LOOK WHAT DODGE HAS DONE FOR COMPACTS

LANCER



ANOTHER GREAT ONE FROM DODGE The name, Lancer. Available in two series, six models: two 4-door wagons; two 4-door sedans; a 2-door hardtop; and a 2-door sedan. What kind of cars are they? This kind: two feet shorter; many pounds leaner; and a couple of hundred dollars less in cost than a standard size automobile. Room? Lancer comfortably accommodates a family of six. The body is fully-unitized which accounts for the space trick. The trunk is quite large, even when compared with standard size cars. It is a shade under 25 cubic feet. And the entire space is loadable. This is accomplished by providing a special compartment, under the trunk floor, for the spare. The tire lies flat, does not take up luggage room. You will appreciate this convenience, especially at vacation time. As you will see, Lancer is a very desirable car for family, personal, or business use.



LANCER 770 4 DOOR SEDAN

MANNERS? IMPECCABLE! Since when does a car have manners? Since Lancer. It is free of the mushiness associated with automobiles equipped with old fashioned coil springs. Lancer will take a well-scarred road with aplomb. Bumps? Some. But none of the harsh shock you would feel with standard suspension instead of Lancer's combination of torsion bars and asymmetrical leaf springs. It corners decisively, without excessive lean. The tires never "whimper", and provide 15% more tread wear than the best of last year's new car tires. When you stop, Lancer's nose stays up. It can turn curb-to-curb in a shade over 37 feet. It parks obediently. All in all Lancer's behavior is beyond reproach.



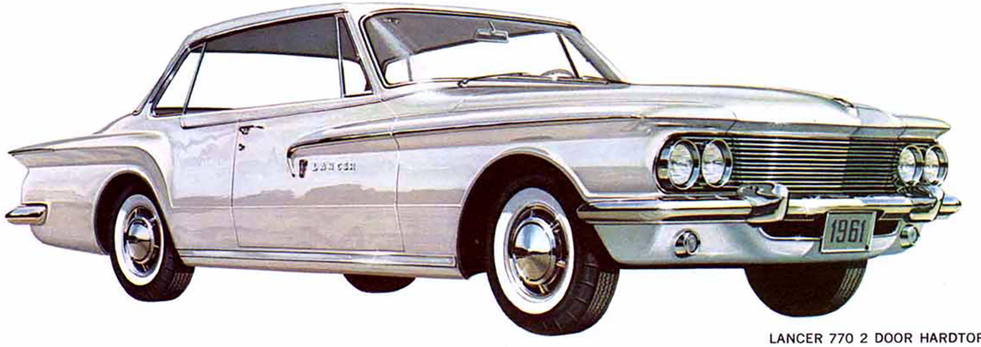
LANCER 170 2 DOOR SEDAN



LANCER 170 4 DOOR SEDAN

170





LANCER 770 2 DOOR HARDTOP



LANCER 770 4 DOOR SEDAN

LANCER'S GOT IT–GET IT! And Lancer will keep all the good things it's got for years. For instance, the body will last longer than other compacts. It is rust-proofed by a superior process. A process including, among other things, a series of dips and sprays which armour plate the entire unit, inside and out, against corrosion. Lancer stays new looking longer. And that means higher value at trade-in time. The car is also exceedingly quiet. The roof, floor, door panels and firewall are sound-proofed by combinations of liquid deadener, imported jute, spun glass and felt mats. Even the necessary control openings between the engine and front compartment are sealed by formed rubber plugs.

THESE LANCERS LIKE BIG CROWDS They carry a family of six with cargo. Nicely. You enter or leave easily. Physical contortions are not necessary. You see, every Lancer wagon is a four-door wagon. With the second seat folded into the floor there are 72 cubic feet of space to haul things. Now who needs more? Lancer wagons do not rattle or make other wagoney noises. The ride is exactly like that of the sedans. Superb. The wheel base (106.5″) is also the same which means this wagon handles crisply and parks easily. As a thoughtful convenience the tailgate is counter-balanced. You can lower or lift it with little effort. Offered, at slight extra cost, is an electrically operated tailgate window which can be raised and lowered from the driver's seat or, if you prefer, at the tailgate itself.



LANCER 770 STATION WAGON



LANCER 770 STATION WAGON



LANCER 170 STATION WAGON

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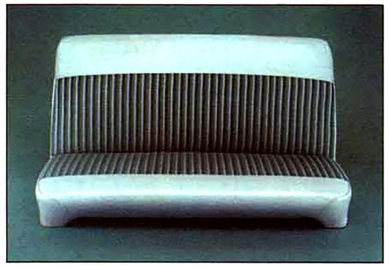


REAR WINDOW CONTROL

THIS KIND OF LUXURY COMES WITH THE CAR The interiors pictured here are standard equipment on the 170 sedans and the 770 sedan, wagon and hardtop. They are included in the cost of the cars. You don't pay extra for them. You can readily see, when it comes to compacts, the juke-box school of interior design went out when Lancer came in. Lancer interiors are honest in design. The styling is of classic simplicity. The basic material used in the 770 series is knitted nylon, not woven as has been common practice. Similar to the material used in the most expensive women's gloves and backed by foam rubber, it has a scrumptious feel to it. It sheds soil flippantly and will wear far beyond the limits of ordinary body cloth. Lancer interiors offer soft-spoken praise of your good taste.

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170 SEDAN INTERIOR



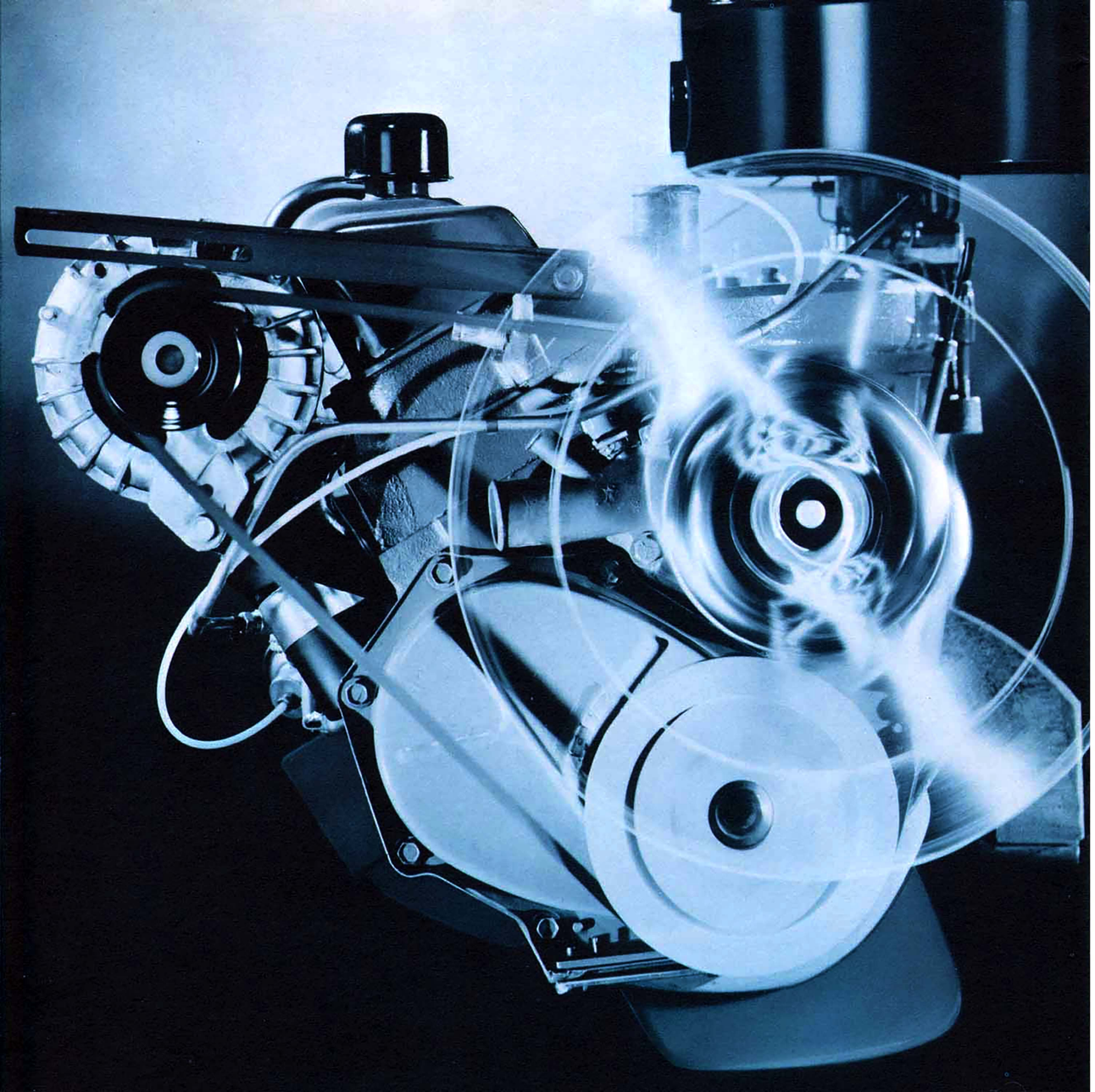
770 WAGON INTERIOR



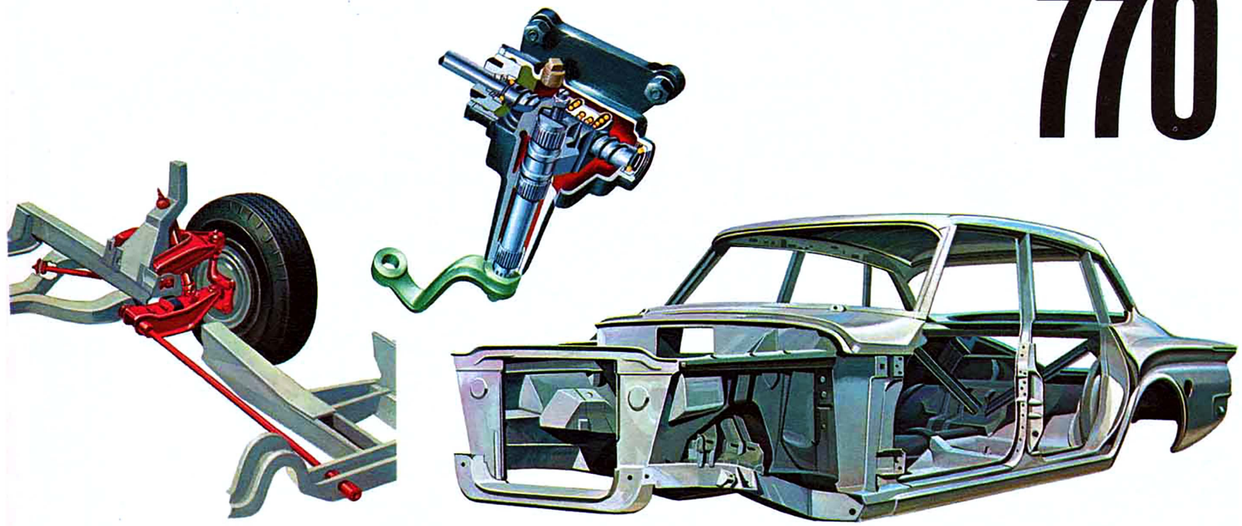
770 SEDAN INTERIOR







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YOU'LL LIKE WHAT YOU DON'T HAVE TO GIVE UP Lancer is a contradiction of the old adage, "You can't have your cake and eat it too". With Lancer you can! Certainly Lancer is a compact. Lancer is also a highly spirited automobile. There is nothing weak-sister about the Lancer-6 inclined engine. Muscle? Plenty! Mileage? Plenty! Both on regular gasoline. Please notice we do not mention a specific "miles-per-gallon" figure. It would be silly. So much depends on you and the way you drive. And again may we repeat these other salient points: Lancer handles faultlessly in traffic and at speed. The steering mechanism is practically frictionless. Lancer welcomes people lavishly, carries them gently.

- OUTSIDE REAR VIEW MIRROR. For safety and style. Triple chrome plated for outstanding durability. Angle of mirror can be adjusted to any desired driving angle. Very helpful maneuvering in city traffic.
- WHITEWALL TIRES AND WHEEL COVERS. There is absolutely nothing practical about these two options, except maybe the price. They are strictly for people who appreciate an extra touch of dash.
- BACK-UP LIGHTS. Exactly what the name implies. When the car is put into reverse these lights come on automatically. They make getting out of your garage and parking at night a lot easier.
- BUMPER GUARDS FRONT AND REAR. Do a lot of driving in the city? Lots of close parking? You'll want the added protection of bumper guards both front and rear. Another thing; they add individuality.



THE REST IS UP TO YOU On this page is a selection of optional equipment available, at extra cost, for Lancer. Each has been designed for the car. Necessities? Not in the strict sense of the word. They do, however, enable you to individualize Lancer to your tastes and particular driving needs.

Padded Dash. A safety feature? Certainly. It is also darned good to look at. The covering is leather grained vinyl. Comes in blue, black or red to match the predominant interior color of the car.

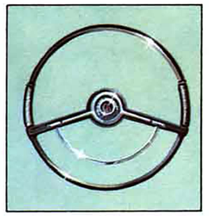
Push Button Radio. An excellent automobile radio. Simple to tune. Puts out 1¼ watts of undistorted volume. It is transistorized which means it takes very little electricity to operate.

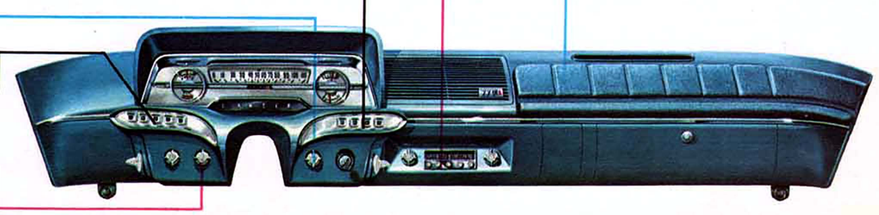
Push Button Heater and Defroster. Puts out buckets of heat fast. Controls are vacuum assisted. A very light touch of a button gets you the kind of heat you want exactly where you want it.

Variable Speed Windshield Wipers. You can adjust the speed of the wipers to fit the speed of the rain. Slow, fast, or any speed in-between. Electrically operated. Won't fade out on accereration.

Push Button Transmission. A three-speed automatic. Provides greater economy and performance than the conventional "two-speed" transmission. Includes special "Park" position.

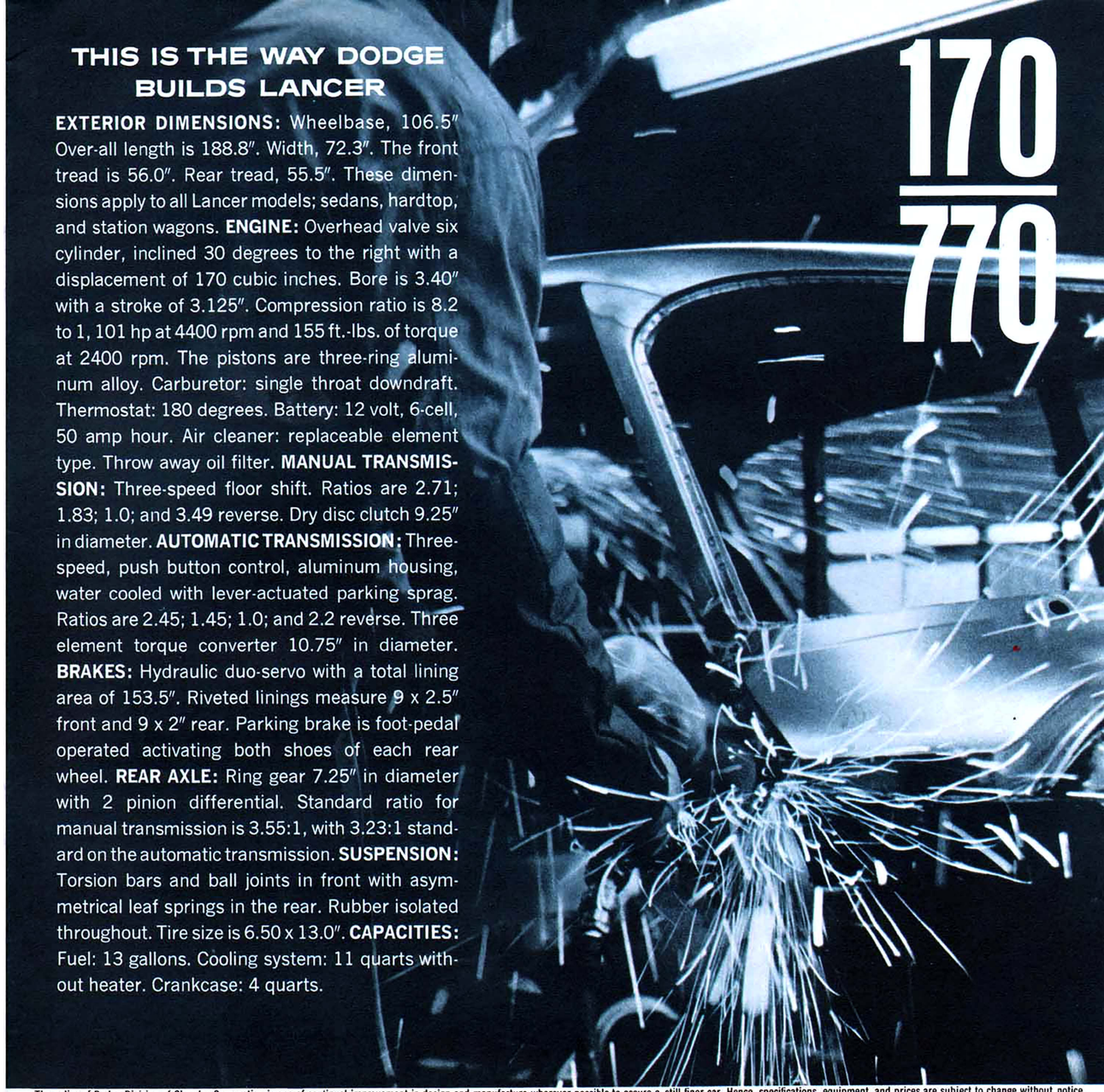
Electric Tailgate Window (wagons only). A switch, mounted conveniently on the instrument panel, raises or lowers the tailgate window. There is also a key operated control at the tailgate.





THIS IS THE WAY DODGE BUILDS LANCER

EXTERIOR DIMENSIONS: Wheelbase, 106.5″ Over-all length is 188.8″. Width, 72.3″. The front tread is 56.0″. Rear tread, 55.5″. These dimensions apply to all Lancer models; sedans, hardtop, and station wagons. **ENGINE:** Overhead valve six cylinder, inclined 30 degrees to the right with a displacement of 170 cubic inches. Bore is 3.40″ with a stroke of 3.125″. Compression ratio is 8.2 to 1, 101 hp at 4400 rpm and 155 ft.-lbs. of torque at 2400 rpm. The pistons are three-ring aluminum alloy. Carburetor: single throat downdraft. Thermostat: 180 degrees. Battery: 12 volt, 6-cell, 50 amp hour. Air cleaner: replaceable element type. Throw away oil filter. **MANUAL TRANSMISSION:** Three-speed floor shift. Ratios are 2.71; 1.83; 1.0; and 3.49 reverse. Dry disc clutch 9.25″ in diameter. **AUTOMATIC TRANSMISSION:** Three-speed, push button control, aluminum housing, water cooled with lever-actuated parking sprag. Ratios are 2.45; 1.45; 1.0; and 2.2 reverse. Three element torque converter 10.75″ in diameter. **BRAKES:** Hydraulic duo-servo with a total lining area of 153.5″. Riveted linings measure 9 x 2.5″ front and 9 x 2″ rear. Parking brake is foot-pedal operated activating both shoes of each rear wheel. **REAR AXLE:** Ring gear 7.25″ in diameter with 2 pinion differential. Standard ratio for manual transmission is 3.55:1, with 3.23:1 standard on the automatic transmission. **SUSPENSION:** Torsion bars and ball joints in front with asymmetrical leaf springs in the rear. Rubber isolated throughout. Tire size is 6.50 x 13.0″. **CAPACITIES:** Fuel: 13 gallons. Cooling system: 11 quarts without heater. Crankcase: 4 quarts.



The policy of Dodge Division of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Hence, specifications, equipment, and prices are subject to change without notice.

LANCER  ANOTHER GREAT ONE FROM DODGE

LANCER CATALOG 81-205-1008, DODGE DIVISION, CHRYSLER CORP., 7/60. LITHO IN U.S.A.

LANCER ANOTHER GREAT ONE FROM DODGE

LANCER CATALOG 81-205-1008, DODGE DIVISION, CHRYSLER CORP., 7/60. LITHO IN U.S.A.

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