

Details. Details. Details.

For Lance in '94 they add up to the best campers ever built. By anyone!

52 Improved Details and Special Touches Highlight the '94 Lance Line. Lance designers focused on the details that make the difference in quality, value, convenience and comfort. From floor plans to exterior finish the '94 Lance, Squire and SquireLite models are built for miles and miles of easy living and family good times. Take a good look...it's easy to see what we're talking about.

For 1994 all Lance, Squire and SquireLite models feature...



1. Bright white is the hot color for pickup trucks. But, for '94 Lance, Squire and SquireLite models offer an exterior that's more than just bright white. The exterior metal pattern is smoother and shinier. Overall, the look is cleaner, sleeker, brighter, better looking and easier to maintain than ever.

2. It's worth noting that 10' and 11' campers have front jack brackets bolted through the frame with steel reinforcing for extra strength and security.



3. You'll only need one key for all exterior utility doors on Lance, Squire and SquireLite campers. Sounds like a very small detail, unless you've ever had to fumble through a mess of keys in the dark.

4. Here's another little but very nice touch: the decorator mattress cover is fitted. Which means they'll stay in place; no bunching or shifting. That's something you'll appreciate when you settle in for the night.

5. You can't see it but it's there. The improved insulation used in the '94 Lance, Squire and SquireLite campers has a higher R value to keep you cool in the summer and warm in the winter.



6. Here's a giant step up for campers: a, really easy way for everyone to have access to the cabover bed. Everyone will find these simple but very clever steps to be particularly helpful. It's a Lance exclusive...and a U.S. patent has been applied for.

7. Here's another quality-equals-value touch: Four Atwood white ball screw jacks are now standard equipment on Lance and Squire models.

Incidentally, our designers have specified that jacks and jack brackets are painted white to match Lance and Squire exteriors.



8. There's a newly designed two position rear bumper step. Now you can conveniently stand on the step and open the rear door. It's the ideal way to get in and out when towing your boat or horses. Neat idea.

9. This year, 12 volt wiring to the rear vent is standard on Lance and Squire models. That's really important when and if you want to add a 12-volt exhaust fan or cooler.



10. The outside shower, which is really very popular, features a newly designed tapered shape for faster, more thorough draining. Along with special shut-off valves to help prevent damage when the temperature hits the freezing mark.

11. While we're at it...drain valves and the drain area access has been greatly improved thanks to a side door on most models. In fact, the low point drain access has been improved as well.

12. It's 1994...a new generation, a new decade, a new time. And you'll find that spirit reflected in the bright new colors and fresh approaches to interior design. All of which makes a Lance, Squire and SquireLite fun to come home to after a day outdoors. Check the fabrics...you'll love the Blue, Gray, and Green.



13. Everybody appreciates having a Microwave Oven in their galley. Lance designers have selected the Samsung Microwave Oven for '94. It weighs less, takes up less space and costs even a bit less. And it's available on all Lance and Squire models.

'94 Lance Models feature all that and more. Here's the more:

14. For openers, consider the brand new 11' 3" model 990 floor plan. It is designed to give you what you want most in a camper, everything! It has virtually every feature you've asked for...and it's all in one absolutely superior camper! Another Lance innovation!

15. What used to be called a bonus cab cabover is now standard. That's big news. Because the extra length means extra convenience and extra storage.

16. Lance Models 300 and 480 have a convenient and comfortable side sofa. A sofa offers more floor space and easily converts to a sleeper. Very good idea. A dinette is optional.

17. Exterior metal corner moldings are new. Cleaner looking lines without insert vinyl.

18. You'd think improving one of our most popular floor plans would be tough to do. But Lance designers did just that with the model 900. They found a neat way to redesign the food bar and add even more drawers and storage space!

19. A battery disconnect switch is now standard equipment on Lance. No more dead battery just when you need it.

20. The pass-through window in '94 Lances is improved, too. No sharp edges.

21. All Lance models now have an exterior light on both sides and the rear for extra night time illumination. A Squire option.

22. The rear door hold back has been improved. In fact it's new for Lance. The door will stay put with this holdback in place.

23,24,25,26,27&28 Fome-Cor, a very popular, very effective weather barrier insulation, is now standard on Lance and optional on Squire. The porch lip over the rear door has been rounded for a cleaner look. A new exterior refrigerator access door is more attractive. Recessed fluorescent lights increase headroom...the look is better, too. Microwave option is available on all models. The roll-out storage drawer is standard on models with dinettes.

29. What used to be a Lance option is now a Lance standard! An upgraded 18,000 BTU furnace gives you more than enough heat as fast as you need it no matter where in the world you are. That's a very comforting thought.

Squire models are loaded with innovations, special touches, and quality. You'll find it hard to believe you'll get so much for so little.



30,31&32. '94 Squire models sport a new outlook. Windows now feature sliding screens for easier cleaning. The pass-through window has been improved, and the windows in the cabover section are quite a bit larger.

33. The best way to top-off a Squire? Give it the same roof you'll find on a Lance. This means Squire roofs are fully laminated with I beam construction. The result is a solid, rugged, durable roof you can actually walk on or use to carry extra gear without worrying about leaks, cuts, scrapes, etc.

34,35,36,37,38,39,40,41&42 Briefly, here's a series of special decorator touches, all of which add up to the kind of extra value that makes a Squire camper a great buy. Paneling in the cabover section is new and very stylish, we've added more oak doors, the pull-shade on the front window is now standard, as well as decorator window blinds in the dinette. New materials trim counter tops, table tops, and escape vents.

Details continued top of page 2.

Details Continued:

The '94 SquireLites have features that make them heavy-duty favorites with full size light-duty truck owners across the country!

43. The really big news for light-duty truck owners is that Lance will be introducing 2 new Squire Lite Models for '94! Both with full featured bathrooms. Which means you'll have more Squire Lite campers to choose from. And you know they'll be carefully designed, quality built, and finished with impeccable attention to detail and value. They're from Lance, after all! Look for them in early '94.
44. The cabover front window is now standard.



45. A convenient cassette style toilet is also an available option.
46. All opening windows are higher quality and lighter weight.
- 47&48. SquireLite upholstery now features new design and deluxe decorator inspired fabrics.

49. There's a new optional 3 burner range/oven combination available.
- New options for '94.**
50. Fantastic vent is now an option for Lance or Squire. This high quality vent is thermostatically controlled and will either push or pull a lot of air.
51. Here's a very big "detail". We have said you could go anywhere, now go any time! For '94 Lance offers a specially designed, fully enclosed, insulated heated holding tank compartment and valve system. If you live where it gets cold, or take your camper to the high country, you'll appreciate this very important feature! This option is available on the Lance 880, 900, 980,990 and Squire 8000. It'll be available on other models soon. See story for more details.
52. An upgrade Panasonic stereo system with cassette or CD is now available on Lance.

When you're looking at a '94 Lance, Squire or SquireLite camper, take another look. Then look closely again. And again. Every time you look you'll see more design thought, quality and value.

There's a lot of Lance, Squire and SquireLite look-alikes... but there's really nothing like the real thing.



Aluminum or Rubber camper roofs? We'll stay under aluminum. Here's why:

Lance wants all customers to feel secure about the durability of their roof. Whether it's walking on the roof, transporting bikes or other equipment, or skimming under tree branches. Aluminum is best...and nearly impossible to penetrate. Not so with rubber. Of course, rubber can be patched if the damage is minimal. But if a cut or tear is left undetected, moisture can seep in and under, leading to major rotting and warping problems down the road. Although EPDM rubber has been used for years on permanent structures, we found it unsuitable for providing our customers maximum protection to enjoy their camper to the fullest.

Another advantage to aluminum is that it is strong and rigid. When the sides are rolled over the roof edges and attached, the added strength is enormous. Rubber roofs add little to the structural integrity of the camper. It would be simpler for Lance to install rubber, but we don't take the easy way out. We build our campers to last, and to give you years of worry-free enjoyment. They're stronger. They're more durable. They're leak-free. And that's just the way they're going to stay. Just one of the reasons why Lance campers are always in demand, and continue to hold their resale value.

Comparing Lance and Squire side-by-side should help you decide which model is best for you.

LANCE	SQUIRE
Triple Color Panels.....	Double Color Panels
Insulated Storage Compartment Doors.....	Square Compartment Doors
White Entry Screen Door.....	Aluminum Entry Screen Door
Sliding Sewer Hose Tray.....	Optional
Solar Reflective Windows.....	Tinted Windows
Radius Torque Window Option.....	Not Available
Auto Relight Water Heater.....	Light with Match Water Heater
110v Patio Outlet.....	Not Available
Cable TV Hook-up.....	Not Available
3 Utility Lights.....	Optional
Three-Part Tail Lights.....	Two-Part Tail Lights
City/Fresh-Water Compartment.....	Separate Compartments
Separate Dead Bolt Lock.....	Combined Locks/Entry Latch
Front Storm Window.....	Optional
Solid Oak Cabinet Doors.....	Oak Framed Cabinet Doors
Positive Catch Latches.....	Friction Latches
Cedar Lined Wardrobe.....	Not Available
Automatic Wardrobe Lights.....	Not Available
Two Fluorescent Lights (10' & 11' model).....	One Fluorescent Light
Digital Alarm Clock.....	Not Available
Sliding Dinette Table.....	Fixed Table
Additional Overhead Storage.....	Standard Overhead Storage
Built-In TV Compartment.....	TV Shelf
Integrated Monitor Panel.....	Separate Monitor Panel
Rollout Storage Drawer.....	Not Available
Wood Sink Cover.....	Optional
Stainless Range Cover.....	Optional
Single Lever Faucet.....	Separate Hot and Cold
Deluxe Folding Divider.....	Curtain Divider
3 Way Refrigerator, 5 CuFt.....	2 Way Refrigerator, 4-5 CuFt
47"x72" Dinette Bed.....	39"x72" Dinette Bed
Foot Pedal Control Toilet.....	Hand Controls
Black Glass Oven Door.....	Painted Black
Oak Magazine Rack.....	Not Available
40 Gal Water in 900/980.....	33 Gal Water
AM/FM Cassette/ 2 Speakers.....	Optional
Panasonic Stereo Option.....	Not Available
Pull Shades In Bedroom.....	Curtains / Pullshades
Push Button Range Lighter.....	Manual Light Range Top
Deluxe Custom Upholstery.....	Custom Upholstery
Serta Inner Spring Mattress.....	Foam Mattress (Serta optional)
12-Volt Convenience Outlet.....	Not Available
Entry Light Switch.....	Not Available
Battery Disconnect Switch.....	Not Available

Camper Power: How it works.

Ever wonder where the power to operate your camper comes from? Well, it comes from a variety of sources.

The electrical system in your camper is attached to a power panel, which accepts both 12 and 110 volts. If the camper is plugged into household current, the built-in converter changes it to 12 volts. Your furnace fan, range hood, water pump and lights are all 12-volt appliances.

The power panel also distributes 110 volts to the refrigerator and to the 110 volt outlets so you can use virtually any household appliance. Additionally, the converter serves as a charger, keeping your camper battery fully-energized for the times you are not plugged into a 110-volt power supply.

When you are on the road, the alternator in the truck distributes power to both the truck battery and the camper battery, assuming you have installed a battery in the battery compartment in your camper and have the camper cable plugged into the socket in the bed of your truck. The camper battery operates all the 12-volt appliances when the camper is



not plugged into the 110-volt source.

In the larger Lance and Squire models, a propane-powered Onan generator may be ordered. Just push the button and in a few seconds you have power to operate your microwave or air conditioner or most any other 110-volt appliance, plus power your converter.

Propane is the fuel that powers the range-oven, the furnace, the water heater, the refrigerator, and if installed, the generator. When we say Lance campers are self-contained, that means you are equipped to go just about anywhere and take your power with you.

The best campers for the worst weather.

Lance and Squire campers can take any weather, anytime. With Lance and Squire total insulation you can be assured of comfort and security. A well insulated camper that has little or no areas other than windows that are not insulated, is far more comfortable and easier to heat than a camper with R-15 in some areas and nothing in others.

Both Lance and Squire have solid foam filled fully laminated floors and roofs. The sidewalls, front and back are all fiberglass filled. Lance models are overlaid with Monsanto weather barrier sheets called Fome-Cor. Many people ask for that option when they order their Squires. We don't stop there. The wings, rails and access doors (the areas of the camper that fit in the truck) are also foam filled and laminated. The front cabover window is a double pane storm window on all Lance models, and is optional on Squire. This year a improved high output 18,000 BTU furnace is standard on Lance and optional on Squire. It reduces battery drain, outputs a greater amount of heat with a higher volume and warms up faster.

Available on both Lance and Squire is our insulated hatch cover which dramatically reduces the cold air from dropping in on the cabover bed area.

This year, on larger Lance models we are offering an enclosed heated holding tank option to insure continual use of waste systems while camping in below freezing temperature. You can read more about this feature in the heated holding tank article.



With improved low point drains and an optional water heater bypass, winterizing is fast and sure.

If it is summer heat you are hiding from, the great Lance and Squire insulation works equally well. Our optional roof air conditioners and Fantastic vent keep you cool no matter how hot it is outside. With our optional generator on larger models you can cool down with roof air conditioning anywhere.

New heated holding tank system.

When it comes to All-Season camping...nobody beats Lance!

Lance and Squire campers are the ideal RV for winter outings.

Our superior insulation and other cold weather features are now complimented with the most innovative heated holding tank system



in the industry. This optional system, available on our larger campers, starts with a perfectly matched polypropylene enclosure to seal off the entire tank and valve system. The enclosure is fully insulated and sealed from outside air, rain and dirt.

The entire valve system is within the enclosure except for the cap. The valves have been redesigned to be horizontal within the compartment for easier operation.

When the furnace is on, warm air is ducted into the enclosed area of the valves and pushed by the furnace fan through the compartment and out a duct on the other end. This system combined with appropriate antifreeze will allow Lance owners to journey out in severe weather and still be able to dump their tanks.

A word of caution; although this is probably the best system ever built for a camper, no system will thaw a frozen holding tank in severe weather. It is designed to help prevent freezing.

Camper survival means keeping water out!

There's simply nothing more important to the survival and long-term enjoyment of your camper than preventing water intrusion and damage.

If you don't keep the water and dampness out, any camper or RV will become damaged and require repair. Four types of sealants are used to insure your Lance stays dry year after year.

First, there's a very tacky, stiff butyl tape used beneath the edges of the exterior roof panel. It is an excellent bonding agent as well as a sealant. Next, all the corners and edges are sealed with a softer butyl material that is resilient and gap-filling. It has an excellent record for staying fresh for many years.

Then, beneath windows, vents, doors and other openings, Lance uses another type of water-resistant caulking that molds well and adheres to the ridged, aluminum skin.

Those first three materials alone would keep a Lance water tight for a long time, but to insure

that these seals do not dry out or allow moisture to intrude, an additional sealant is applied everywhere there is caulk or penetration of the exterior skin.

Few manufacturers go to this extreme to preserve the life of their product. This extra effort makes Lance, Squire and Squire Lite campers doubly secure in any type of climate.

Lance uses a one-piece aluminum panel that covers the entire roof. This is a time-proven, virtually indestructible design (which falls under the "if it ain't broke, why fix it" theory). The only overlapping seams are at the front and rear...more assurance of a water tight camper. Making our campers water tight is one of Lance's top priorities...and it shows in the thousands of older Lance campers still providing the "good times" to second-generation owners.

We've been doing this for more than 29 years and we know how to make a camper that will last.



A thoughtful approach to buying a camper.

There's a lot to think about when buying a camper. Here's how to prioritize and evaluate what you think... and what you'll see.

The reason most people want and own a recreational vehicle is to help them enjoy the things they like doing most...camping, fishing, water sports, hunting, skiing, touring and lots more. And so, the ideal truck camper should meet individual needs and preferences, offer years of trouble-free performance and with reasonable care, retain its value.

While an RV like that may sound almost too good to be true, with good planning and shopping, a truck camper can be a sound investment which pays big dividends in terms of enjoyment.

Before you buy a recreational vehicle, consider what is important to you and be sure those features are part of the package. It's often wise to go beyond your first notions as far as size and features, but be cautious of placing a high value on features that

are not functional, practical or are not proven to be reliable.

One system for evaluating similar products is to prioritize elements of importance. A good rule of thumb is to do that in this order: quality, floor plan, features, appearance, reputation of product, price and how well the product retains its value.

The first four categories you can evaluate by sight. The rest take investigation. Know the company who manufactures the product and their reputation. Carefully review their literature for thoroughness. Often omission of details in the literature indicates a possible similar procedure in the manufacturing. Construction materials are important, but not nearly as important as how well the product is engineered and assembled and how much attention to details went into final finish and testing.

Leaks, inoperative systems, shoddy detailing can all be fixed in an RV, but these flaws detract from the pleasure and pride of ownership. Poor basic construction can plague an RV for its lifetime.

Camper Questions? We have the answers!

Here are answers to some of the most often asked questions about campers.

Q. Which camper line is best for me Lance, or Squire or Squire Lite?

A. All are made with the same high-quality materials and engineering. Lance offers more amenities. Squire, and Squire Lite, offer economy. See "Details" page for more on the differences and similarities between the camper lines.



Q. How difficult is it to load and unload a Lance camper?

A. With our jack systems, it's easy. And yes, it is possible for one person to load and unload a

Lance...although with two people it's considerably easier. See story on page 5.

Q. Do I need dual rear wheels on my pick-up to carry a camper?

A. Not usually, unless you plan to tow something really heavy. Dual wheels do add to stability, especially in high winds. For details on increasing the stability of your truck with a camper, see story, page 5.

Q. Can I use a Lance in wet winter weather and freezing cold?

A. Absolutely! Lance campers are the best-constructed campers you can buy. They are well-insulated, heated efficiently and they don't leak. Ask your dealer about cold weather options.

Q. Can I use a bedliner?

A. Most bedliners pose no problems and do not have to be removed before installing a Lance camper. All that really needs to be done for installation is to remove the tailgate.

Q. What size truck do I need?

A. It depends on how you plan to use the truck. Lance has a camper

model for all "full-size" trucks on the road today, whether it's 2-or 4-wheel drive, 1-ton, 3/4-ton or 1/2-ton. The key is the Gross Vehicle Weight Rating. All trucks are rated for weight. For more details on matching trucks and campers, see story on page 5.

Q. Do I need cabover stabilizers?

A. Cabover stabilizers act as shock absorbers to improve the ride of the camper. They are not supports for the cabover. They dampen the motion of the camper as you drive. They are strictly for highway use, not for off-road.

Q. Can people ride in the camper?

A. There are no laws against it at this time. It is not as safe as riding in the truck. Some states require a visual or audible communication system between the driver and camper if used for passengers.

Q. Can I use the camper off the truck?

A. Yes. You can take it off the truck and lower it to the ground. For a long stay it is best to have it rest on blocks close to the ground.

Q. Are Lance campers top heavy?

A. Not when set up properly. Problems occur when the camper is not properly matched to the truck. Your Lance dealer can provide you with information to make the proper selection and installation.

Q. Can camper color stripes match truck colors?

A. In most cases, yes. Lance offers many color combinations. And these are baked enamel finishes, not vinyl tape stripes.



Q. Can I tow my boat or horse trailer?

A. Definitely. Lance, Squire or Squire Lite campers are well-suited for towing. Of course, the capacity of your truck and hitch are important. See page 8.

Is a camper the right RV for us?

If you're in the market for an RV, and you're trying to decide among a motorized, towable or truck camper, here are some practical considerations to keep in mind.

Cost of ownership: Insurance prices vary widely from state to state, but chances are your insurance will be higher on a motorhome than on a truck/camper combination. Most states do not require an annual license for a slide-in camper, but they do for vehicles on wheels.

Don't overlook storage costs. You can usually find space for your camper at home. Storage for a motorhome could be costly. A motorhome needs regular expensive service, to say nothing about deteriorating tires, hoses, belts and more...even when not being used.

If you already have invested in a truck, you are on your way to owning an RV. And when it's time to sell the truck, you can do it without having to sell your Lance or Squire camper, which is built to last the life of several trucks.

Versatility: One major benefit of choosing a truck-and-camper combo over a motorhome is the variety of transportation and hauling chores a pick-up truck provides, not to mention comfortable everyday commuting.

Most states will not permit the towing of a boat, horse trailer, etc. behind a towed travel trailer or fifth wheel.

Factor in the 4-wheel drive truck with a Lance or Squire camper and you can go places you would never dream of going in a motorhome or a trailer.

Getting around: Once at the campground, it takes about 10 minutes to set up either a motorhome or truck camper. But with the Lance camper, you have the choice of removing the camper from the vehicle. It only takes about 20 minutes to set up the self-contained Lance on the ground. Now you can use your truck for transportation.

Fuel economy: A truck and camper can get much better gas mileage than a larger, heavier motorhome and today's new trucks get excellent economy when used for transportation without the camper.

Warranty: Depending on the make you buy, there is an extensive warranty on the truck power train that can be honored at new car dealerships everywhere. Not so with most motorhomes. You could be stuck for days waiting for parts. You may be paying for them, as well.

Handling: When you drive a truck with a camper it's not much different than driving just a truck. With a motorhome or travel trailer it's a lot different! Parking can be a nightmare. Rounding corners can be difficult because of a much greater turning radius. Visibility is awkward.

Space: To be sure, a 25-foot motorhome or travel trailer will provide you the room to walk around and take all your household belongings with you. Only you can decide how important that is to your camping trips. Just remember that a Lance camper that sleeps five provides all the same conveniences in a lot more versatile package!

Lance lets you rough it in style and luxury!

Getting away from it all doesn't mean giving it all up...especially with Lance. With an incredible list of standard and optional features, you can have all the comforts of home. Here are some of the highlights:

Extended cabover queen bed: This is one of Lance's most popular options. It provides additional storage and closet space and allows sleeping lengthwise instead of crosswise. No more crawling over someone in the middle of the night. It's available on most Lance and most Squire models. Twin beds are also available in Lance and Squire extended cabover models.

Fully automatic water heater: Available on all Lance models. No more bothersome trips outside to light the water heater...a simple flick of the switch and you're in business. The switch is conveniently located in the Lance monitor panel on the range hood.

Microwave oven: The ultimate for the chef who wants to maximize his or her time in the outdoors. You can have it on all Lance or Squire models in 1994.



Roll out storage drawer: This heavy-duty slide-out compartment, located beneath the dinette, is available on Lance dinette models. The molded compartment

holds a cooler for picnics or just a place to store special cargo like hunting or fishing supplies. It's a Lance exclusive.

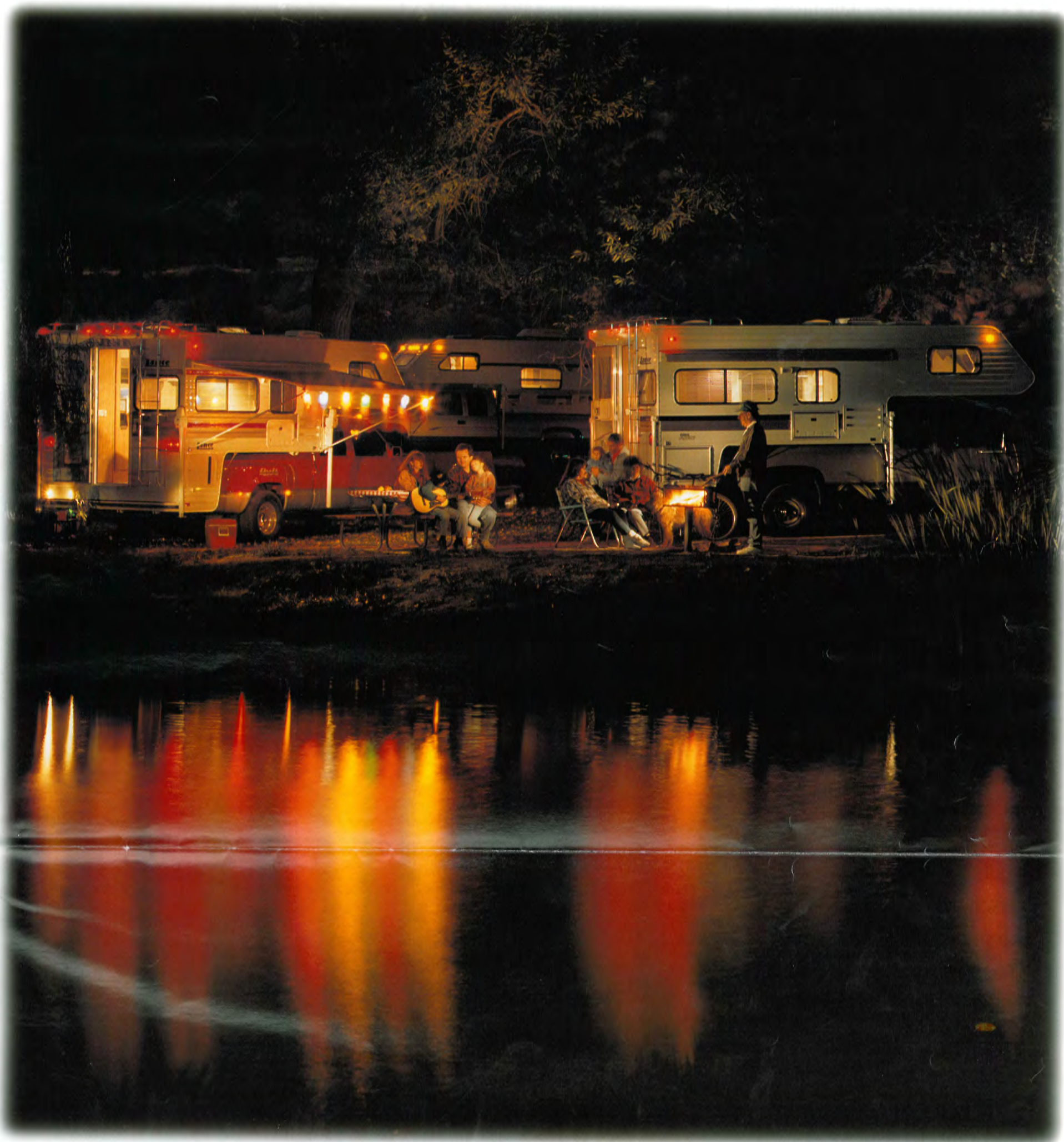
Quality Music Systems: Lance models come with an AM/FM Cassette stereo system with two speakers. The same system is optional on Squire. A Lance option for real music lovers is to select the optional Panasonic matched AM/FM Cassette System or the AM/FM Compact Disc Player, both with 4 speakers. These quality sound units will please the most critical ear.



Optional child restraint for overhead bunk: This Lance innovation is ideal for retaining small children while sleeping.



Awning: High quality roll out awning provides plenty of shade. Easy to operate, and stores in hard case.



The experience hasn't changed, just our products...

Just 30 years ago our first "Lancer" camper was created. Our campers are very different today, but the Lance tradition and our goals are still the same...to build the best campers we can...it's that simple.

But it takes a lot more than just desire to uphold our Lance reputation. It takes a superb team of experts with many years of experience. No company has more experience with campers than Lance. That's why our products look and perform so well.

Our 1994 Lance and Squire campers are the best campers we have ever built. We believe they are the best campers *ever* built. We know you will agree.

Jack Cole

Jack Cole, President

Lance

America's Favorite Truck Campers.

The Lance Romance. If you loved Lance before, you're going to be crazy about the fabulous new Lance line up for 1994! They go beyond special... they are spectacular. Everywhere you look, you'll see new features, upgrades, design refinements and, most of all, Lance quality.



*The Lance 900 boasts a new storage cabinet with more counter space. Note the easy access cabover step.**

Inside you'll enjoy exquisite workmanship, quality components, luxurious upholstery, large cabinets, decorator colors and spacious new floorplans.

It's hard to improve on Lance floorplans, but we did it! Our new 990 11' 3" floorplan puts all the features and amenities you could possibly imagine into one luxurious model.

The popular Lance 900 now has a handy new food bar featuring even more storage. And the 1994 Lance 300 and 480 models now sport a new sofa to increase floor space.

Throughout all Lance models, you'll find more storage, more headroom in the bedroom and more open space than ever. Some of the most popular Lance comfort and convenience features now come standard: spacious bonus cab cabover, roll-out storage

drawer on dinette models, Fome-Cor® weather barrier insulation, exterior light package, Atwood® white ball screw jacks, and a powerful 18,000 BTU furnace for quick warmups any



Lance interiors are all new this year, as pictured is this 880, the most popular floorplan in 1993. Soft blues, warm greys, soothing greens and wood tones form an inviting atmosphere.

where. Appliances are exactly where they are most convenient. Storage precisely where it's needed.

All this is focused on one goal: to provide Lance owners with the best possible recreational experience for their precious leisure times. That is what Lance is all about.

More than ever...comfort.

No matter where you take it...from the high country to the beaches...Lance

Luxurious, fully equipped 990 dry bath provides separate shower and toilet areas with all the amenities you have at home. Walls are totally water resistant and a breeze to keep clean!





lets you take all the comforts of home with you. Kitchens planned for more than heating soup. Dining areas large enough for your entire family. Complete bathrooms with all the conveniences and complete privacy. When it's time to rest, there's plenty of room to stretch out for a peaceful night's sleep. And there's ample room to just kick back and relax or read a good book.



The new Lance 480 interior, as well as the 300 model, feature a beautifully upholstered sleeper sofa. A large, U-shaped dinette is available as an option.

Construction? Nobody builds a better camper, and nobody builds a camper better. For nearly three decades we have been perfecting our techniques. Revising. Improving. Little things mean a lot, like the new fold-out step and extra side foot-hold for safer, easier access to the cabover bed.

This 990 is a lesson in fashion and functionality. Full bath, abundant counters, fabulous floorplan and a great dining area...all wrapped in the look of oak and decorator upholstery.

Perfection is what we strive for.

Zero defects is our goal. Ask any Lance owner, ask any RV dealer, any RV authority, who builds the best campers. They'll tell you Lance, and only Lance, gives you year 'round reliability. Lance...built for decades of fault-free performance. More features, more quality, more camper, more Lance value.



Every Squire camper is a Lance at heart. Squire campers offer Lance design, construction, innovation and the Lance commitment to perfection. For instance, Squire is made with the same premium kiln-dried wood... assembled in the same way. Both use superior insulation and feature foam-filled, sturdy, laminated floors. And this year, they are made with the same sturdy, fully-laminated Lance "walk-on" I beam roof.



The 9'4" Squire 4000 is a versatile camper that's got all the features. The dinette makes a second bed. It's our most popular Squire.

Squire is designed and built for extraordinary value without sacrificing quality. Walk through any model and you'll experience roomy, efficient, carefully thought-out floorplans with abundant cabinets and storage space. Squire makes the most of every inch of space.

Right along with value, Squire gives you lots of Lance style and comfort. Your first look inside a Squire tells you Lance designers have been



Squire 8000. A delightful layout with large windows and abundant counter space.





This specially designed model 4000 is perfect if you need to tow heavy loads. No hitch modification is necessary.

at work. There's abundant counter space, large drawers, and lots of room for just plain comfort. Attractive window blinds are now standard in Squire dinettes. You'll see new windows with sliding screens, larger side cabover windows, and an easier access pass-through window. In the kitchen you'll find a 3-burner range/oven with a high-output center front burner, range hood with light and fan,

a systems monitor panel, a large two way standard refrigerator, and new fluorescent lighting. The bonus cab bedroom in a Squire has plenty of stretch-out room...and with the optional extended cabover you'll enjoy an extra measure of storage alongside the bed and in the overhead cabinets.

Bathrooms are comfortable and private, and in the larger Squire 8000 feature a heater duct for even more comfort when the weather turns cool. Squire delivers a lot of special touches, too. Deluxe cabinet doors and hardware, new form-fitted decorator mattress cover, and custom cushions, shades and upholstery. Dazzling appearance and pure comfort!

You'll find so many features and so much value in a Squire you'll think you're looking at a top of the line Lance! Put a Squire on your pick-up and you'll have one very versatile, very stylish and very economical RV for years to come.



Exclusive high-output burner on our 3-burner range makes cooking much faster — even at high altitudes.



SquireLite is built just for you.

If you own a short or long bed full size light-duty truck or just want an economical, quality camper, the new SquireLite is for you. And it's the only lightweight camper that delivers the kind of comfort, convenience, superior construction, and solid value thousands of happy Lance owners have come to expect.

Now in their second year of production, the 1994 SquireLites have even more to offer! From the outside, the quality and styling speaks for itself. The sides are smooth, baked enamel aluminum panels; the roof is one piece aluminum. The new windows have removable screens and the front cabover window is now standard.

Locking storage compartments, laminated floors, roof rack and ladder, and four easy-to-manage jacks are just a few of the many features included in every SquireLite.

Inside a SquireLite is space... planned for comfort and convenience. You'll notice new Squire deluxe upholstery throughout. You'll rest easy on the queen size cabover bed. The roomy dinette easily converts into a bed. And you'll be amazed at how much storage space there is.

There is no shortage of amenities, either. The 2-burner stove with range hood or optional 3-burner

range/oven is great for preparing breakfasts, lunches, dinners, or just a pot of coffee. The 3 cubic foot Dometic® refrigerator holds plenty of groceries.

There's a 12,000 BTU thermostatically controlled furnace, 18 gallon fresh water tank, full-length

Plenty of storage here, even with the optional cassette toilet. Area doubles as dressing room.

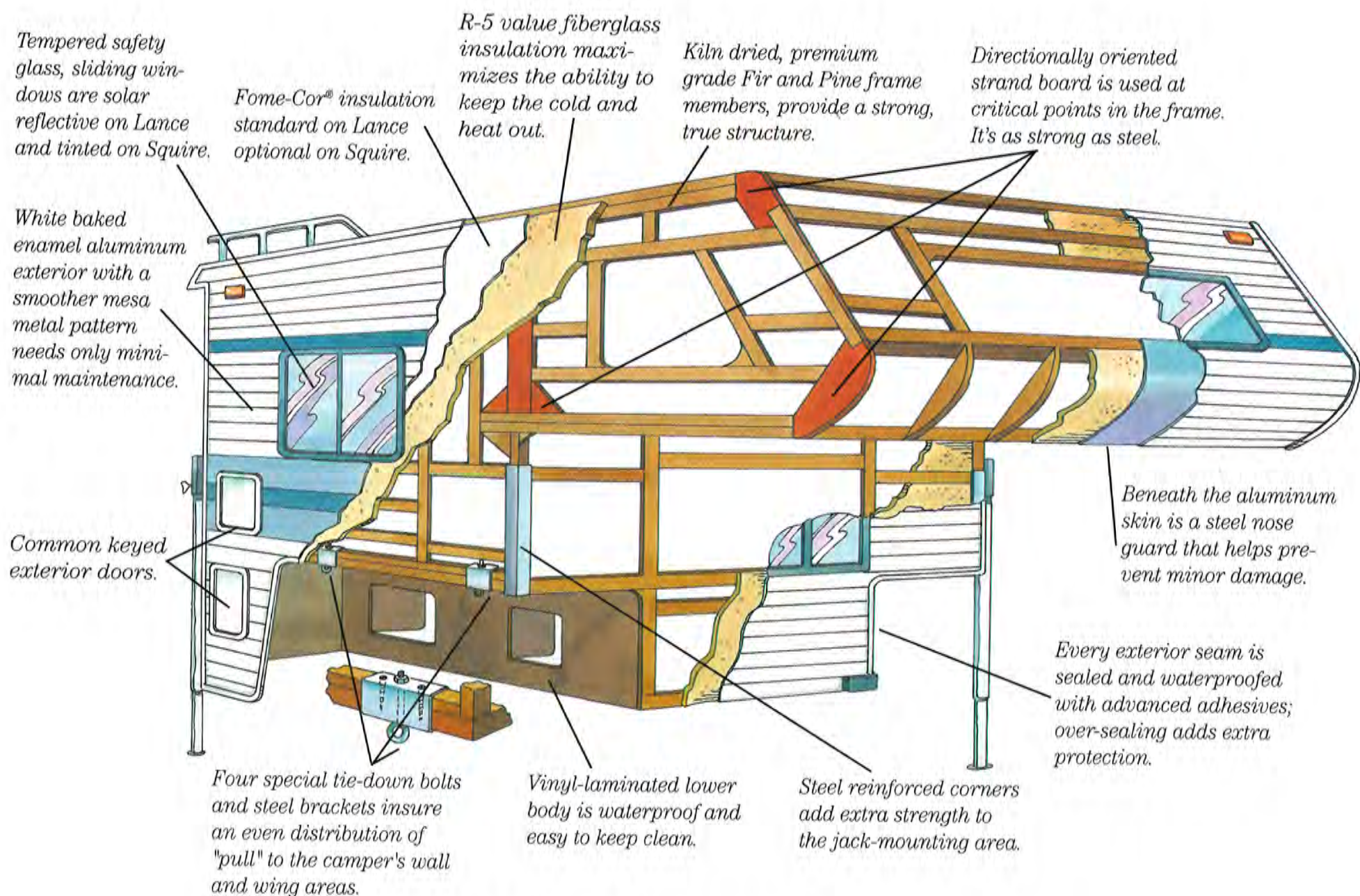
wardrobe, no-wax vinyl floor-covering...so many standard and optional features, you'll be amazed. The outside shower/hot-water heater is a popular option. Add the new cassette-style toilet and sink holding tank...and the SquireLite becomes semi self-contained.

SquireLite...a whole new way to have fun in the great outdoors!

Look for more new SquireLite models in early 1994.

A great versatile floorplan in our most economical camper. Designed for both long and shortbed full-size trucks.





Understanding Camper Construction.

It's the key to making a solid, long lasting purchase.

Although most campers look similar in shape, there are considerable differences in construction. Structural soundness is the key to long life in a camper.

Construction quality is difficult to compare because it is mostly hidden, however, you can expect the structure to be built with the same care as what you can see.

There are two traditional methods of building campers. One is with wood framed walls that are most popular, and the other is with laminated sidewalls. Framed walls allow the manufacturer to attach cabinets to the walls from the outside before the outside surface is applied, like a house. Laminated walls are finished on both sides before assembly, similar to a door in the interior of your home.

Wood Frame Construction: Most camper manufacturers build with wood frames. It is readily available, easy to work with, extremely strong and flexible for its weight and when glued and screwed together has excellent reliability. The applications vary widely because of structural design, methods of attachment, quality of material, and skill of the craftspeople who build them.

Lance Construction: Lance has been building 1" thick sidewalls for almost three decades without ever experiencing sidewall failure. The benefit of a thinner sidewall is more interior space and lighter weight. Structural strength comes from the strategic placement of frame members, the quality of the material and the method of attachment. By placing the structural wood beams with the flat side to the interior panels, we have twice the gluing surface and more area for placement of screws. Lance constructs the back wall with larger wood members for extra strength. The illustration shows the complexity of our engineered sidewalls. Glue and screws are what makes campers strong. We drive screws through the wall into the full framed interior walls, partitions and cabinets.

The floor, wings and rails are filled with rigid foam and laminated. The ceiling is made with laminated sections and assembled with aluminum "I" beams...making the roof strong enough to walk on. The result is a totally integrated camper that is extremely strong, and durable.

Fiberglass or Aluminum: There are two types of fiberglass used as exterior surface material. One is custom molded similarly to a boat. Usually made in large sections and more popular with motor home manufacturers because it is possible to develop

attractive shapes. It is usually heavier, more costly, difficult to work with and subject to cracks, chips and imperfections. Not many campers are made this way.

The fiberglass surface most manufacturers use comes in panels that can be trimmed to the needed shape. It is quite easy to work with. If you look closely at the surface of this material you will see the fibers showing just below the surface gel coat. Gel coat is plastic based paint that adheres to the resin and fibers. Historically, this material has not withstood the sun's ultraviolet rays very well. In the past it has shown signs of deterioration with dulling, chalking, cracking and crazing.

Recently, the material manufacturers have stated improvements in rejecting the effects of the sun. We question whether it will hold its appearance like the baked enamel finish of the aluminum panels used on Lance and Squire.

Nobody wants to think about dents and dings, however, no siding is easier or less expensive to repair than aluminum siding. So Lance keeps researching new products and methods of construction. We pledge that when a better system is available, we will be using it. We must be doing it right or we would not be America's favorite truck campers.

STANDARD AND OPTIONAL FEATURES	Lance					Squire	Squire-Lite	
	300 (8'6")	480 (9'6")	880 (10'9")	900 (11'3")	990 (11'3")	3000 (8'6")	4000 (9'4")	8000 (10'9")
300 (8'6")								
480 (9'6")								
880 (10'9")								
900 (11'3")								
990 (11'3")								
3000 (8'6")								
4000 (9'4")								
8000 (10'9")								
150 (8'6")								
150s (8'6")								
EXTERIOR								
Double Sealant Process Throughout	●	●	●	●	●	●	●	●
One Piece Aluminum Roof	●	●	●	●	●	●	●	●
Full Laminated Reinforced Roof — 1½"	●	●	●	●	●	●	●	●
Roof Rack and Ladder	●	●	●	●	●	●	●	●
Laminated Insulated Floor/Cabover	●	●	●	●	●	●	●	●
Radius Sliding Tinted Windows	●	●	●	●	●	●	●	●
Solar Reflective Windows	●	●	●	●	●	●	●	●
Sliding Pass-Through Window	●	●	●	●	●	●	●	●
Corrosion Resistant LPG Compartment	●	●	●	●	●	●	●	●
5-Gallon LPG Tank	●	●	●	●	●	●	●	●
Dual 5-Gallon LPG Tanks	●	●	●	●	●	●	●	●
Visual LPG Gauge	●	●	●	●	●	●	●	●
Front Truck Bed Bumpers	●	●	●	●	●	●	●	●
Exterior Utility Lights (3)	●	●	●	●	●	○	○	○
Slide Out Bumper Storage Tray	●	●	●	●	●	○	○	○
4 Ball Screw Camper Jacks	●	●	●	●	●	●	●	●
Common Keyed Exterior Compartments	●	●	●	●	●	○	○	○
Rear Bumper with Dual-Position Step	●	●	●	●	●	○	○	○
Front Cabover Window	●	●	●	●	●	●	●	●
HEATING/INSULATION								
12,000 BTU Furnace with Automatic Ignition	●	●	●	●	●	●	●	●
16,000 BTU Furnace with Automatic Ignition	●	●	●	●	●	○	○	○
18,000 BTU Furnace with Automatic Ignition	●	●	●	●	●	○	○	○
Insulated Lower Body	●	●	●	●	●	●	●	●
R-5 Fiberglass Insulated Walls	●	●	●	●	●	●	●	●
Fome Cor® Weather Barrier Insulation	●	●	●	●	●	○	○	○
Insulated Storage Compartment Doors	●	●	●	●	●	○	○	○
Front Storm Window Over Bed	●	●	●	●	●	○	○	○
INTERIOR								
Valance with Pull Shade at Door	●	●	●	●	●	●	●	●
Window Blinds in Dinette/Galley	●	●	●	●	●	●	●	●
Oak Framed Cabinet Doors	●	●	●	●	●	●	●	●
Oak Raised Panel Doors	●	●	●	●	●	●	●	●
Fingertip Positive Cabinet Hardware	●	●	●	●	●	●	●	●
Lined Cabinet Door Openings	●	●	●	●	●	●	●	●
All Wooden Drawers, Metal Guides	●	●	●	●	●	●	●	●
TV Cabinet or Shelf	●	●	●	●	●	●	●	●
Rollout Storage Drawer**	●	●	●	●	●	●	●	●
Aromatic Cedar in Wardrobe	●	●	●	●	●	●	●	●
Built-In Full Length Mirror	●	●	●	●	●	●	●	●
Automatic Wardrobe Light	●	●	●	●	●	○	○	○
AM/FM Cassette Stereo	●	●	●	●	●	○	○	○
Overhead Storage with Cargo Nets	●	●	●	●	●	○	○	○
Pleated Drapes/Valances	●	●	●	●	●	○	○	○
Front Window Pull Shade	●	●	●	●	●	●	●	●
GALLEY								
2-Burner Range	●	●	●	●	●	●	●	●
3-Burner High Output Range/Oven	●	●	●	●	●	●	●	○
Range Top Igniter/Glass Oven Door	●	●	●	●	●	○	○	○
Folding Range Cover	●	●	●	●	●	○	○	○
Range Hood	●	●	●	●	●	○	○	○
Range Hood with Light/Fan	●	●	●	●	●	○	○	○
3-Ft. 2-Way Dometic Refrigerator	●	●	●	●	●	○	○	○
4-Ft. 2-Way Dometic Refrigerator	●	●	●	●	●	○	○	○
5-Ft. 2-Way Dometic Refrigerator	●	●	●	●	●	○	○	○
5-Ft. 3-Way Dometic Refrigerator	●	●	●	●	●	○	○	○
Single Stainless Steel Sink	●	●	●	●	●	○	○	○
Double Stainless Steel Sink	●	●	●	●	●	○	○	○
Single Lever Faucet	●	●	●	●	●	○	○	○
Dual Valve Type Faucet	●	●	●	●	●	○	○	○
Butcher Block Sink Cover	●	●	●	●	●	○	○	○
6 Gallon Hot Water Heater	●	●	●	●	●	○	○	○
6 Gallon Auto Relight Hot Water Heater	●	●	●	●	●	○	○	○
Pantry with Adjustable Shelves	●	●	●	●	●	○	○	○
Oak Trimmed Counter Tops	●	●	●	●	●	○	○	○
DINETTE								
Dinette Bed with Reversible Cushions	○	○	●	●	●	●	●	●
Folding Sofa Bed with Pillows	●	●	●	●	●	●	●	●
Carpeted Dinette Step/Storage Area	●	●	●	●	●	●	●	●
Lightweight Sliding Dinette Table Top	●	●	●	●	●	●	●	●
Magazine Rack	●	●	●	●	●	●	●	●
Dinette Window Blinds	●	●	●	●	●	●	●	●
SLEEPING ACCOMMODATIONS								
Queen-Size Bed 60" x 80"	●	●	●	●	●	●	●	●
Serta Innerspring Mattress	●	●	●	●	●	○	○	○
Multi-Color Mattress Cover	●	●	●	●	●	○	○	○
Privacy Curtain	●	●	●	●	●	○	○	○
Bedroom Reading Lights	●	●	●	●	●	○	○	○
Digital Alarm Clock	●	●	●	●	●	○	○	○
Dinette Converts into Bed	○	○	●	●	●	●	●	●
Side Sofa Converts into Bed	●	●	●	●	●	○	○	○
Bunk Bed*/Overhead Storage	●	●	●	●	●	○	○	○
Bonus Cabover	●	●	●	●	●	○	○	○
Cabover Access Steps***	●	●	●	●	●	○	○	○
BATHROOM								
Toilet Room with Storage	●	●	●	●	●	○	○	○
Full Length Door Mounted Towel Rack	●	●	●	●	●	○	○	○
Large Mirrored Medicine Cabinet	●	●	●	●	●	○	○	○
Fiberglass Shower Stall	●	●	●	●	●	○	○	○
Fresh Water Flush Toilet	●	●	●	●	●	○	○	○
Separate Toilet and Shower	●	●	●	●	●	○	○	○
Skylight Roof Vent	●	●	●	●	●	○	○	○
12 Volt Exhaust Fan in Bath	●	●	●	●	●	○	○	○
Heat Ducted to Lavvy Area	●	●	●	●	●	○	○	○
110 Volt Outlet with GFI Protection	●	●	●	●	●	○	○	○
Bathroom Window with Blind	●	●	●	●	●	○	○	○
FRESH AND WASTE WATER SYSTEMS								
Low Point Fresh Water Drains	●	●	●	●	●	○	○	○
Sewer Hose Storage Compartment	●	●	●	●	●	○	○	○
Sewer Hose and Adapter	●	●	●	●	●	○	○	○

STANDARD AND OPTIONAL FEATURES	Lance					Squire	Squire-Lite	
	300 (8'6")	480 (9'6")	880 (10'9")	900 (11'3")	990 (11'3")	3000 (8'6")	4000 (9'4")	8000 (10'9")
300 (8'6")								
480 (9'6")								
880 (10'9")								
900 (11'3")								
990 (11'3")								
3000 (8'6")								
4000 (9'4")								
8000 (10'9")								
150 (8'6")								
150s (8'6")								
FRESH AND WASTE WATER SYSTEMS (Cont'd)								
Demand Type Water Pump with In-Line Filter	●	●	●	●	●	○	○	○
Electric Water Pump	●	●	●	●	●	○	○	○
ELECTRICAL								
Fluorescent Lighting	●	●	●	●	●	○	○	○
110 Volt Convenience Outlets	●	●	●	●	●	○	○	○
110V/12V Power Converter	●	●	●	●	●	○	○	○
Battery Charger	●	●	●	●	●	○	○	○
Corrosion Resistant/Locking, Battery Compart.	●	●	●	●	●	○	○	○
30 Amp Service Cord/Locking Compartment	●	●	●	●	●	○	○	○
Pre-Wired for Air Conditioning	●	●	●	●	●	○	○	○
Pre-Wired for Microwave Oven	●	●	●	●	●	○	○	○
Pre-Wired for Cable TV with Outlet	●	●	●	●	●	○	○	○
Pre-Wired for TV Antenna and Stereo	●	●	●	●	●	○	○	○
Systems Monitor Panel	●	●	●	●	●	○	○	○
12 Volt Convenience Outlet	●	●	●	●	●	○	○	○
Entry Light Switch	●	●	●	●	●	○	○	○
110 Volt Patio Outlet	●	●	●	●	●	○	○	○
Ground Fault Interrupter	●	●	●	●	●	○	○	○
12 Volt Wiring to Rear Vent	●	●	●	●	●	○	○	○
Battery Disconnect Switch	●	●	●	●	●	○	○	○
SAFETY								
Cabover Skylight/Escape Hatch	●	●	●	●	●	○	○	○
Fire Extinguisher	●	●	●	●	●	○	○	○
Locking Wheel Well Access Doors	●	●	●	●	●	○	○	○
Keyed Deadbolt Entry Lock	●	●	●	●	●	○	○	○
Steel Reinforced Tie Downs	●	●	●	●	●	○	○	○
Steel Reinforced Front Corners	●	●	●	●	●	○	○	○
LPG Gas Detector	●	●	●	●	●	○	○	○
Automatic Changeover LPG Regulator	●	●	●	●	●	○	○	○
Folding Entry Step	●	●	●	●	●	○	○	○
Porch Light/Assist Handle	●	●	●	●	●	○	○	○
Saf-T-Vue Rear Window	●	●	●	●	●	○	○	○
Smoke Detector	●	●	●	●	●	○	○	○

● STANDARD ○ OPTION ○* NOT RECOMMENDED FOR STANDARD CAB TRUCKS

* To be used with Child Restraint System ** Only available in Dinette Models *** U.S. Patent Pending

Lance can match your pickup.

Looks aren't everything, but why not look your best, especially when you own a Lance—the classiest camper in the world!

Everyone admires a beautiful Lance, Squire, or SquireLite camper mounted on a nice truck, especially when they are color coordinated. Lance offers an extensive lineup of color combinations that complement

virtually any late-model pick-up truck.

The main exterior is smooth, bright white baked enamel. Choose your stripe combination from an extensive array of colors outlined in the chart below.

Nobody beats Lance when it comes to style, inside or out!

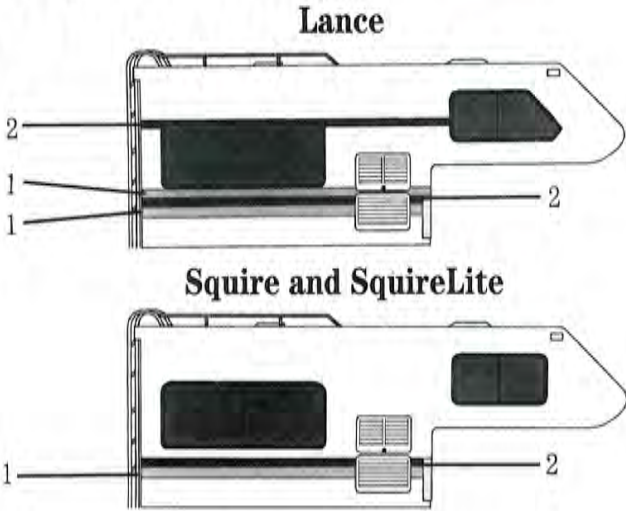
Exterior Stripe Colors:

Wide Stripe #1 Color Choices:

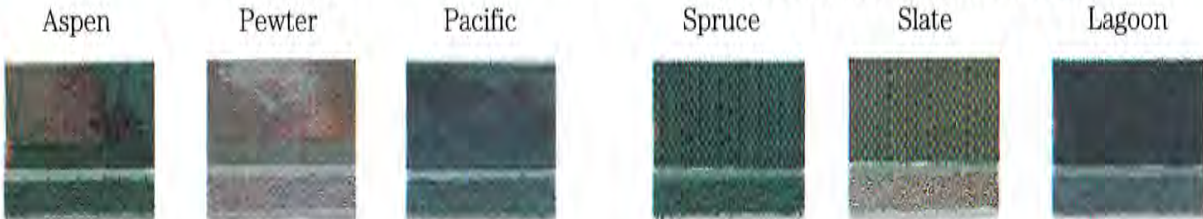
Beige
Mocha Tan
Shadow Blue
Metallic Silver
White

Narrow Stripe #2 Color Choices:

Spicy Brown
Mocha Tan
Navy Blue
Shadow Blue
Indigo Blue
Scarlet Red
Burgundy
Dark Silver
Black
White



Interior Color Choices: Lance Squire and SquireLite



America's Favorite Truck Campers.

Lance Camper Mfg. Corp. 10234 Glenoaks Blvd., Pacoima, CA 91331-1689
(818) 897-3155 FAX (818) 890-1645

Matching your truck and camper.

Making sure you have the right combination is easy once you have a few guidelines.

Probably no question is more confusing than "What type of truck do I need to carry a particular camper?" This is understandable because of all the confusing terms, like 3/4-ton, 1-ton, half-ton, heavy-duty, GVWR, etc.

Your Lance dealer is an expert on truck and camper combinations and he will be happy to give you some guidance. There are some basics that you should know before you head out shopping. Sales people at truck dealerships are often unfamiliar with campers and may unintentionally give you improper guidance.

The National Highway Traffic Safety Administration requires truck dealerships to provide a consumer information brochure on truck-camper loading.

A 3/4-ton, 4x4, extended-cab truck with all the options may have 700 pounds less payload than a 3/4-ton, standard cab with a minimum of equipment. Look in the glove compartment where you will find a certificate listing all the equipment on the truck plus a guide to payload capacity.

A heavy duty 3/4-ton truck is a popular first or second transportation vehicle...good for work, family and foul weather transportation, and an excellent tow vehicle. You will see many campers on these trucks.

In some cases, larger campers will cause the truck and camper package to exceed the recommended factory GVWR and never have a problem with either hauling or reliability.

Gross axle ratings and GVWR are posted by the driver's door. The total capacity of both axles is usually more than the GVWR.

Careful maintenance, good driving techniques and the proper support equipment have provided many people a lifetime of enjoyment without failure or damage.

The addition of airbags, tires with more capacity and premium shocks, can all improve handling. Lance dealers can install these items. Although the additions can greatly improve handling and ride, they do not, however, change the GVWR of the truck...only the factory can do that.



The right truck is a matter of choice. One-ton, dual rear-wheel trucks are considered ideal if you are to have a fully-loaded 10- or 11-foot camper, especially if you are to tow horses or a large boat.

With the new SquireLite, many lighter truck owners can now have the opportunity to own a Lance-built product. Here are illustrations to indicate the appearance of each style of camper with each style of truck

Proper support equipment increases handling, performance and ride.

The following accessories help to improve the drivability, handling and safety of the your truck and camper package.

All the support equipment listed below is optional. Consult your Lance dealer for the proper setup for your new camper.

- Connecting boot is an exclusive option created by Lance. It compresses between your truck and camper providing communication and a passageway. It allows for the complete use of both truck and camper windows.

- Happijac® makes the safest and strongest camper anchors on the market. The chrome-plated, spring-loaded anchors absorb unexpected bounces. Their tiedowns and turn-buckles are proven to be stronger

right back up ready to reload. With separate buttons for each jack, leveling is a breeze.



SquireLite will have a new manual jack system. This lighter weight system is perfect for these smaller models. They save weight and money and the system is similar to trailer tongue jacks, a proven technology. The four corner system makes loading simple and quick.

than any others available. And the tie downs are designed to eliminate bulky, unsightly or dangerous protrusions.

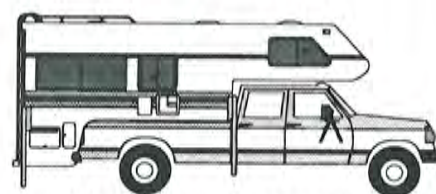
- Camper guides make loading to the center of the truck easy. They also secure the camper from sliding side-to-side.

- Ride-Rite® or Airlift® air bags level the truck by helping to support the rear axle load. They also increase stability. Simply adjust the air pressure for different load conditions

- Cabover stabilizers absorb the bumps while driving on the open road. Stabilizer brackets securely attach cabover stabilizers to the truck.

- Swingout brackets move the front jacks in an outward direction to avoid striking the fenders on trucks with dual rear wheels.

- Mirror extensions make rear-viewing past the camper possible and they fit most trucks that do not already have swing-out mirrors.



Extended cabover and crew cab pickup truck



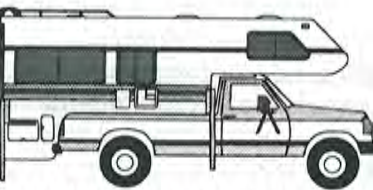
Standard cabover and crew cab pickup truck



Extended cabover and extended pickup truck



Standard cabover and extended pickup truck



Extended cabover and standard pickup truck



Standard cabover and standard pickup truck

Understanding gross vehicle weight ratings and terms.

Heavy-duty, payload, dry weight, cargo weight-rating, center of gravity, towing capacity are all terms that are not always clearly defined.

Late-model trucks have a certificate in the glove box stating the payload of that specific vehicle. The gross vehicle and axle ratings are posted on the the driver's door.

Here are some terms and definitions:

Cargo Weight Rating (CWR): The value specified by the vehicle manufacturer as the cargo-carrying capacity of a vehicle in pounds, exclusive of (minus) the weight of occupants, computed as 150 pounds times the number of designated seating positions.

Center of Gravity (CG): Point where the mass of a body is concentrated and if suspended at that point would balance front and rear.

Curb Weight : Weight of a vehicle without driver, passengers or cargo but including fuel, coolant and other items of standard equipment.

Gross Vehicle Weight Rating or "GVWR": The value specified by the manufacturer as the loaded weight of a single vehicle.

Combined Gross Vehicle Weight Rating or "CGVWR": The value specified by the manufacturer as the loaded weight of the vehicle and loaded trailer.

Gross Axle Weight Rating or "GAWR": The value specified by the vehicle manufacturer as the load-carrying capacity of a single axle system measured at the tire-ground interfaces.

Payload Rating : is the maximum allowable load (including the weight of the driver and all occupants) that the vehicle can carry based on all factory-installed equipment on the vehicle.

New ball screw jacks now standard, electric's optional.

Lance and Squire campers will now come standard with manual ball screw jacks, proven to be reliable and easy to handle. Years in development, the jacks system offers more control, tighter tolerances for better stability and faster operation.

The optional electric system offers push button convenience. With finger tip ease, you can lift your new camper out of the truck bed and lower it to the ground. And when you are ready to go just push the buttons and it raises

Lance offers luxury features and fashionable style in a variety of floor plans.



Spacious and stylish Lance floor plans offer everything you need to ease on down the road in comfort and style

Specifications:

Lance Models	300	480	880	900	980	990
Floor Length	8'6"	9'6"	10'9"	11'3"	11'3"	11'3"
Width Overall	93"	93"	93"	93"	93"	93"
Height (Interior)	6'6 1/2"	6'6 1/2"	6'6 1/2"	6'6 1/2"	6'6 1/2"	6'6 1/2"
Fresh Water Tank (Gal.)	33	33	33	40	40	40
Gray Water Tank (Gal.)	11	13	19	22	22	22
Black Water Tank (Gal.)	12	16	22	26	26	26
LPG Tanks (No./Gal.)	2/5	2/5	2/5	2/5	2/5	2/5
Optional LPG Tanks (No./Gal.)	N/A	N/A	2/7	2/7	2/7	2/7
Standard Cabover						
Dry Weight	2195	2440	2650	2740	2710	2770
Length Overall	15'5"	16'8"	17'11"	18'4"	18'4"	18'4"
Center of gravity	64"	56"	48"	48"	46"	47"
Extended Cabover						
Dry weight	2275	2520	2730	2820	2790	2850
Length Overall	16'4"	17'7"	18'10"	19'3"	19'3"	19'3"
Center of Gravity	68"	60"	52"	52"	50"	51"

Note-Dry weights listed include all standard features.
Optional equipment is additional.

A word about cabovers.

All Lance models have the same bonus cabover, equipped with a Serta innerspring queen mattress, color coordinated mattress cover, headboard storage, two overhead storage cabinets, side storage cabinet, folding privacy curtain, digital alarm clock and a reading light.

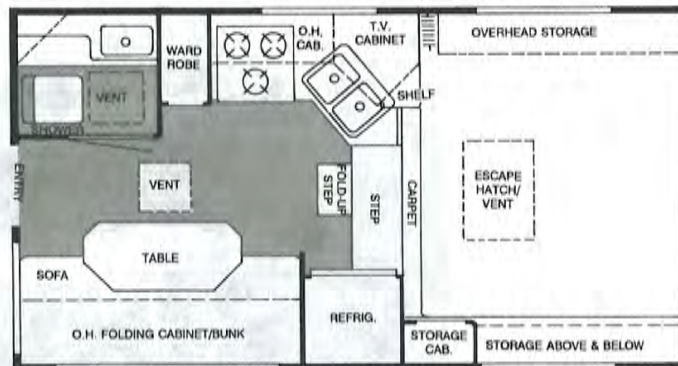
All* models in the Lance line are available with optional extended cabover queen or twin beds. The extended cabover queen bed option includes all of the above plus a lengthways bed arrangement, extra storage, a shirt closet, and wall mounted lamps.

The optional twin bed cabover has similar equipment including a center night stand.

*Extended cabover on Model 300 is not recommended for standard cab trucks.

Lance 300 8'6"

A compact self contained camper loaded with big camper comforts and conveniences.



Shown with bonus cabover queen bed.*

Lance 480 9'6"

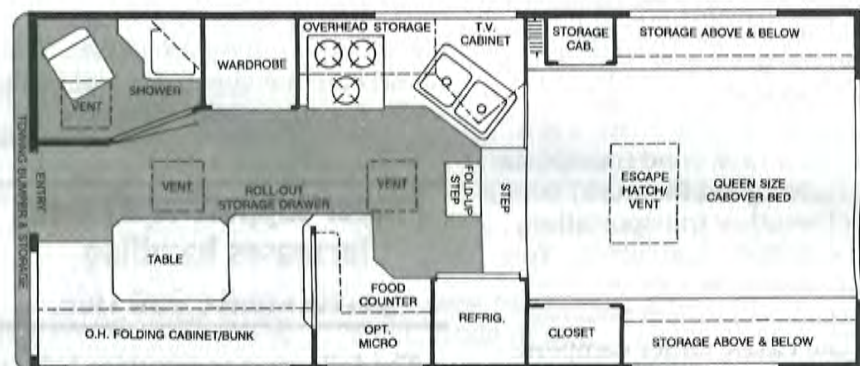
Compact floor plan sleeps five and boosts many standard features and options.



Shown with optional extended cabover with queen bed.

Lance 880 10'9"

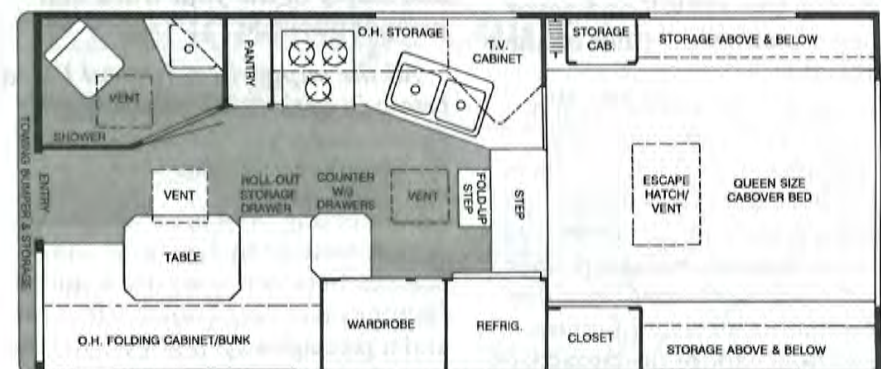
This floor plan features a large L-shaped kitchen with extra counter and drawer space and room for an optional generator.



Shown with optional extended cabover with queen bed.

Lance 900 11'3"

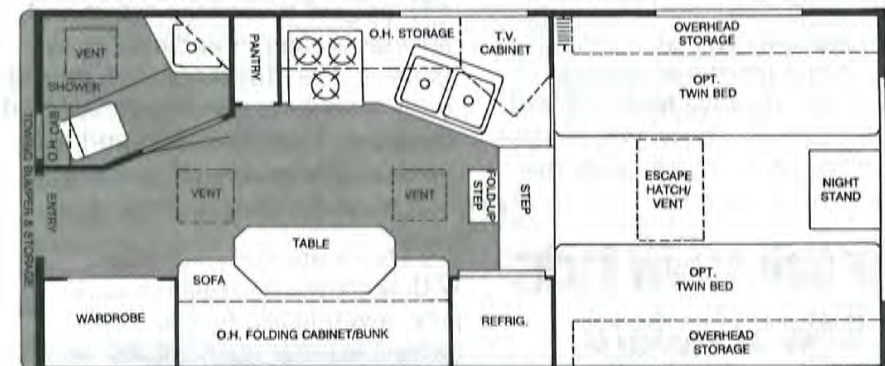
Popular floorplan features open kitchen, abundant storage and a U-shaped dinette. 1994 model has additional counter and drawer space.



Shown with optional extended cabover with queen bed.

Lance 980 11'3"

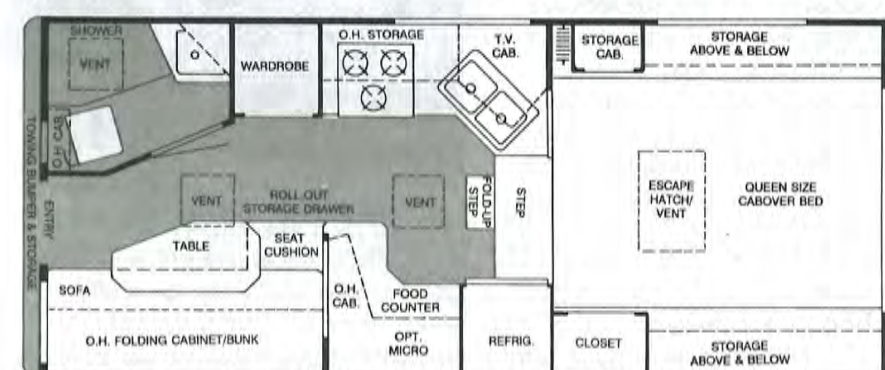
Spacious design has separate shower and a deluxe comfortable side sofa that flips into a bed.



Shown with optional extended cabover with twin beds.

Lance 990 11'3"

New for 1994, with dry bath, L-shaped dinette and massive counter space. All the most popular features.



Shown with optional extended cabover with queen bed.

Squire and Squire Lite campers are a unique blend of Lance quality and outstanding value in the most popular floor plans.

SQUIRE™

Squire floor plans are value and feature-packed. And you'll find plenty of options to make it all very personally yours!

Specifications:

Squire Models	3000	4000	8000
Floor Length	8'6"	9'4"	10'9"
Width Overall	93"	93"	93"
Height (Interior)	6'6 1/2"	6'6 1/2"	6'6 1/2"
Fresh Water Tank (Gal.)	33	33	33
Gray Water Tank (Gal.)	11	13	19
Black Water Tank (Gal.)	12	12	22
LPG Tanks (No./Gal.)	2/5	2/5	2/5
Optional LPG Tanks (No./Gal.)	N/A	N/A	2/7
Standard Cabover			
Dry Weight	1990	2170	2470
Length Overall	15'5"	16'3"	17'11"
Center of gravity	66"	59"	49"
Extended Cabover			
Dry weight	2070	2250	2550
Length Overall	16'4"	17'2"	18'10"
Center of Gravity	69"	62"	52"

Note—Dry weights listed include all standard features. Optional equipment is additional.

A word about cabovers

The Squire 3000,* 4000 and 8000 come with a bonus queen bed, headboard cabinet, overhead storage, storage cabinet with adjustable shelves, magazine rack, small item storage, dome light and a privacy curtain.

The Squire 3000, 4000 and the 8000 are available with an extended cabover queen bed (or twin beds) which includes the lengthways bed, side storage, shirt closet, additional overhead storage and a center light console.

*Extended cabover on Model 3000 is not recommended for standard cab trucks.

SQUIRELite

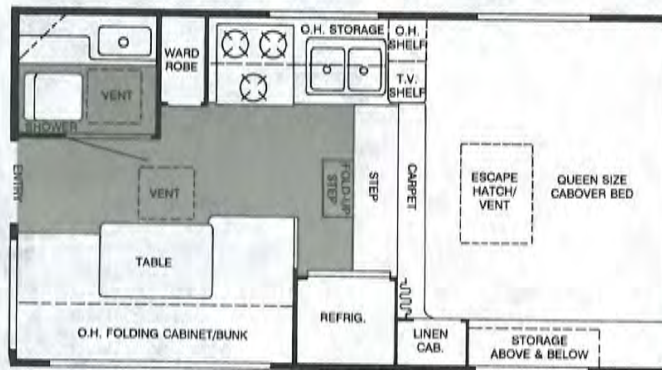
Lightweight. Durable. Spacious. Comfortable. And affordable. SquireLite campers are designed and built for optimal performance on light duty-full-sized trucks.

SquireLite Models	150	150S
Floor Length	8'6"	8'6"
Width Overall	86"	86"
Height (Interior)	6'3 1/2"	6'3 1/2"
Fresh Water Tank (Gal.)	18	18
Gray Water Tank (Gal.) Optional	13	13
Black Water Tank (Gal.)	N/A	N/A
LPG Tanks (No./Gal.)	1/5	1/5
Optional LPG Tanks (No./Gal.)	N/A	N/A
Standard Cabover		
Dry Weight*	1420	1490
Length Overall	14'4"	14'4"
Center of gravity	61"	42"

Note—Dry weights listed include all standard features. Optional equipment is additional.

Squire 3000 8'6"

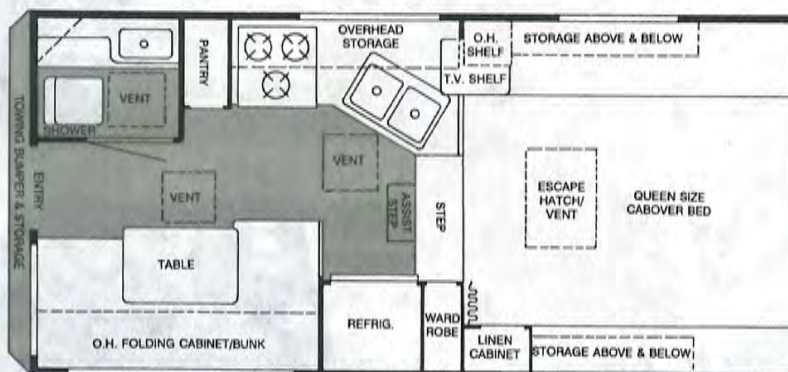
It's amazing how much we've built into the Squire 3000. Full galley, comfortable dinette, bath-room shower, sink and full size mirrored medicine cabinet and ample storage.



Shown with standard cabover queen bed.*

Squire 4000 9'4"

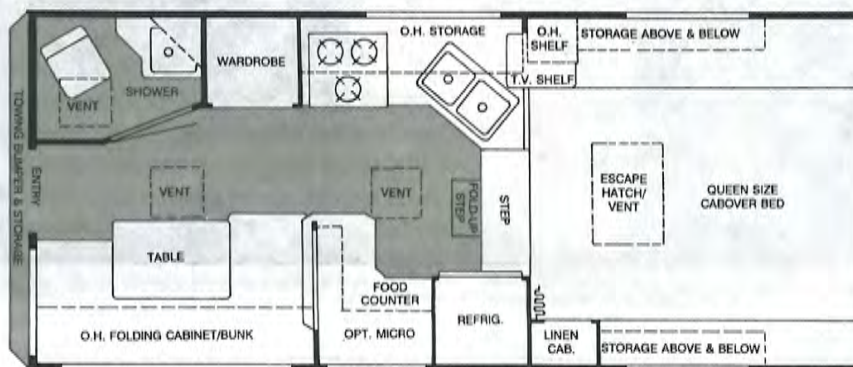
This popular fully contained selling model offers comfort and value. Great companion when towing big loads.



Shown with optional extended cabover with queen bed.

Squire 8000 10'9"

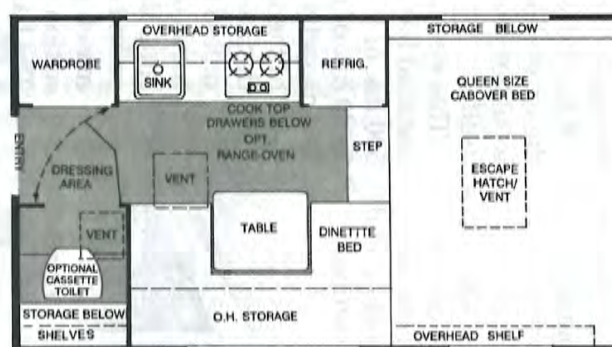
This floor plan is the ultimate in space usage, convenience and Squire value. It features lots of counter space and a large dinette. Available with optional generator.



Shown with optional extended cabover with queen bed.

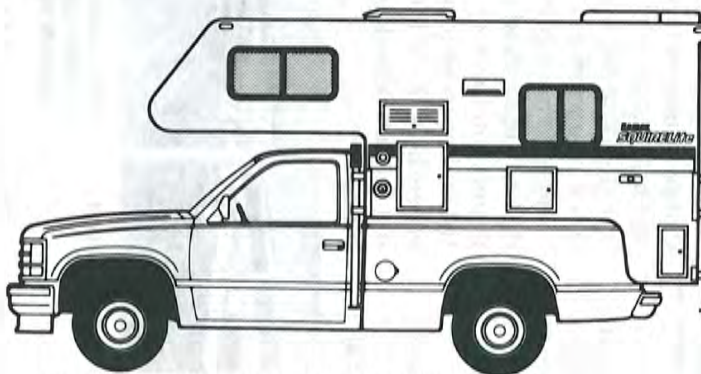
SquireLite 150 and 150s

One unique floor plan, specially designed to accommodate both 8-foot bed (Model 150) and short bed (Model 150s) light-duty trucks. Two sleeping areas accommodate a wide variety of family outings.



Coming early '94.

SquireLite 850 and 950. These two new self-contained models will be the perfect first camper, with all the essentials, built in the same tradition of quality as all other Lance campers. Expect them to be easy to handle and easy on the budget.



SquireLite 150s on a short bed truck.

Getting Hitched.

What you need to know about camper hitch systems.

There are a variety of ways to hitch up a trailer to your truck and Lance camper combination. The method you select should have the capacity to handle the size and weight of your particular trailer and of your Lance camper.

For Lance campers that come standard without a rear camper bumper (Lance 300, Squire 3000, 4000, and SquireLites) the trailer can attach to the truck using one of the following two methods.

The first way is to attach the trailer directly to a hitch ball mounted on the truck bumper. Bumpers rated for towing will have the maximum tongue and gross pulling weight stamped directly on the bumper where the hitch ball mounts. Always observe these ratings.

The second way is to attach the trailer to a frame-mounted receiver hitch on the truck. Receivers come in different classes or ratings. The highest rated receivers will allow tongue weights to 1200 lbs. and gross pulling weights to 12,000 lbs.

One advantage to a receiver hitch is that ball mounts are available with different "drops." You can pick just the right combination for your needed amount of drop so that your

trailer tows level behind your truck. When towing behind a Lance camper that comes with a rear camper bumper (Lance 480 through 990 and Squire 8000), some method of extending the hitch from the truck rearward to the camper bumper is necessary.

Again, the method you use will depend on the size and weight of the trailer to be towed. There are essentially three methods of extending the hitch back to the camper bumper.



Class 1 tow bar



Truck-mounted receiver with extension tube.



Extension bar for weight-equalizing hitch.

The first would be the use of

Lance's optional Class 1 tow bar, a square hollow bar with a ball mount welded to one end and a hitch ball coupler bolted to the other. The coupler attaches to the hitch ball on your truck bumper with the other end fitted between two adjustable tabs on the camper bumper. This system can safely handle up to 200 lbs. of tongue weight and 2,000 lbs. of gross trailer weight.

The second involves a truck mounted receiver hitch and extension tube. The extension tube is made to fit between the receiver

and the camper bumper. The tube is mounted so the majority of the tongue weight from the trailer is distributed back to the receiver on the truck not the camper.

A ball mount is then inserted into the extension tube the same way it would be inserted into the receiver itself.

This system when properly installed has been rated at up to 500 lbs. of tongue weight and 5,000 lbs. of gross trailer weight.

The capacity is limited by the rating of the receiver, but may be de-rated with the extension unless equalized. This type of bar is usually fabricated at a shop that specializes in hitches and can bend the bar to match your particular combination of truck and camper. The Lance factory has a similar system available through its dealers.

For very heavy loads a solid steel extension bar in combination with a weight equalizing hitch can be used. This system allows towing up to 10,000 lbs. with a tongue weight of up to 1,000 lbs, depending on the receiver.

Always make sure to observe your truck's tow ratings and the advice of your local hitch professional. A little care in matching a hitch system to your truck, camper, and trailer package will give you many happy, safe and trouble-free towing miles.

No Lance dealer close to you?

Lance is always searching for established RV dealers where we are not now represented. If you live in an area where there is not now a Lance dealer and you know of a reputable dealer in your area, please share our literature with him. Possibly it could be of benefit to everyone involved. Thank you.

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