

2 Great ones from DODGE

DART!!

and POLARA

NINETEEN HUNDRED AND SIXTY-ONE

Again in 1961 Dodge Upsets the Apple Cart

In 1960, during the most revolutionary year of the post-war automotive era, Dodge sparked an automotive revolution all its own by introducing, in addition to its custom-size models, a new kind of Dodge called Dart!! The Dodge Dart was America's first fine economy car. No cut-down cutie and no compact, Dart was a full-sized Dodge, priced model for model right smack in the low price field. Now, for 1961, with a fresh new look and literally dozens of engineering advances, come two great new ones from Dodge: a full-size Dodge called Dart!! . . . a custom-size Dodge called Polara.

Photographs in this catalog were taken in the Letchworth State Park in New York state. America has thousands of equally beautiful parks and recreation areas. You will enjoy a visit to the one nearest you.



DODGE DART 1961

A full-sized DODGE priced model for model with Ford and Chevrolet



The only resemblance between Dart and low-price cars is its low price. Dart doesn't look low-price. Dart doesn't drive low-price. Dart doesn't feel low-price. Dart is a bonafide, full-size Dodge priced model for model with Ford and Chevrolet. Dart likes people, lots of them. Pile your family in and feel the room. You're sitting in a comfortable, six passenger Dodge. Ease down on the fully-cushioned seats. Run your eye over the interior. The quality is immediately apparent.

There's no austerity here. Now start the engine and move out. Through heavy traffic. Over a ragged piece of road. Along the expressway. You have never driven a low-price car that rides or performs or comforts you like Dart!!

Maybe you'll buy Dart because you're just plain smart and know Dart is a whale of a lot more car for your money, a car that is big in everything but price. Or maybe you'll buy Dart because it is pure bred Dodge.



PHOENIX
2 DOOR HARDTOP



SENECA STATION WAGON

DODGE DART 1961



SENECA STATION WAGON 6 OR V8,
6 PASSENGER



SENECA 2 DOOR SEDAN 6 OR V8



SENECA 4 DOOR SEDAN 6 OR V8

You're looking at the lowest-priced DART!!

This is the Dart Seneca—it will save you money from the day you buy it right up to and including the day you trade it in. Seneca is built to protect your investment like a safe. Rugged. Muscular. Lasting. All basic body components are seam and spot welded together to form a body of amazing strength and rigidity. The entire body is protected from corrosion by an exclusive seven-step rustproofing process. This is followed by two coats of epoxy primer, the toughest known to science, and two coats of Lustre-Bond hi-baked enamel. The Dodge method of body construction is called Unibody. In millions of miles of testing, Unibody has taken all the pounding, twisting and wrenching the world's most demanding automotive proving grounds could dish up. This exceptionally sturdy construction is one reason why the Dart Seneca, in just one year, has become the mainstay of Highway Patrol units in 20 states and is in general use in seven others.



PIONEER 2 DOOR SEDAN 6 OR V8



PIONEER 4 DOOR SEDAN 6 OR V8



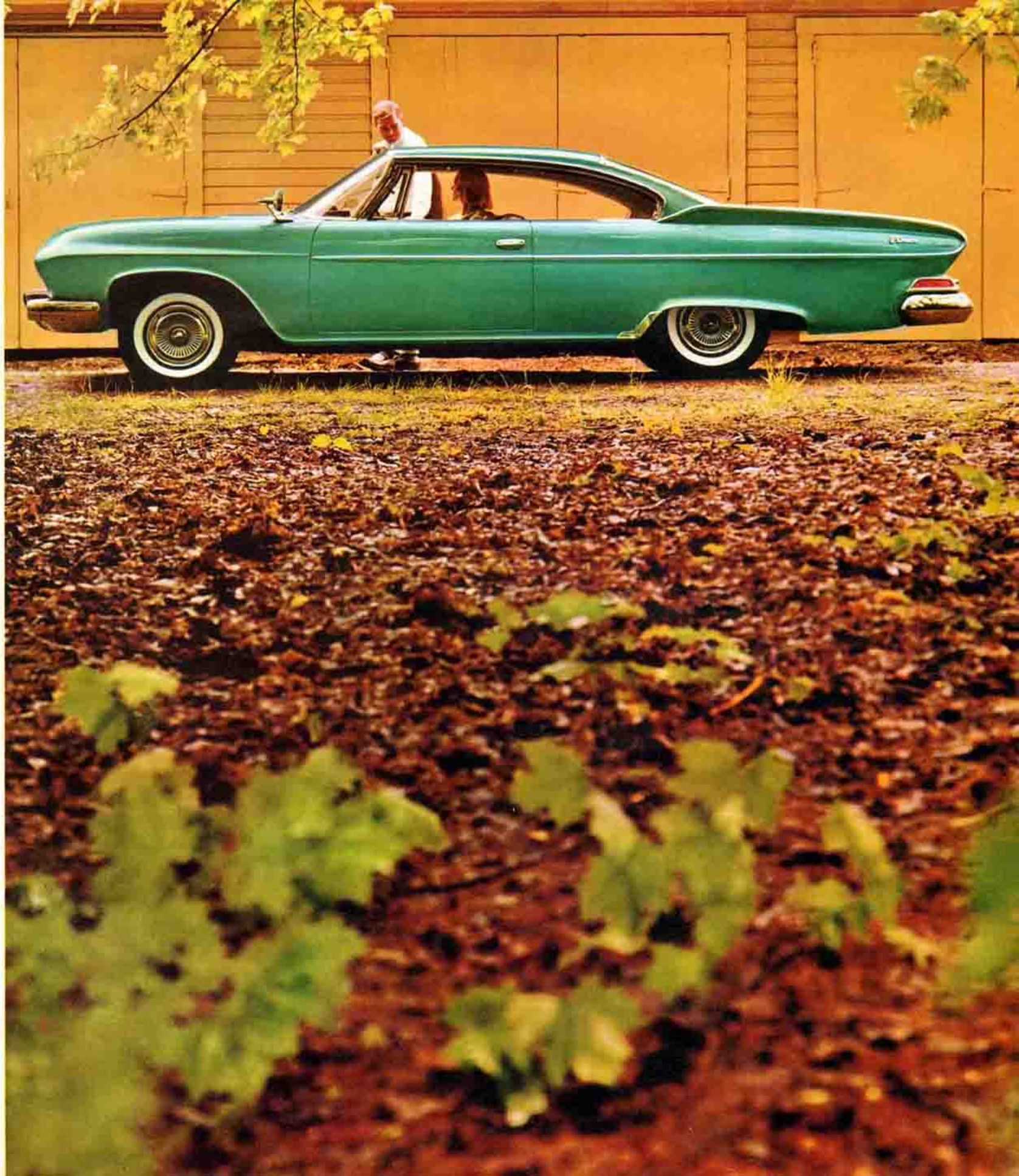
PIONEER STATION WAGON 6 OR V8,
6 OR 9 PASSENGER

DODGE DART 1961

Smart way to pamper your budget...DART!!

This is the Dart Pioneer—the one that lets you move up in everything but price. Pioneer compares in cost with middle-of-the-line low price cars. But that is definitely where the comparison ends. The Dart Pioneer is all Dodge. It has Dodge good looks, full-size Dodge room, Dodge Torsion-Aire ride, Dodge brand performance and Dodge quality throughout. Like all 1961 Dodge cars, the Dart Pioneer saves you money without cutting corners. For instance, it has an alternator-generator that will charge the battery even while you are crawling through slow moving traffic. Because the battery is kept more fully charged more of the time, it will last much longer than batteries in cars equipped with an out-of-date DC-generator. Even the tires will save you money. You see, as the result of a completely new design, treadwear is increased by 15%. Traction is far better and you'll take corners without a whimper. With Pioneer you can also choose the kind of engine that fits your driving needs best . . . the Economy Slant "6", or one of three new V8's.

PIONEER
2 DOOR HARDTOP





PHOENIX 2 DOOR HARDTOP 6 OR V8



PHOENIX 4 DOOR HARDTOP 6 OR V8



PHOENIX 4 DOOR SEDAN 6 OR V8



PHOENIX CONVERTIBLE V8

For the family that loves to go places . . . DART!

This is the Dart Phoenix—it looks like it might cost you a very fancy price. But it won't. Like all Dodge Darts, Phoenix costs no more than low price cars. And Phoenix is so much more car, in comfort, in room, in performance and in pure richness of fabrics and appointments. It shares with all 1961 Dodge cars an advanced Torsion-Aire suspension system, a method of ride control that is called by knowledgeable car men, "the best in the business". Phoenix is in every way a full-size, luxury Dodge. It offers you the choice of three superbly crafted V8 engines including the sizzling D-500 Ram-Induction. The quality of the automobile is readily apparent. The Tower-back front seat, exclusive with Phoenix in the Dart line, is an example. It is custom built to provide the driver additional shoulder and back support for comfort unmatched by any car. If you're driving a car with a low price name, or even if you own an expensive car, drive Phoenix. Get Dodge comfort, convenience and pride of ownership at the cost of a low price automobile.

DODGE DART 1961

DODGE POLARA 1961



The best of Dodge at very modest cost

This is Polara—the finest of everything Dodge. You will respect its masculine authority. You will enjoy obvious advantages in power plant design, interior spaciousness, ease of entry and exit, and operating economy. Polara has been put together with extraordinary care and good taste. Seemingly a paradox, the price of this automobile is one of the lowest in the medium price field.

Polara has flair duplicated by few automobiles built here or abroad. You will take understandable pride in its quality, unexcelled even by cars bearing the marque of custom coach-makers. Polara boasts a body manufactured into one rigid, nearly-indestructible unit.

Above all, Polara is designed for your personal comfort. The Towerback driver's seat and thick foam rubber padding produce fine car comfort at no extra cost. Every feature is designed to make driving as near to effortless as possible. Yet, for all that, Polara does not deprive you of the deepest satisfaction of car ownership a man can have—complete and authoritative control of a precisely engineered machine.

What is said of Polara can unquestionably be said of other cars, most of them imported. But with one exception. None of them offers so much to you at such a modest price. Dodge would build Polara no other way.



POLARA 4 DOOR HARDTOP

DODGE POLARA 1961



POLARA 4 DOOR SEDAN V8



POLARA CONVERTIBLE V8



POLARA 2 DOOR HARDTOP V8



POLARA HARDTOP WAGON V8,
6 OR 9 PASSENGER

Consider the best car Dodge builds

Polara in many ways is an uncommon automobile. Its modern look of elegance and obvious craftsmanship are a combination rare among today's cars. Polara incorporates every Dodge engineering advance, among them a unitized body, torsion-bar suspension system, the alternator-generator. However, it is in the small, sometimes overlooked details that Polara shows its fineness of character. In the precise fit of doors, hood and deck lid. In the meticulous stitching of the upholstery. In the hundred and one other details that make Polara an outstanding automobile. Yet it is one of the most economical cars you can own. Its standard equipment V8 engine, for example, performs brilliantly on regular gasoline. And because it is a Dodge it requires nothing more than normal maintenance.



DART AND POLARA '61

At your option in Dodge automobiles

Driving a 1961 Dart or Polara is a wonderful experience. The cars are complete in themselves. In addition, you may personalize any 1961 Dodge to suit your individual tastes and particular driving needs simply by taking advantage of a full range of extra cost accessories and optional equipment. There are many others besides the ones described to the right, including full time Constant-Control power steering, power brakes and padded instrument panel—all available separately or as a group. Variable speed electric windshield wipers. Glare filtering and heat absorbing Solex safety glass in all windows including a specially shaded band in the upper area of the windshield to reduce glare. If you prefer, the shaded Solex windshield may be obtained with clear glass in all other windows. All-vinyl interiors for Dart Pioneer two-door hardtops and wagons, Dart Phoenix hardtops and convertibles. An air conditioner for six or eight cylinder engines that heats in winter, cools in summer, dehumidifies and filters dust and pollen from incoming air. You may also have factory undercoating to provide additional body insulation and protection. Your Dodge Dealer will be very happy to help tailor your Dodge to you.

AUTOMATIC TRANSMISSIONS—In 1961, Dodge offers 3 different automatic transmissions, each custom designed to fit a specific engine. The three-speed automatic transmission offered for V8 engines in Dart and Polara is called TorqueFlite and is operated by touching instrument panel buttons which actuate a fully-mechanical linkage to the transmission itself. A TorqueFlite "6" three-speed automatic transmission has been specifically designed for the Dodge Economy Slant 6 cylinder engine. The two-speed PowerFlite automatic transmission is also available on some V8-powered Darts. All are push button operated of course.



PUSH BUTTON HEATER—Like the Dodge automatic transmissions, the heater is also operated by convenient push button controls on the instrument panel. There are no confusing knobs or dials. Just touch a button for heating, defrosting, ventilating.



PUSH BUTTON RADIOS—Dodge offers the 1½ watt Music-Master and the more powerful, more sensitive 5½ watt Astrophonic (with custom tone quality, amazingly distortion-free). Both are transistorized for very low battery drain.

BACK-UP LIGHTS—A very helpful convenience overlooked by many new car buyers. You will specially appreciate them when parking or backing out of your garage at night. Put the car in reverse, the lights come on automatically. You can see where you are going clearly.



OUTSIDE MIRROR—Two outside mirrors are offered. One a manually operated type, either singly or in pairs. The other a remote controlled type which allows you to adjust angle of the mirror from inside the car using a knob conveniently located on the instrument panel. Either one adds to safety.



GLARE-PROOF INSIDE MIRROR—This rear-view mirror eliminates glare and reduces eye-fatigue. There are separate positions for day and night. The nighttime setting cuts the headlight glare of following cars. It is a safety feature well worth the small additional cost.



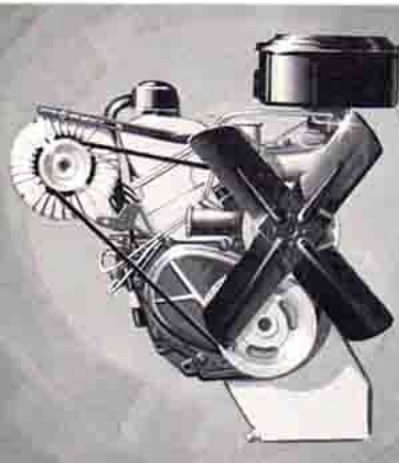
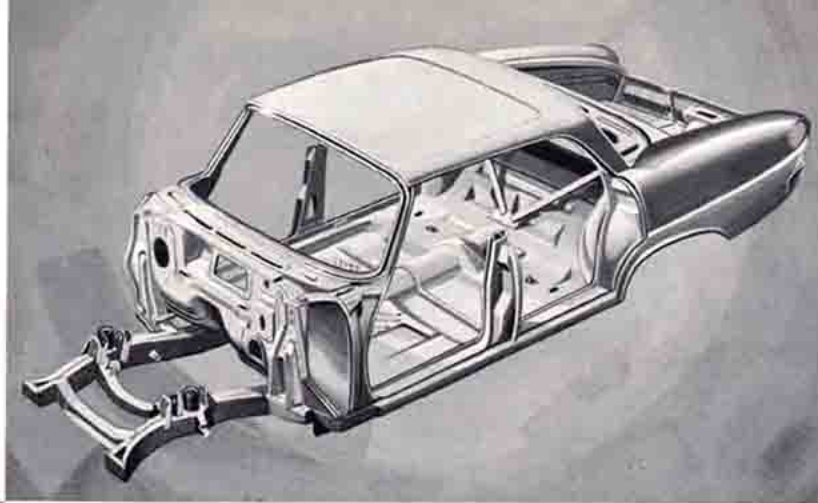
DELUXE WHEEL COVERS—For a touch of pure glamour, Dodge offers this spinner-type wheel cover of rust-proof stainless steel. The unusual sunburst pattern and bold spokes add a look of motion to the entire car.

WHEEL COVERS—Made of rustproof stainless steel. Highly resistant to dents caused by flying stones. These wheel covers provide a dramatic styling accent.

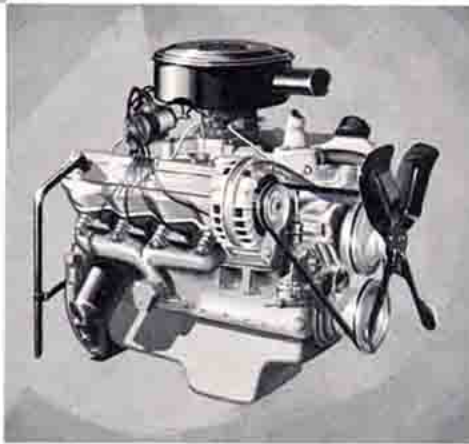


RADIO-HEATER GROUP—Includes the Music-Master radio, heater, back-up lights, left outside mirror and inside glareproof mirror described above. As noted, each can be purchased separately. (Group not available on Polara).

DELUXE RADIO-HEATER GROUP—Includes the Astrophonic radio, heater, back-up lights, remote control outside mirror and glareproof mirror described above. Each can be purchased separately. (Group not available on Dart Seneca).



This is the way **DODGE** builds them



The 1961 Dodge Dart and Polara are all but immune to rattles and rust, because they are *unitized*. In most other cars the body is simply bolted to the frame. But in Dodge, the body and frame are one, joined together by thousands of separate welds. This means all of the body metal works to provide a completely rigid, secure enclosure. This unitized body is then protected against rust and corrosion by no less than seven distinct chemical and finishing treatments.

Another example of Dodge quality is the famous Torsion-Aire suspension system, further improved for 1961. Solid chrome-steel torsion bars in front and unsymmetrical leaf springs in the rear absorb shock without the handling mushiness associated with old-fashioned coil spring suspensions. There is very little lean on even the hardest corners and a complete absence of nose-diving during quick stops. The 1961 Dodge gives you a combination of smooth ride and rugged roadability unmatched by any competitive car.

You will also appreciate the variety of engines offered by Dodge. For optimum performance you may select from several high-output V8's, including one of the most powerful stock engines ever built, the 383 cu. in. D-500 Ram Induction. Or you may choose one of the new Dodge V8's designed to operate at full efficiency on regular gasoline. For the ultimate in economy there is the Economy Slant "6," an inclined, over-head valve engine that combines muscle with a light appetite for gasoline. Every engine built by Dodge is electronically balanced and operation checked before it leaves the factory.

These are just a few of the things that make the 1961 Dart and Polara great automobiles. You would discover many more for yourself by touring the huge Dodge manufacturing facilities. But there is an easier way. Drive a 1961 Dart or Polara. The real proof is there.



The following specifications apply to all 1961 Dodge Dart and Polara models, except where noted:

CHASSIS—Integrated, one-piece unitized body with box section engine mount. 14" Safety-Rim Wheels. Hydraulic, Total-Contact 11" brakes with Cyclebond-applied lining, no rivets. External contracting parking brake with standard transmission. Internal expanding parking brake with PowerFlite, TorqueFlite, or TorqueFlite Six Transmissions. For extra safety, parking brake operates on the drive shaft and is independent of service brakes.

TIRES—Tubeless tires, size 7.00 x 14, standard on Dart 6 cylinder sedans and hardtops, size 7.50 x 14, standard on Dart 8 cylinder sedans and hardtops and on all Dart convertibles. Tire size 8.00 x 14, standard on all Polara models and Dart station wagons and optional at extra cost on other Dart body styles. White sidewall tires are available at extra cost on all the above models and sizes. Tire size 8.50 x 14 (white sidewall only) optional at extra cost on all Polara models.

TRANSMISSIONS AND DRIVE TRAIN—Easy-shift 3-speed manual transmission standard on Dart models. PowerFlite fully automatic 2-speed transmission with torque converter optional at extra cost with some Dart V8 engines only. TorqueFlite fully automatic 3-speed transmission with torque converter optional at extra cost with all Polara and Dart V8 engines. TorqueFlite Six fully automatic 3-speed transmission with torque converter optional at extra cost with 6-cylinder engine only. Heavy-duty 3-speed manual transmission is standard on all Polara models—except those equipped with D-500 Ram Induction engines which have TorqueFlite as standard equipment. The heavy duty manual transmission is included as standard with Dart high performance engines except the 318 4 bbl. which has the 3-speed TorqueFlite as standard.

STANDARD REAR AXLE RATIOS—On the Economy Slant 6-cylinder engine (225 cu. in.), 3.54 with manual transmission; 3.31 with TorqueFlite. On the Dart V8 engine (318 cu. in.), 3.58 with manual transmission; 2.93 with TorqueFlite (NOTE: PowerFlite 2-speed automatic transmission is available with this engine only. Ratio with PowerFlite is 3.31). On the Polara V8 engine (361 cu. in.), 3.23 with manual transmission; 2.93 with TorqueFlite. On the 383 cu. in. D-500 V8's (both with and without Ram manifold), 3.23 with either manual or TorqueFlite transmission.

ELECTRICAL SYSTEM—6-cell, 12-volt battery. Battery capacity: 59 ampere-hours on all 361 and 383 engines; 50 ampere-hours on 318 V8 and Economy Slant "6". High-capacity 35-ampere alternator. Solenoid-shift starter. Single-speed electric windshield wipers. Variable-speed electric windshield wipers optional at extra cost.

SUSPENSION—Dodge Torsion-Aire Ride: torsion bar front suspension; semi-elliptical, unsymmetrical rear leaf springs mounted outboard. Rear axle mounted forward on rear springs to absorb torque. Direct-acting Oriflow shock absorbers. Steering system features a symmetrical idler arm in which the Pitman arm, idler arm and steering knuckle arms all swing through similar arcs. Equal length tie rods and low friction ball joints. The unsymmetrical rear springs and inclined upper control arms in front protect against brake dip and acceleration squat. Full rubber insulation.

FUEL SYSTEM—Dry-type air cleaner and silencer. Automatic choke: heat sensitive element placed in well surrounded by exhaust gases on all engines. Mechanical fuel pump. Fuel filter: plastic in fuel tank with 6-cylinder engine; plastic in fuel tank, plus 15-micron filter in fuel line between carburetor and fuel pump, with all V8 engines. Tank capacity: 20 gallons (station wagons, 21 gallons).

OPTIONAL HIGH-PERFORMANCE ENGINES—D-500 RAM INDUCTION ENGINE. Available at extra cost on all models. Eight cylinder, overhead valve, 90° V-type. Ram induction manifold. Wedge-shaped combustion chamber. Compression ratio: 10 to 1. Bore: 4.25". Stroke: 3.38". Piston displacement: 383 cu. inches. Rotary oil pump. Full-flow oil filter. Oil capacity: 5 quarts (6 quarts when changing oil filter). Coolant capacity: 16 quarts (with heater or air conditioning, 17 quarts). Dual exhausts standard equipment. Special heavy-duty dry-type air cleaner. Two 4-barrel carburetors. Horsepower rating: 330 H.P. at 4800 R.P.M. Torque: 460 lbs. at 2800 R.P.M. Taxable horsepower: 57.8. Manual transmission available on Dart only.

(Continued on Back Cover)

SPECIFICATIONS

Specifications (cont.)

POLARA D-500 ENGINE. Available at extra cost on all Polara models. Eight-cylinder, overhead valve, 90° V-type. Wedge-shaped combustion chamber. Compression ratio: 10 to 1. Bore: 4.25". Stroke: 3.38". Piston displacement: 383 cu. inches. Rotary oil pump. Full-flow oil filter. Oil capacity: 5 quarts (6 quarts when changing oil filter). Coolant capacity: 16 quarts (with heater or air conditioning, 17 quarts). Special dry-type air cleaner. One 4-barrel carburetor. Horsepower rating: 325 H.P. at 4600 R.P.M. Torque: 425 lbs. at 2800 R.P.M. Taxable horsepower: 57.8.

POLARA V8 ENGINE—Standard on Polara. Eight-cylinder, overhead valve, 90° V-type. Wedge-shaped combustion chamber. Compression ratio: 9 to 1. Bore: 4.12". Stroke: 3.38". Piston displacement: 361 cu. inches. Rotary oil pump. Full-flow oil filter. Oil capacity: 5 quarts (6 quarts when changing oil filter). Coolant capacity: 16 quarts (with heat or air conditioning, 17 quarts). Dual downdraft carburetor. Horsepower rating: 265 H.P. at 4400 R.P.M. Torque: 380 lbs. at 2400 R.P.M. Taxable horsepower: 54.3. This 361 cu. in. engine with a 4-barrel carburetor is known as the "Dart D-500" and is available at extra cost on all Dart models only.

DART V8 ENGINE—Standard on all Dart V8 models. Eight-cylinder, overhead valve, 90° V-type. Wedge-shaped combustion chamber. Compression ratio: 9 to 1. Bore: 3.91". Stroke: 3.31". Piston displacement: 318 cu. inches. Rotary oil pump. Shunt-type oil filter. Oil capacity: 5 quarts (6 quarts when changing oil filter). Coolant capacity: 20 quarts (with heater or air conditioning, 21 quarts). Dual downdraft carburetor. Horsepower rating: 230 H.P. at 4400 R.P.M. Torque: 340 lbs. at 2400 R.P.M. Taxable horsepower: 48.9. This 318 cu. in. engine with a 4-barrel carburetor is known as the "Dart V8 with power package" and is available at extra cost with TorqueFlite transmission only on all Dart models.

ECONOMY SLANT "6" ENGINE—Standard on all 6-cylinder Dart models. Six-cylinder, overhead valve, in-line, slanted block. Wedge-shaped combustion chamber. Compression ratio: 8.2 to 1. Bore: 3.40". Stroke: 4.125". Piston displacement: 225 cu. inches. Rotary oil pump. Full-flow oil filter. Oil capacity: 4 quarts (5 quarts when changing oil filter). Coolant capacity: 13 quarts (with heater, 14 quarts). Single downdraft carburetor. Horsepower rating: 145 H.P. at 4000 R.P.M. Torque: 215 lbs. at 2800 R.P.M. Taxable horsepower: 27.7.

DART EXTERIOR DIMENSIONS—Wheelbase 118" (except station wagons, 122"). Over-all length (max. with bumper guards) 213.1". Over-all length station wagons (max. with bumper guards) 217.6". Over-all width (max.) 78.7".

POLARA EXTERIOR DIMENSIONS—Wheelbase 122". Over-all length (max. with bumper guards) 217.1". Over-all length station wagons (max. with bumper guards) 217.6". Over-all width (max.) 78.7".

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. Therefore, specifications, equipment and prices are subject to change without notice.