

Great ones from DODGE

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2 **DART!!!**

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and POLARA

NINETEEN HUNDRED AND SIXTY-ONE





SENECA STATION  
WAGON



# DODGE DART 1961



SENECA 4 DOOR SEDAN 6 OR V8



SENECA 2 DOOR SEDAN 6 OR V8



SENECA STATION WAGON 6 OR V8,  
6 PASSENGER

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; *Unibody*. The Unibody is then protected from corrosion by an exclusive seven-step rustproofing process. This sturdy construction is one reason why the Dart Seneca, in just one year, has become the mainstay of Highway Patrol units in twenty states and is in general use in seven others.



DODGE DART 1961



PIONEER 2 DOOR SEDAN 6 OR V8



PIONEER 4 DOOR SEDAN 6 OR V8



PIONEER STATION WAGON 6 OR V8,  
6 OR 9 PASSENGER

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 looks, Dodge room, Dodge ride, Dodge 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 stay stronger, longer.



PIONEER 2 DOOR  
HARDTOP







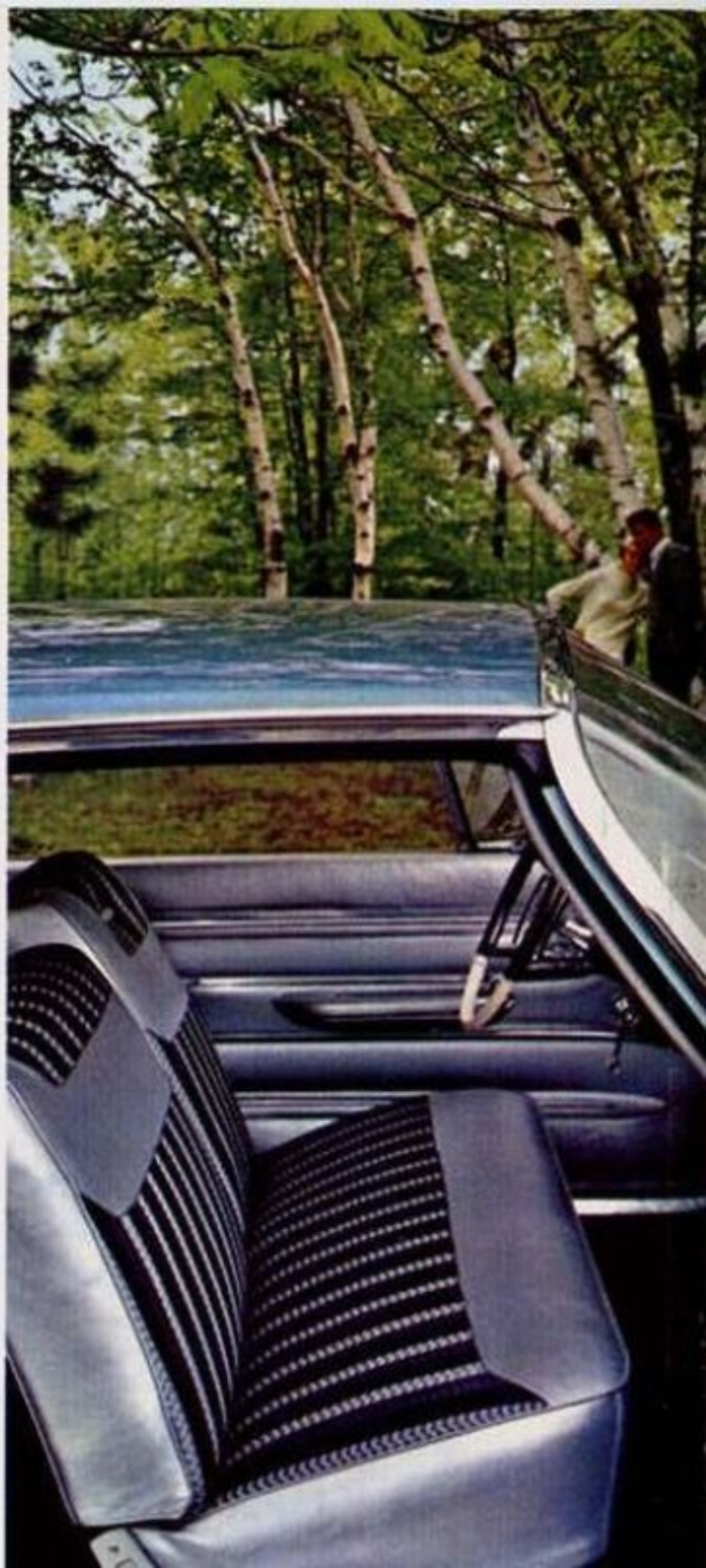
PHOENIX 2 DOOR HARDTOP 6 OR V8



PHOENIX 4 DOOR HARDTOP 6 OR V8



PHOENIX 4 DOOR SEDAN 6 OR V8





# DODGE DART 1961

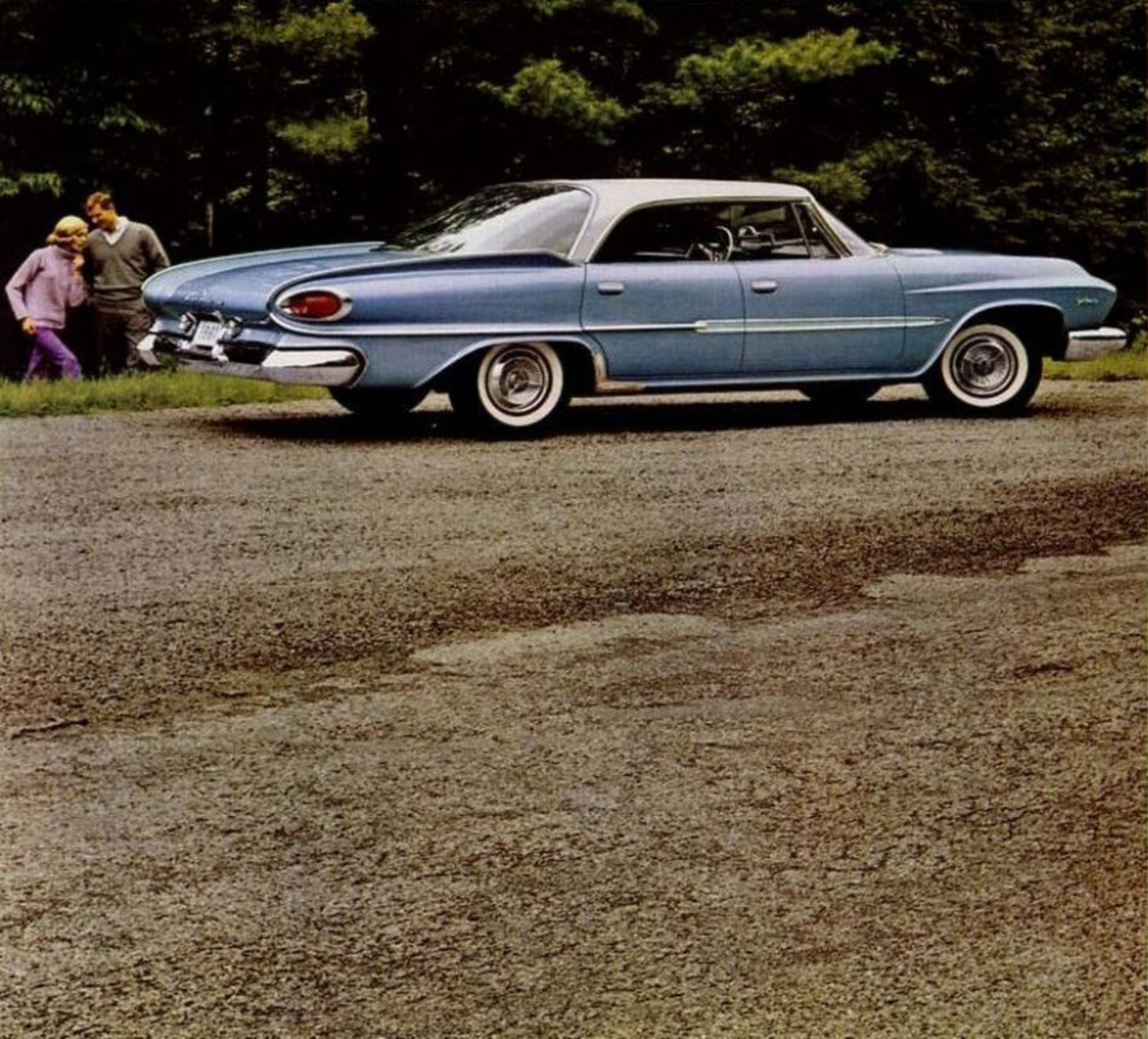


PHOENIX CONVERTIBLE V8

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 room, in performance and in pure richness of 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. In Phoenix you will enjoy Dodge comfort and convenience at the cost of a low price automobile.





DODGE POLARA 1961

POLARA 4 DOOR  
HARDTOP





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 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 other automobiles built here or abroad. You will take pride in its quality, unexcelled even by cars bearing the marque of custom coachmakers. Above all, you will enjoy the deepest satisfaction of car ownership—complete and authoritative control of a precisely engineered machine.



POLARA 4 DOOR SEDAN V8



POLARA CONVERTIBLE V8



POLARA 2 DOOR HARDTOP V8



POLARA HARDTOP WAGON V8,  
6 OR 9 PASSENGER



### TORQUEFLITE TRANSMISSION

Three-speed automatic transmission offered in Dodge Dart and Polara (and special version for Darts equipped with Economy Slant "6") is operated by instrument panel pushbuttons.



### PUSHBUTTON HEATER AND DEFROSTER

Like the Dodge automatic transmissions, the heater is also operated by convenient pushbutton controls on the instrument panel.



### PUSHBUTTON RADIOS

Dodge offers two pushbutton-operated radios, the 1 1/4-watt Music-Master and the more powerful, custom tone quality 5 1/2-watt Astrophonic.

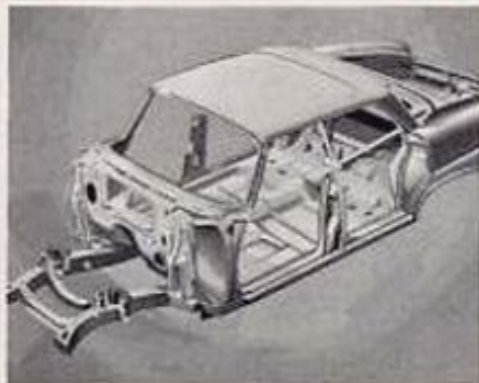


You may personalize any 1961 Dodge to suit your individual tastes and particular driving needs simply by taking advantage of a full range of extra cost accessories and optional equipment. There are many others besides the ones described above including full time Constant-Control power steering, power 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 in certain models. 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. Your Dodge Dealer will be very happy to help tailor your Dodge to you.





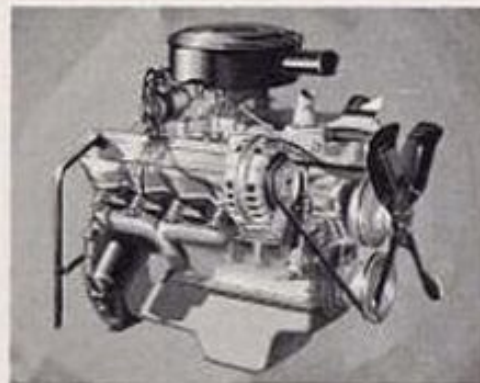
# This is the way DODGE builds them



**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. Parking brake operates independent of service brakes through suspended pedal.



**SUSPENSION**—Dodge Torsion-Aire Ride: torsion bar front suspension; semi-elliptical, unsymmetrical rear leaf springs mounted outboard. Axle mounted forward on rear springs to absorb torque. Direct-acting Oriflow shock absorbers. Steering features a symmetrical idler arm in which the Pitman arm, idler arm and steering knuckle arms swing through similar arcs. Ball joints and equal length tie rods. Rubber insulation.



**DART V8 ENGINE**—Standard on Dart V8's. 8-cyl., o.h.v., 90° V. Compression ratio: 9 to 1. Bore: 3.91". Stroke: 3.31". Displacement: 318 cu. in. Shunt-type oil filter. Dual downdraft carburetor. H.P. rating: 230 at 4400 R.P.M. Torque: 340 lbs. at 2400 R.P.M. Taxable horsepower: 48.9. With a 4-barrel carburetor, this engine is called "Dart V8 with power package", and is available at extra cost (with TorqueFlite only) on all Darts.



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

**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. 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.

**ELECTRICAL SYSTEM**—6-cell, 12-volt battery. Battery capacity: 59 ampere-hours on all 361 and 383 engines; 50 ampere-hours on 318 cu. in. 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.

**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. Full-flow oil filter. Dual exhausts standard equipment. Two 4-barrel carburetors. Horsepower rating: 330 at 4800 R.P.M. Torque: 460 lbs. at 2800 R.P.M. Taxable horsepower: 57.8. Manual transmission available on Dart only.

**POLARA D-500 ENGINE**—Available at extra cost on all Polara models. 8-cylinder, o.h.v., 90° V-type. Wedge-shaped combustion chamber. Compression ratio: 10 to 1. Bore: 4.25". Stroke: 3.38". Piston displacement: 383 cu. in. Full-flow oil filter. One 4-barrel carburetor. Horsepower rating: 325 at 4600 R.P.M. Torque: 425 lbs. at 2800 R.P.M. Taxable H.P., 57.8.

**POLARA V8 ENGINE**—Standard on Polara. 8-cylinder, o.h.v., 90° V-type. Wedge-shaped combustion chamber. Compression ratio: 9 to 1. Bore: 4.12". Stroke: 3.38". Displacement: 361 cu. inches. Full-flow oil filter. Dual downdraft carburetor. Horsepower rating: 265 at 4400 R.P.M. Torque: 380 lbs. at 2400 R.P.M. Taxable horsepower: 54.3. This engine, with 4-barrel carburetor, called "Dart D-500", is available at extra cost on all Dart models only.

**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) 217.5". 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.