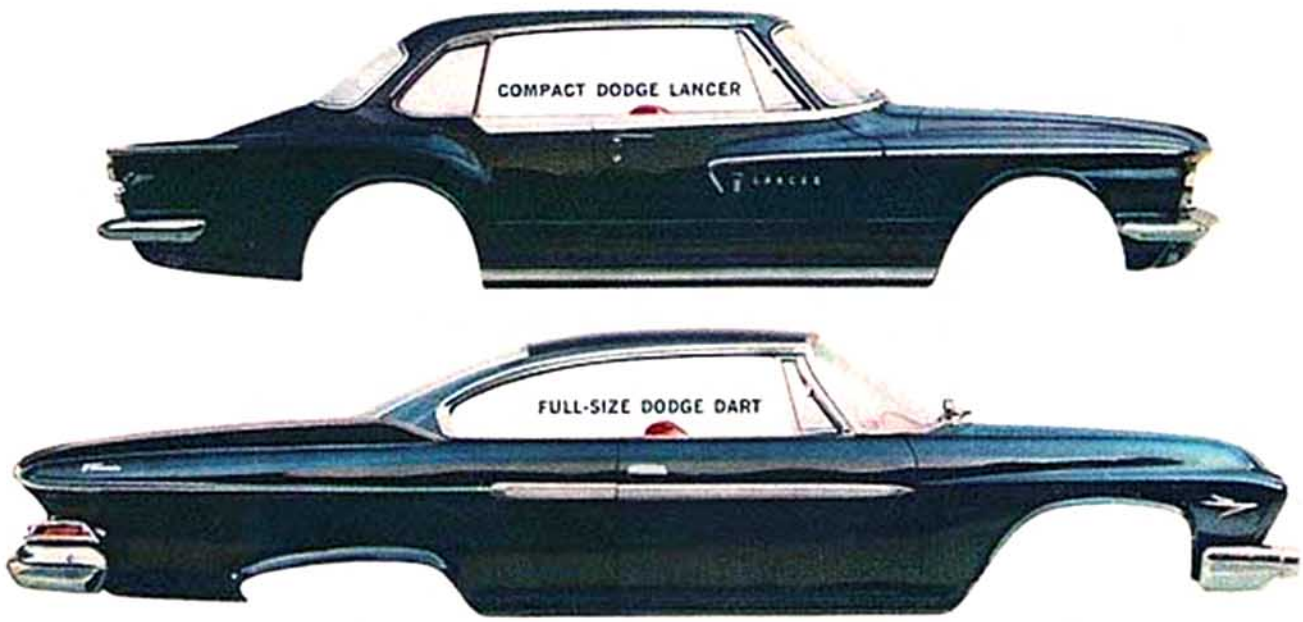
THE MUSIC COMES OUT MIGHTY SWEET!

There's no whip, wooliness or waste motion in Lancer's manual transmission linkage. Every shift is short, crisp. An invitation to the gearbox virtuoso. Lay a hand on Lancer's seat-high stick. You'll feel like playing tunes again. And with Lancer's eager free-revving Charger 225 engine*, the music comes out mighty sweet. Or: lay a finger to Lancer's new pushbutton three-speed automatic transmission*. Entirely new in detail design, Lancer's lightweight automatic gives you smooth, quiet shifts. Excellent breakaway performance. Efficient operation, too. Enough of this—see your Dodge dealer. He has more good things to show you about Lancer.

*optional at modest cost



LOOK WHAT DODGE HAS DONE FOR LOW PRICE COMPACTS — LANCER



GET THE WHEELS WITH THE DODGE ON TOP

Do you prefer a compact or full-size car? No matter. We build both. Our compact, the Dodge Lancer is priced down the line with Comet, Falcon and Corvair. The new Dodge Dart, a full-size Dodge, is priced model for model with Ford and Chevrolet. All Dodge cars, compact or full-size, share many features the major competition does not offer. For instance: Each has a unitized, rust-proofed body. A superb ride: Torsion-Aire. And a new device called an alternator. The alternator will make the battery last far longer than usual. Because, unlike a conventional generator, it will charge even at idle. Whichever size car you prefer, compact or standard, go see your Dodge Dealer. He's got those wheels with the Dodge on top.

STANDARD OR COMPACT YOU GET A GREAT DEAL WITH

DODGE



LOOK WHAT DODGE HAS DONE FOR LOW PRICE COMPACTS

The Dodge Lancer is priced with Comet Falcon and Corvair. However, Lancer has certain advantages. Outstanding performance is one of them. This compact is no weak-sister. Other things you'll like about the new Dodge Lancer include: Ample room for six. Beautiful interiors. A fine ride. A fully-unitized, rust-proofed body. A battery-saving alternator-generator. And excellent all around economy. How about driving a new Dodge Lancer this week? You'll have a ball.

DODGE

LANCER