

COUTURE MOTORS LTD.
169 PROVENCHER AVE.
ST. BONIFACE, MAN.

1961 **DODDGE**

THE DODGE DART has made a resounding debut on the automotive scene. Before certain other cars' ears had stopped ringing, a new trend started—to Dodge. Sales zoomed skyward. Now hang on to your hats—and your hearts—'cause Dodge has done it again in 1961... with three great new Darts—Phoenix, Pioneer and Seneca. You can tell they're great from their looks (and the growing armada of Darts in the hands of Dodge-happy owners). You can tell even better when you drive one for yourself. Just pile your family in and feel the room. Ease down on the thick, fully cushioned seats while your wife raves about the upholstery. Then sit tight for the biggest kick as you start the engine and begin to move. Through heavy traffic. Over bumpy streets. Along highways. You have never driven a car that rides or goes like Dart. If you're as wise as we think you are you'll buy it. Maybe it's because you're just plain smart and you know Dart is a lot more car for the money. But mostly you'll buy it because it's Dodge.

DART!!

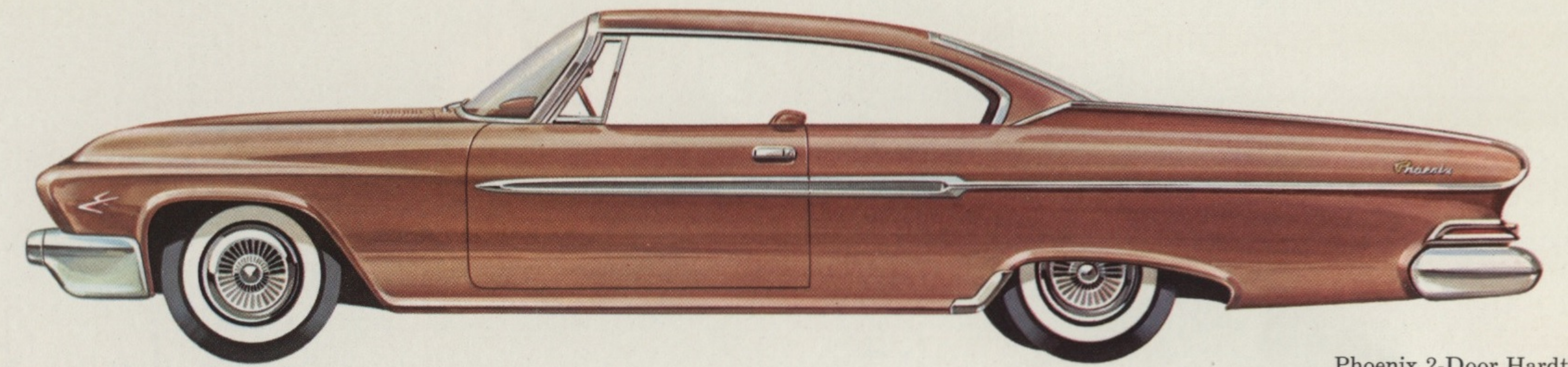
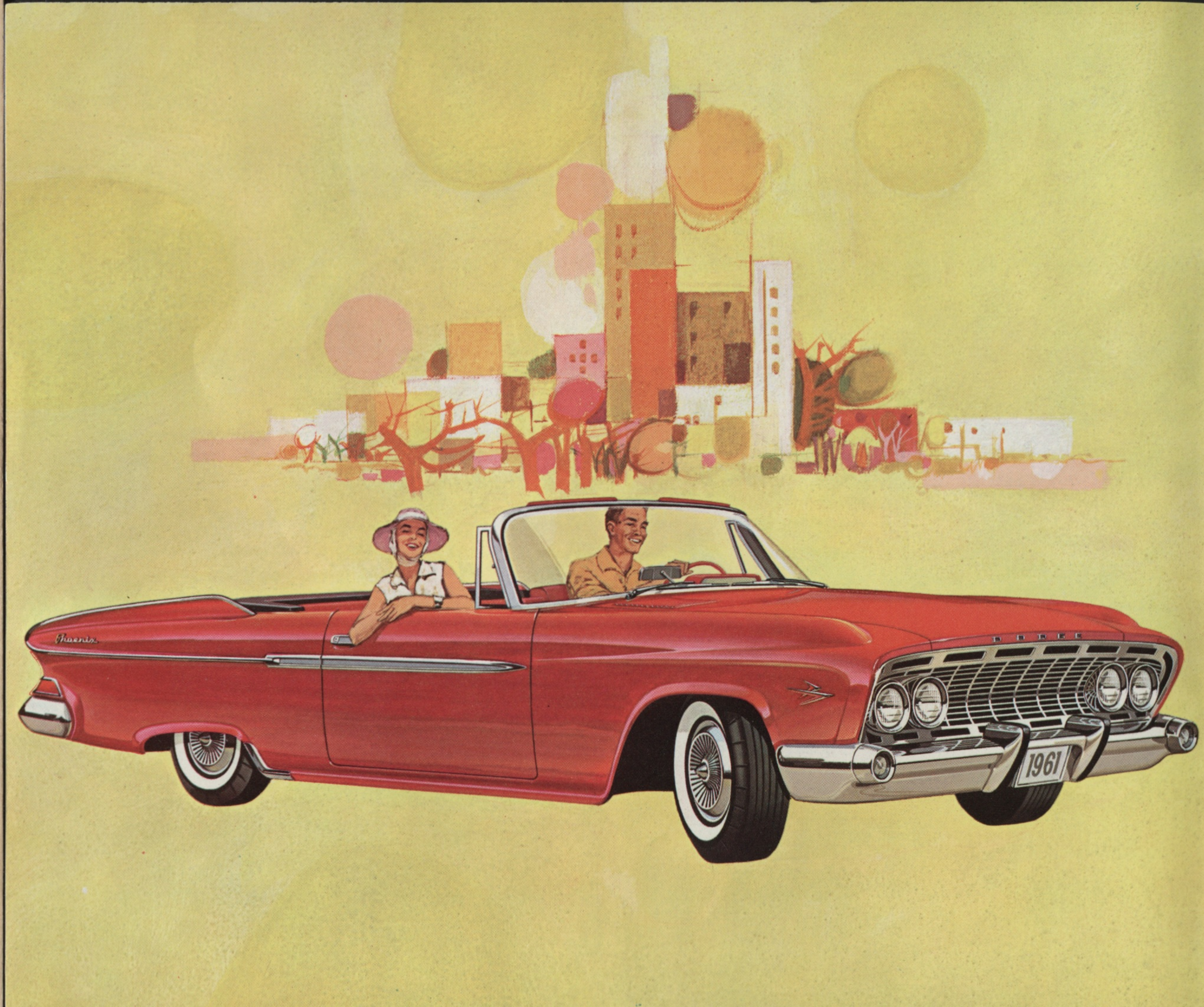




DODGE
DART
PHOENIX
series

Phoenix—the top-of-the-line Dart—
is the sort of car you'll want
your neighbours to see.
Here's an up-to-your-ears-in-luxury
prestige car, with a refined,
quiet dignity all its own.

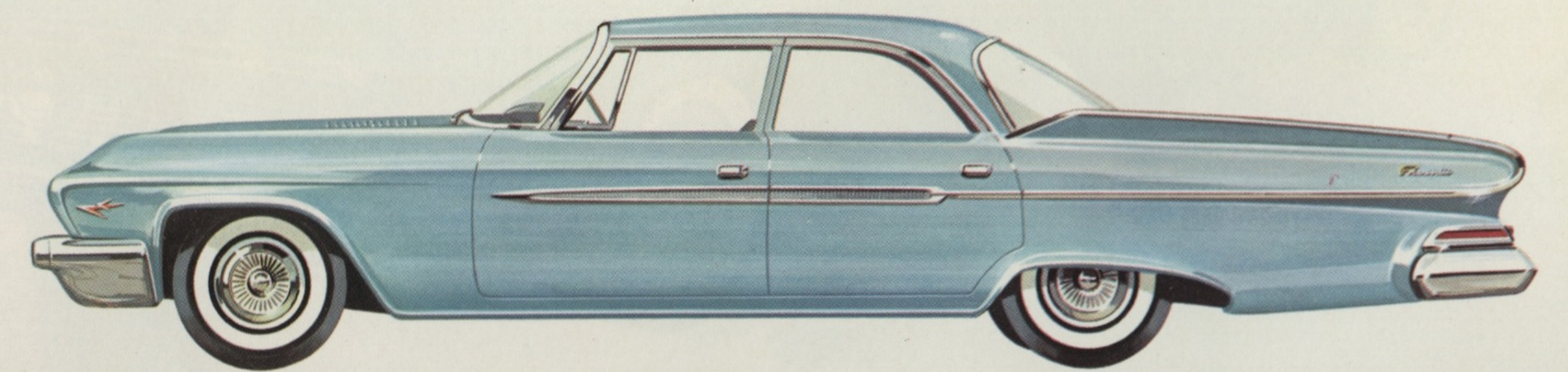
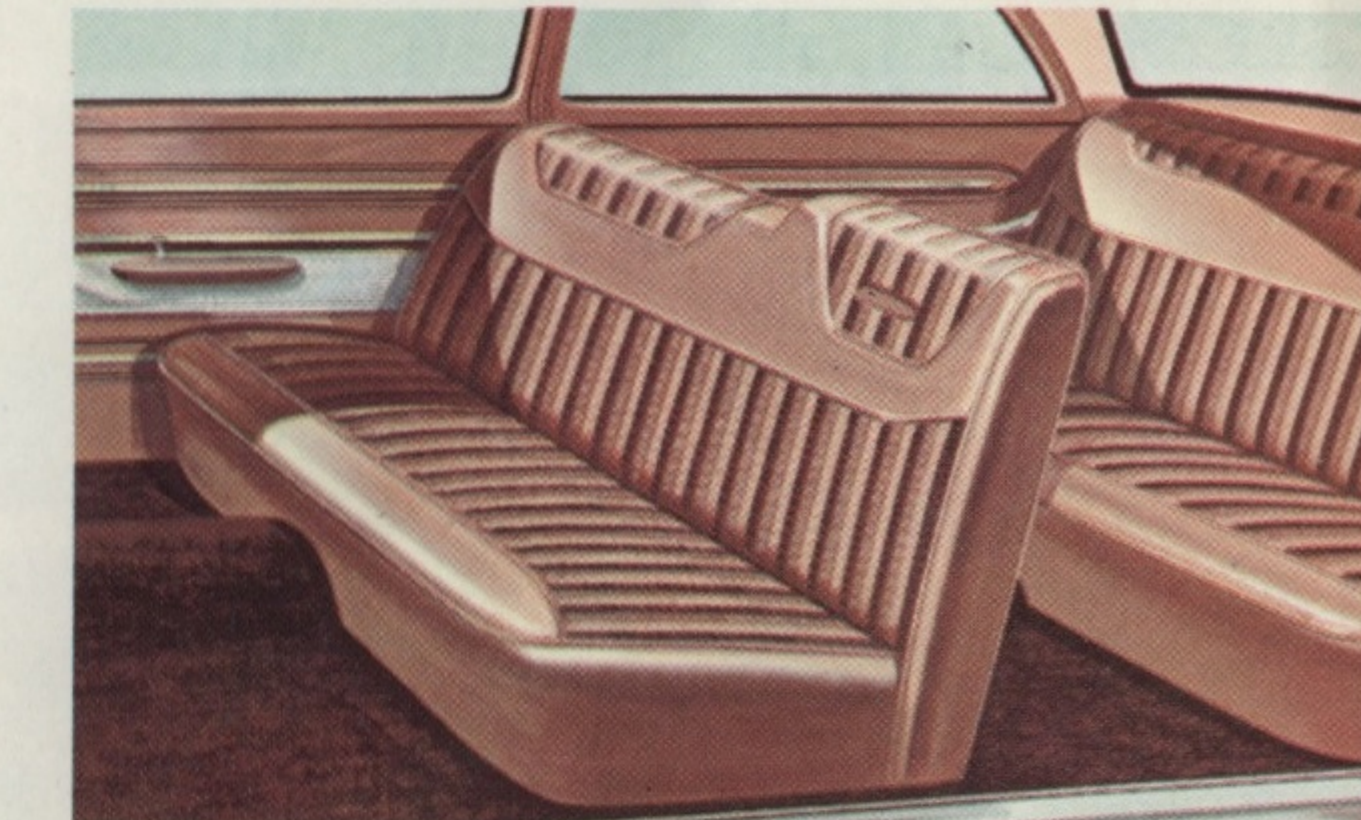
Phoenix 4-Door Hardtop



Phoenix 2-Door Hardtop

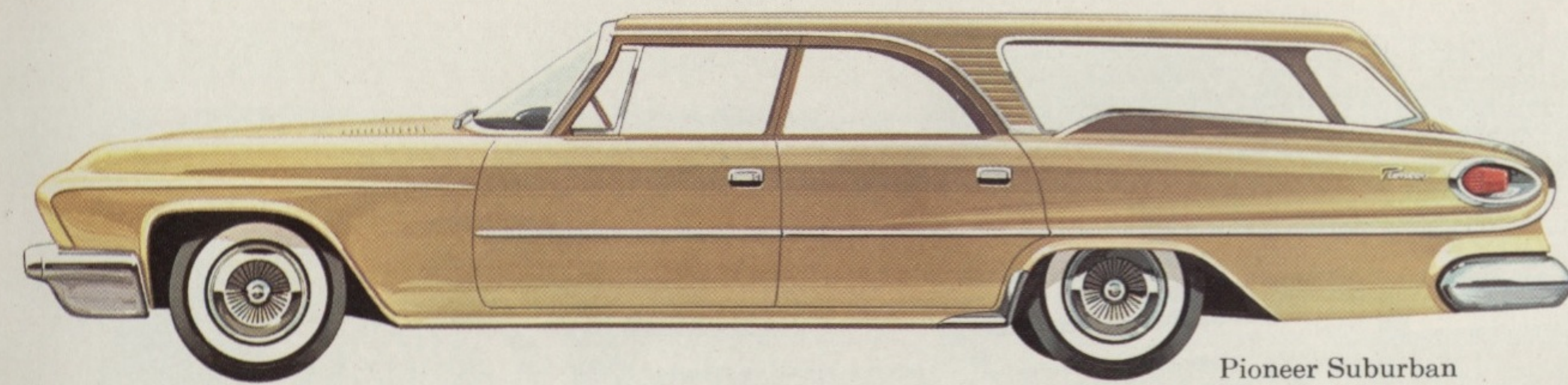
PHOENIX, like all the Darts, is every inch a full-sized Dodge. In style. In room and comfort—tailored for the family that loves to go places. In ride—smooth and secure on any road anywhere. In the way it's built and performs. Yet whichever model you pick—sedan, two or four-door hardtops, or that mouth-watering red convertible on the opposite page—you'll find it pleasantly surprising when it comes to price.

Yes, Dodge Phoenix is a rather remarkable car. It's a car you can move up to without disturbing your budget. It's a car that makes you wonder how you could ask for anything more no matter what the price.



Phoenix 4-Door Sedan

Phoenix Convertible Coupe

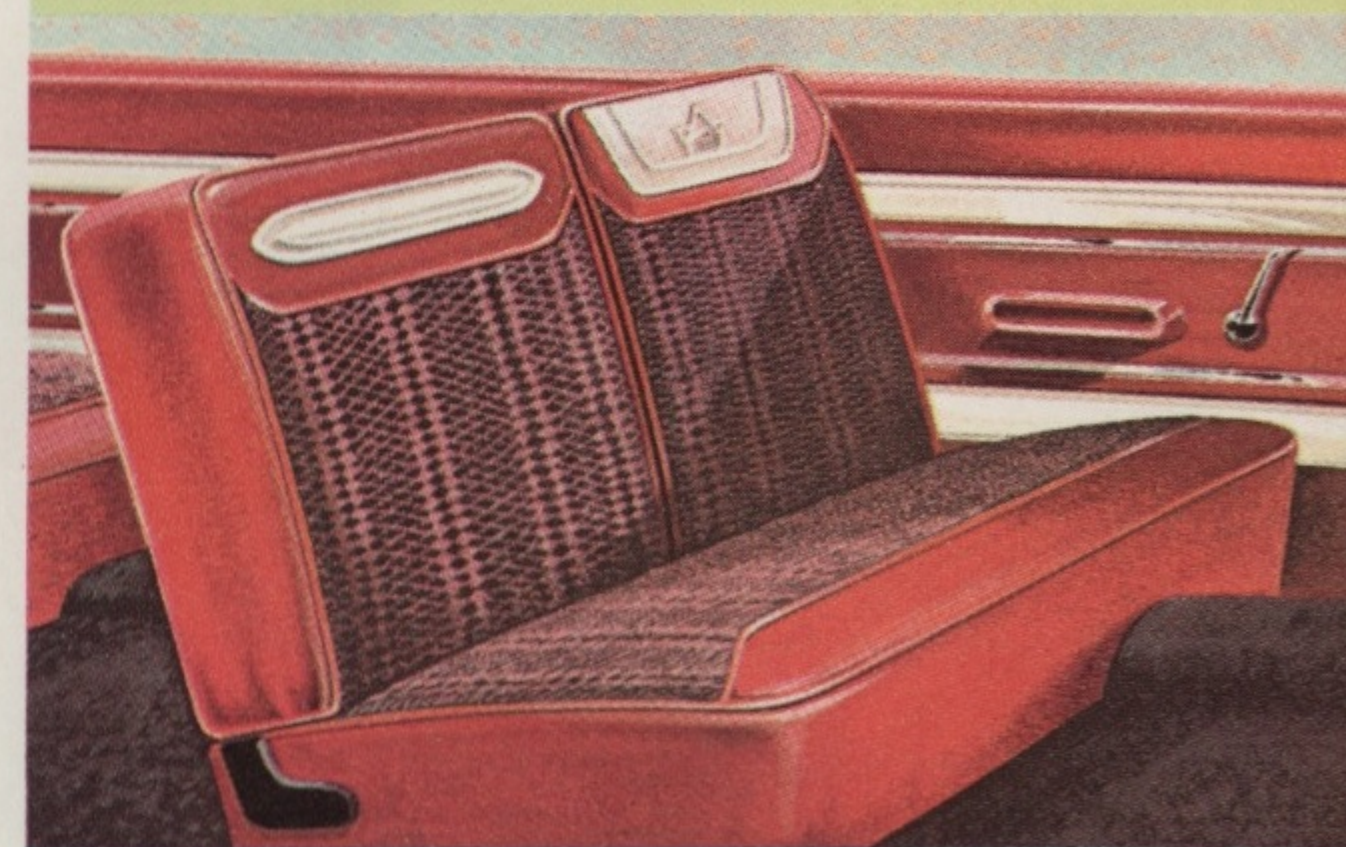


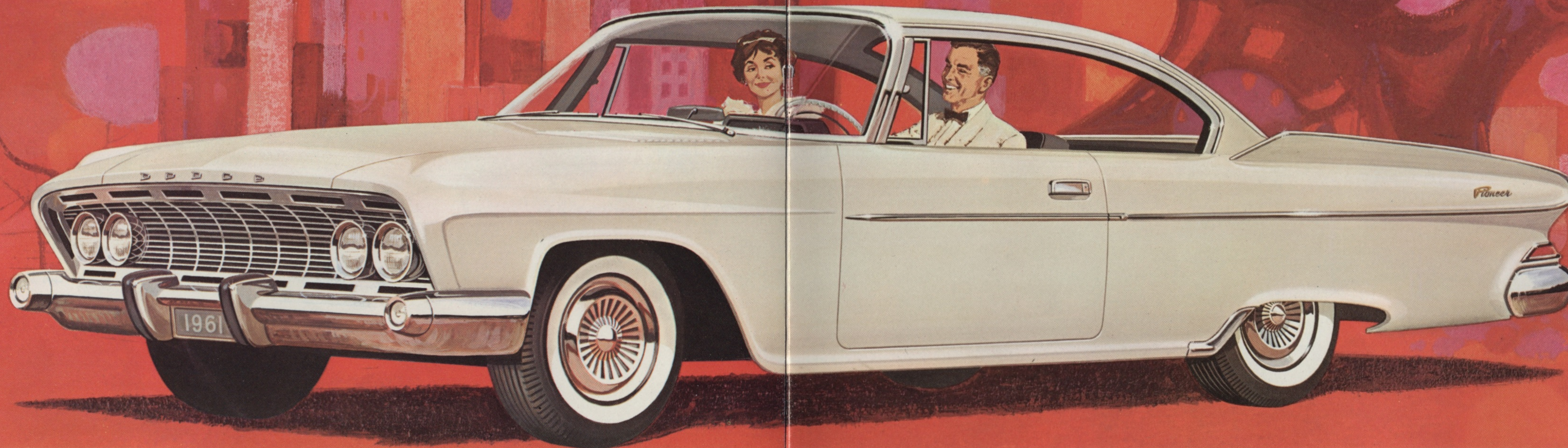
Pioneer Suburban

Here is the Pioneer, middle-of-the-line model of the great new Dodge Dart family. Pioneer is another Dart that's got big Dodge looks, room, ride and performance—which figures—because it's a full-sized Dodge.

Pioneer 4-Door Sedan

DODGE
DART
PIONEER
series

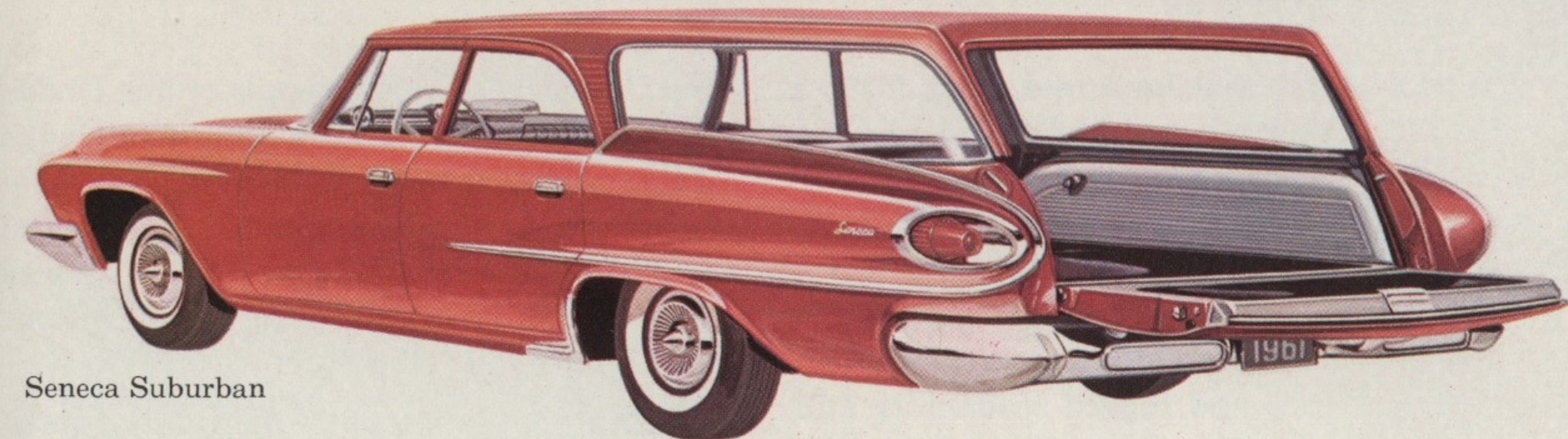




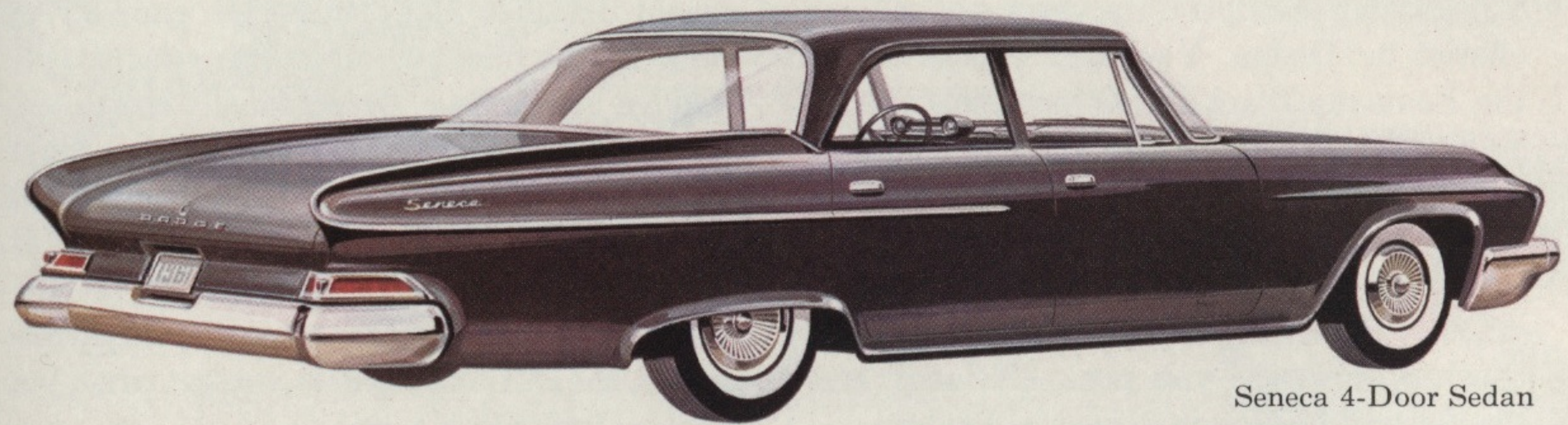
Pioneer 2-Door Hardtop

PIONEER offers more for your money. Unlike other cars in its price range — except the *other* Darts, of course—the Dart Pioneer has a unitized body, rust-proofed and rattle-proofed. And Torsion-*AIRE* suspension that snuffs out bumps and makes the Dodge Pioneer handle like a sports car.

Engines? Well, if you have a grudge against the corner gas station, you'll probably want the Economy Slant Six. Works the pants off a gallon of regular gas, and still gives you top performance. If you want a little more hustle, pick the economical 313 cu. in. V-8. If you're on the leadfoot side you'll want the powerful 361 cu. in. V-8. And they're all built to go best on regular gas! Pioneer may be just the Dodge Dart for you. Check it out today.



Seneca Suburban



Seneca 4-Door Sedan

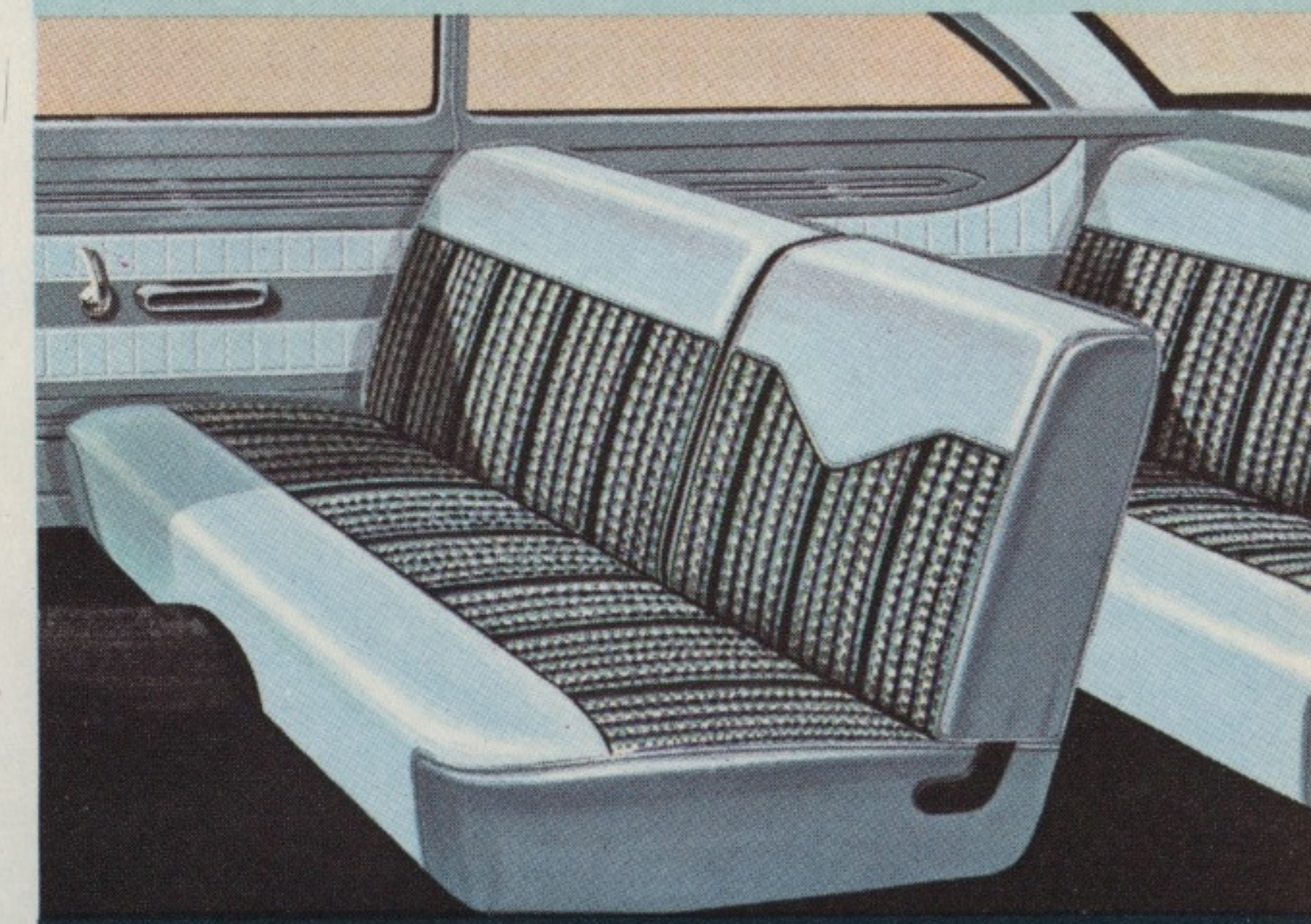
This is the Dart Seneca—lowest-priced Dodge for '61. Seneca is built to protect you and your investment like a safe. Which happens to be exactly how its solid, unitized body is constructed.

All basic body components are welded together into one rugged unit, then put through a six-step rustproofing process, topped by two coats of tough enamel. This Unibody took all the pounding, pummeling, bumping and jouncing the world's toughest automotive proving grounds could dish up. So you know that even the most disreputable corrugated country road won't rattle it.

Just as important as the way the body's built is what you get inside—like your family for instance. Dart Seneca is loaded with room—Dodge sized room—and that's plenty! The six passenger station wagon, for instance, hauls 95.8 cubic feet of just about everything. It's big like everything else about Dart (because it's a Dodge). In everything but price, of course. In fact, you'll find your Dodge Dart dealer has a most happy surprise in store when it's time to start talking deal.

Seneca 2-Door Sedan

DODGE
DART
SENECA
series



THIS IS THE WAY DODGE BUILDS THEM

The people who build Dodge are proud of their work, proud of the cars they build. Engineers, stylists, welders, machinists and thousands of other skilled Dodge workers have created for Dodge a reputation for great cars . . . dependable cars. The 1961 Dodge Dart continues this fine tradition.

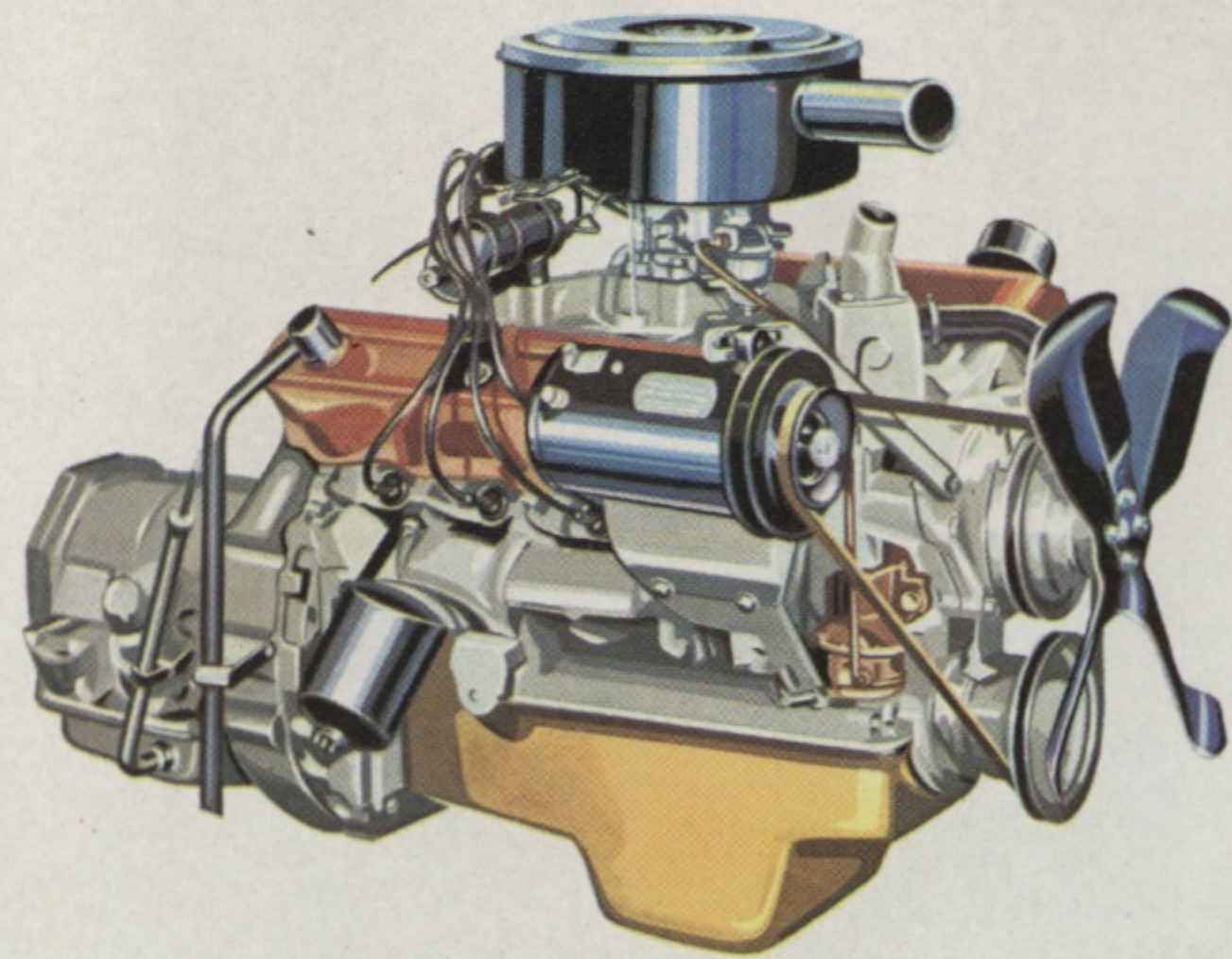
Your 1961 Dodge Dart is all but immune to rattles and rust, because it's *unitized*. In most other cars, the body is simply bolted to the frame. But in Dodge Unibody construction, body and frame are one integral unit, held tightly together by thousands of separate welds, protected against rust and corrosion by no less than 6 distinct chemical and finishing treatments. Generous use of sound-deadening materials throughout Dodge Dart further enhances its structural quietness and your comfort. Another example is the famous Dodge

Torsion-AIRE ride, improved even further for 1961. Solid chrome-steel torsion-bars in the front suspension twist when the wheel hits a bump, absorbing the shock more efficiently than any coil-spring ever made. They all but eliminate sway on curves and nose-diving during quick stops, giving you a combination of smooth ride and rugged roadability still unmatched by other competitive cars.

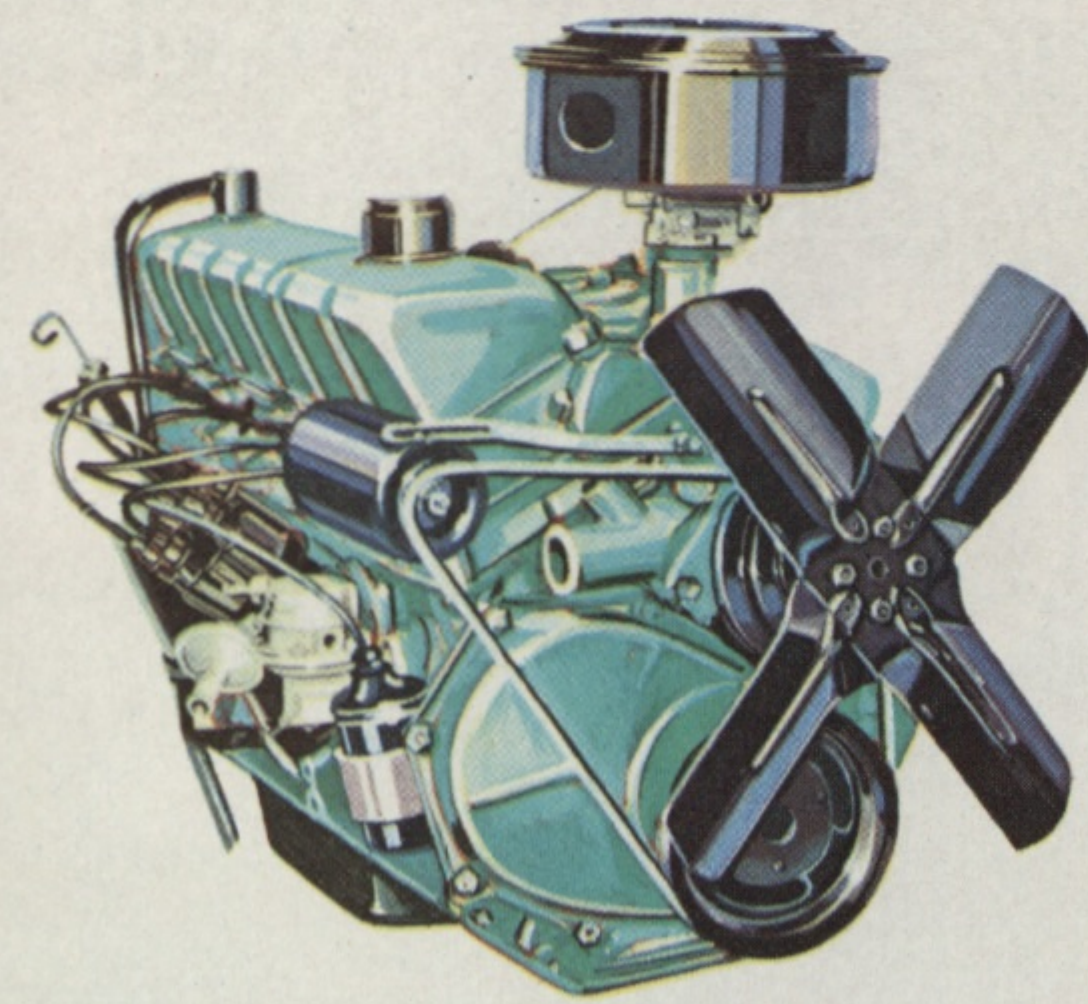
Still another example is the variety of engines offered by Dodge. You may choose either the Economy Slant Six or powerful Dodge V-8's, all designed to operate at full efficiency on regular gasoline (you may study the specifications of these engines on the last page). Every engine built by Dodge is precision-made, electronically-balanced and operation-checked to assure you peak efficiency and the dependability you expect in Dodge.

You'll notice another example of fine Dodge engineering every time you bring your Dodge Dart to a stop. Dodge total-contact centre-plane brakes offer 184 square inches of total brake-lining area, (Suburban, 202 square inches) with *two* brake cylinders on each front wheel for added efficiency.

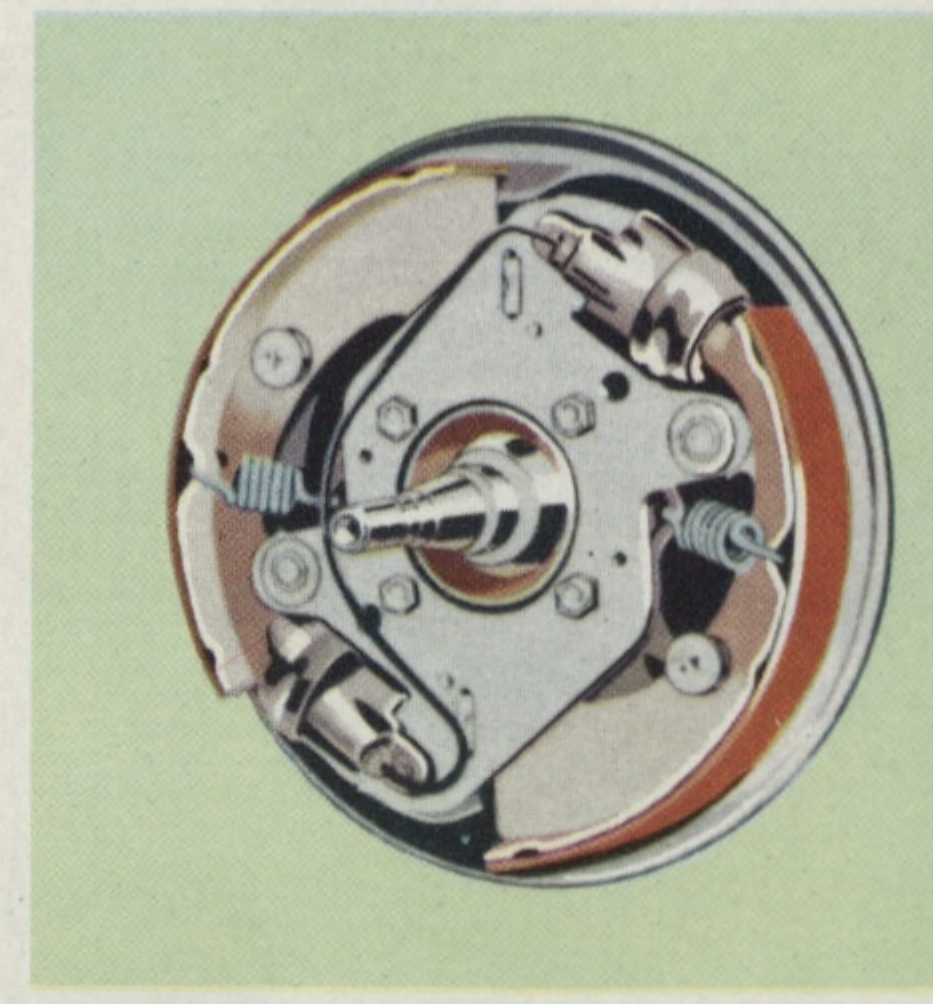
These are just a few of the things that make the 1961 Dodge Dart the great car it is. You could discover many more for yourself by touring the huge manufacturing facilities of Dodge in Windsor, by personally inspecting every step of production. But there's a much easier way to discover the greatness of all this engineering and manufacturing skill. Simply by noticing the confident performance, the smooth ride, the luxurious quiet, the relaxing comfort you get when you drive Dart. Do it soon.



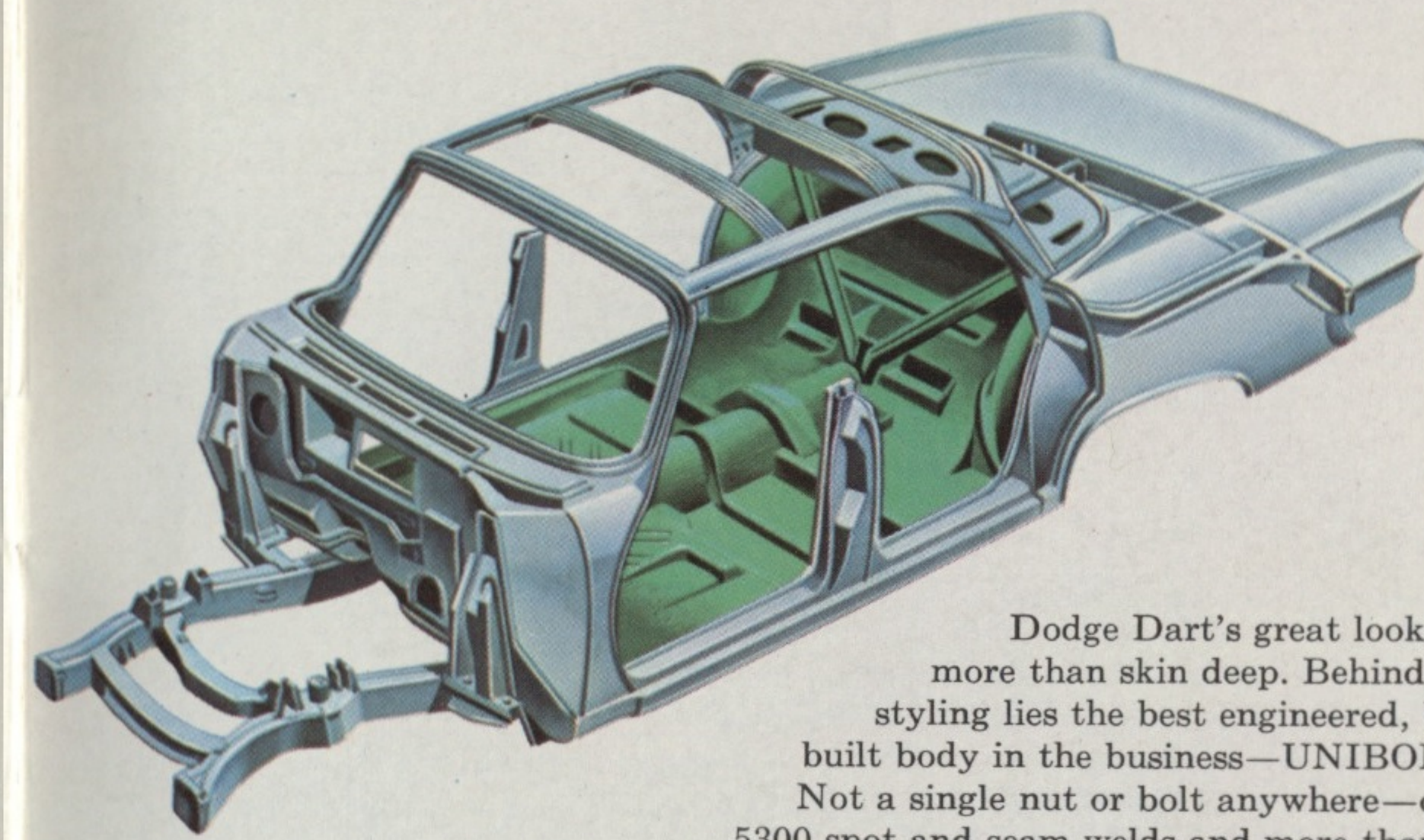
Dodge Dart's powerful V-8, 313 cubic inch engine is a top-performer. Here's hustle . . . with economy. A two-stage step up jet in the carburetor gives smoother part-throttle performance and finer mixture control throughout the entire engine speed and load range. Also available is the powerful new Dodge 361 cu. in. V-8. Both V-8's are built to go best on regular gas.



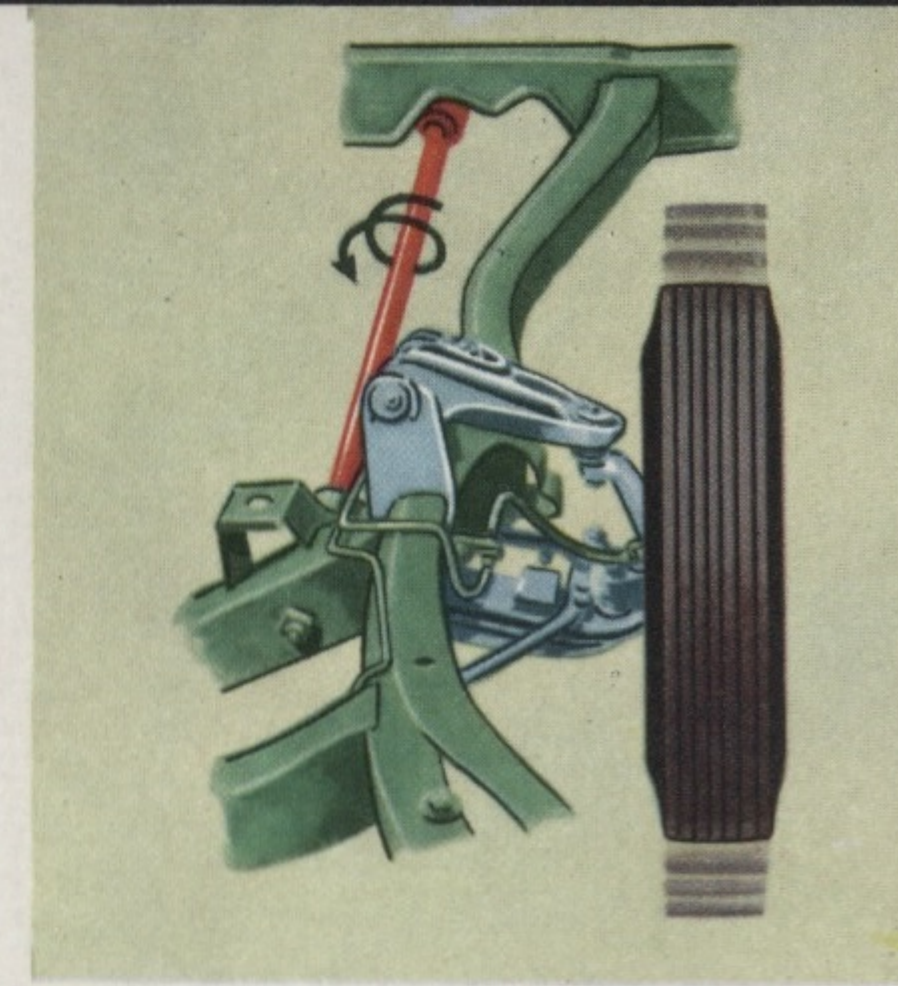
Gas-nursing Economy Slant Six sits at a 30 degree tilt. Intake manifolds are virtually equal in length, giving equal feeding to all six cylinders. Result? Snappy performance with real economy. Improvements for '61 include a new anti-percolation feature in carburetor to give quicker hot starts, and a new choke, heat valve and carburetor calibration to improve low-speed performance and economy,



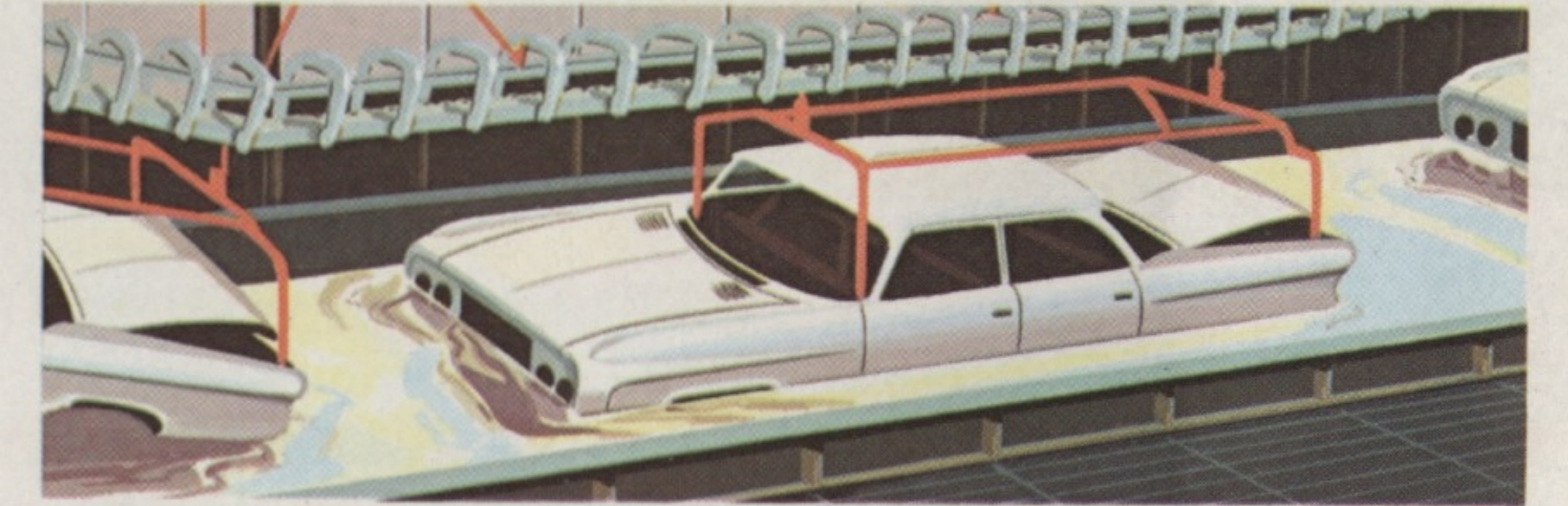
Hydraulic Total-Contact brakes give you stopping power to spare throughout Dodge Dart's entire speed range. Tough Cyclebond linings minimize brake fade-out on sustained braking. And Dodge Total Contact brakes use *two* cylinders on each front wheel for added efficiency.



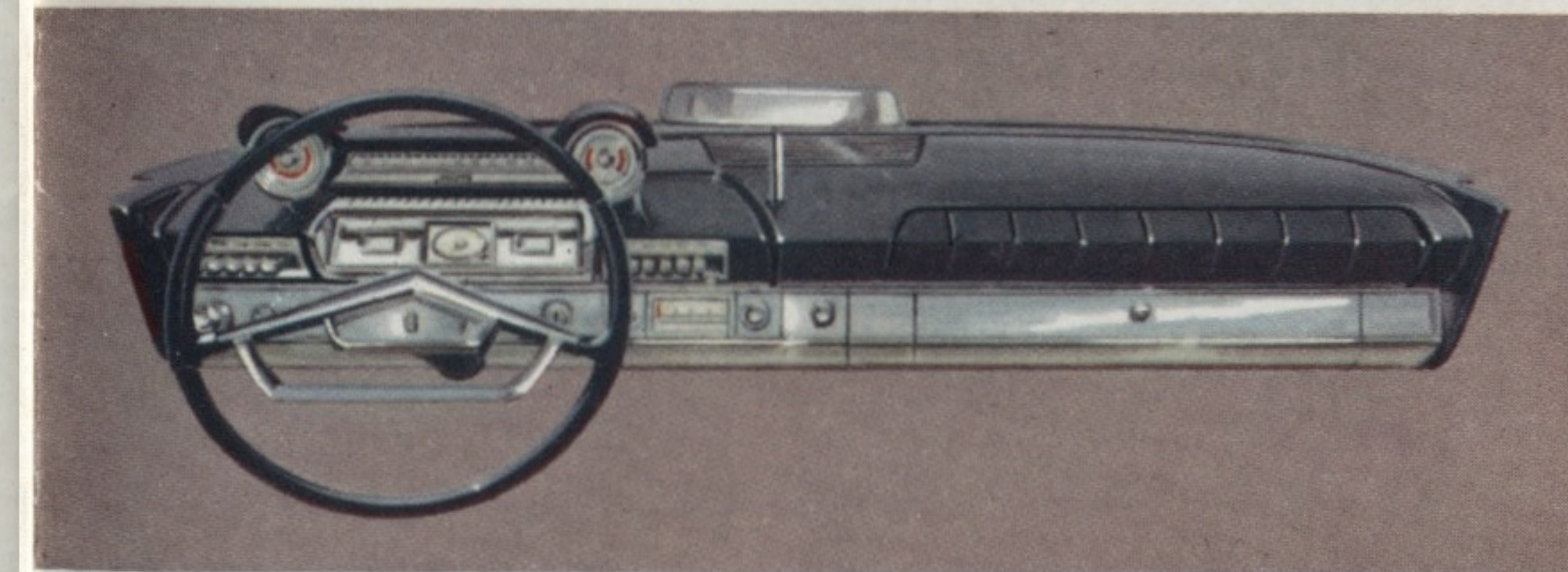
Dodge Dart's great looks go more than skin deep. Behind the styling lies the best engineered, best built body in the business—UNIBODY. Not a single nut or bolt anywhere—over 5300 spot and seam welds and more than 20 feet of gas and arc welds give Dart a truly tough shell that'll protect you and your family far better than the nut and bolt version. And it's roomier and quieter in the bargain.



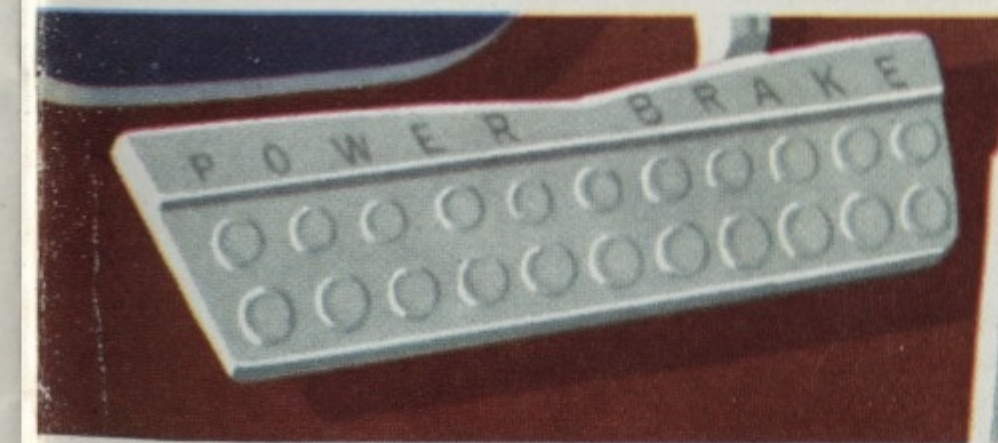
Famous Dodge Torsion-AIRE Ride irons out bumps and ruts—keeps an even keel on tight turns and stops dangerous nose diving when you hit the brakes. Improved Oriflow-type shock absorbers operate smoothly and quietly.



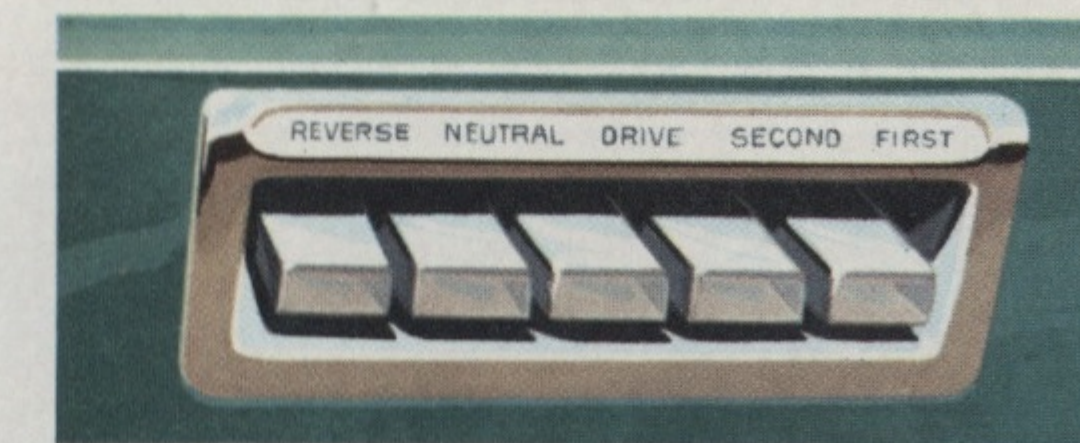
Each Unibody goes through a 6-stage rust and corrosion proofing process. Then after two coats of primer have been applied, each Dart is given two thick coats of tough enamel to give it a deep sheen that'll look like new for years.



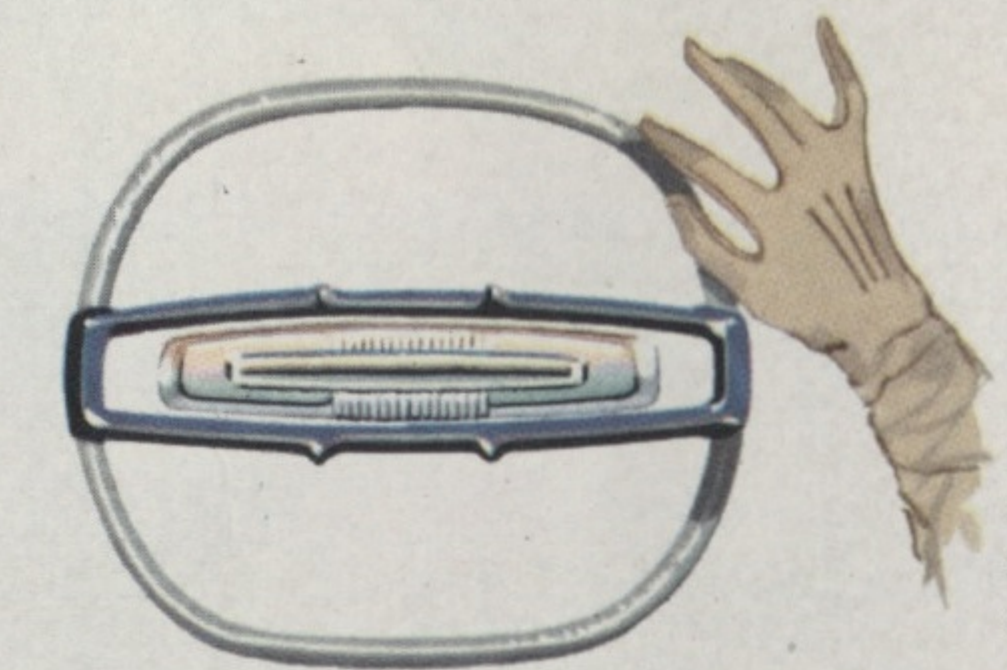
Nerve centre of the Dodge Dart puts everything where the driver can use it best. A horizontal speedometer is flanked by nacelles housing oil, ammeter gauge and turn signal lights. New push-button consoles for automatic transmissions and heater have pearl white buttons clearly identified by word callouts on separate light bars. Temperature and fuel indicators are in a concave recess between the push-button consoles.



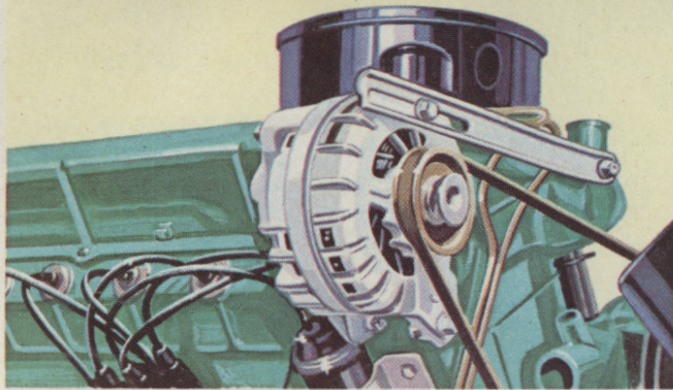
Total-Contact power brakes are firm and positive. Stop with tip-toe action.



Push-button TorqueFlite transmission. Just press a button—your Dodge Dart does the rest.



Dodge Constant-Control full-time power steering makes driving and parking a pleasure.



Chrysler-built alternator generator charges the battery even when crawling through slow-moving traffic. (Optional)

1961 DODGE DART SPECIFICATIONS

BODY STYLES

PHOENIX: 4-door hardtop, 2-door hardtop, 4-door sedan, convertible coupe (V-8 only).

PIONEER: 2-door hardtop, 4-door sedan, 4-door station wagon (6 and 9 passenger models).

SENECA: 4-door sedan, 2-door sedan, 4-door station wagon (6 and 9 passenger models).

CHASSIS—Integrated, one-piece unitized body with box section engine mount. 14" safety rim wheels. Hydraulic Total-Contact 11" brakes with Cyclebond lining. External contracting parking brake with Standard transmission. Internal expanding parking brake with TorqueFlite and TorqueFlite Six transmission. Improved safety parking brake operated independently of service brakes.

ENGINES

ECONOMY SLANT SIX:

Type: in line, OHV, inclined 30° to right.

Cylinders: Six

Displacement: 225 cu. ins.

Bore: 3.40

Stroke: 4.125.

Compression ratio: 8.2 to 1.

Carburetor: Single barrel.

INTERIOR BODY DIMENSIONS (Shown in inches)

	2-Door Sedan	4-Door Sedan	4-Door Hardtop	2-Door Hardtop	Suburban
Headroom (a)—Front	37.6	37.6	37.9	37.8	38.2
—Rear	38.0	38.0	36.7	37.9 (b)	37.6
Legroom —Front	45.1	45.1	45.1	45.1	45.1
—Rear	42.1	42.1	42.1	36.8	43.3
Hiproom —Front	63.8	63.8	63.8	63.8	63.8
—Rear	62.9	62.9	62.9	60.5	62.2
Seat Height —Front	11.6	11.6	11.6	11.6	11.6
—Rear	13.3	13.3	13.3	11.9	15.3

(a) Includes cushion deflection due to passenger weight (b) 36.5 with high rear window

90° V-8:

Type: OHV, lateral.

Cylinders: 8

Displacement: 313 cu. ins.

Bore: 3.88

Stroke: 3.31

Compression ratio: 9.0 to 1

Carburetor: Double barrel (1).

Also available as an option, at extra cost, fitted with one four-barrel carburetor and dual exhaust.

OPTIONAL ENGINE, all Dart series. V-8 in-line.

Cylinders: 8

Displacement: 361 cu. ins.

Bore: 4.12

Stroke: 3.38

Compression ratio: 9.0 to 1.

Carburetor: One, four-barrel, dual exhaust, TorqueFlite.

*Regular Fuel recommended for all engines.

TRANSMISSIONS—Easy-shift 3-speed Manual Transmission standard. TorqueFlite fully automatic 3-speed push-button control transmission with torque converter optional at extra cost on all Dodge Dart models.

REAR AXLE RATIOS—With six cylinder engines—3.54, standard; 3.31 with TorqueFlite transmission. With V-8's—3.58 standard; 2.93 with TorqueFlite transmission. Sure-grip differential optional.

EXTERIOR BODY DIMENSIONS (Shown in inches)

	2-Door Sedan	4-Door Sedan	4-Door Hardtop	2-Door Hardtop	Suburban
Wheelbase	118.0	118.0	118.0	118.0	122.0
Overall Length —Standard	209.4	209.4	209.4	209.4	214.8
—With Bumper Guards	213.1	213.1	213.1	213.1	217.6
Overall Width	78.7	78.7	78.7	78.7	78.7
Overall Height (5-pass. V-8)	54.8	54.8	54.8	54.7	55.6
Tread—Front	61.0	61.0	61.0	61.0	61.0
—Rear	59.6 on six cylinder models, 59.7 on V-8's				

AT YOUR OPTION—Dodge Dart has everything you need to make driving a wonderful experience. For 1961, Dodge Dart offers a full range of accessories and optional equipment which add the final touch of convenience and luxury. There are many others besides the ones illustrated.

Remote controlled outside rearview mirror. Variable speed electric windshield wipers... glare-filtering and heat reducing solex safety glass in the windshield. Factory undercoating to provide additional body insulation and protection. To name just a few. Your Dodge Dart dealer will be happy to help you select the accessories and other optional equipment (listed below) that will suit you and your driving needs the best.

ELECTRIC CLOCK • BACK UP LIGHTS • PRISMATIC FLIP-TYPE INSIDE MIRROR • VACUUM OPERATED DOOR LOCKS • ELECTRIC TAILGATE WINDOW (STATION WAGONS ONLY) • RADIO • ROOF LUGGAGE RACK (STATION WAGONS ONLY) • SEAT BELTS* • PADDED SUN VISOR • WHITEWALL TIRES • DELUXE WHEEL COVERS • WINDSHIELD WASHER

*Dealer Installed.

SUSPENSION—Dodge Torsion-AIRE Ride. Front—Torsion bar type. Rear—semi-elliptical leaf springs. Rear axle clamped forward on rear springs to absorb torque. Improved, direct-acting Oriflow shock absorbers. Symmetrical idler arm steering system with new needle thrust bearings and fabric-reinforced rubber coupling between steering gear and shaft. Constant control power steering optional at extra cost. Wheel and tire assemblies precision-balanced before installation.

FUEL—Dry type air cleaner and silencer. Choke: remote in manifold. Mechanical fuel pump. Fuel filter: plastic in fuel tank with 6-cylinder engine; plastic in fuel tank, plus 15-micron filter in fuel line, with V-8 engines. Tank capacity: 16.6 Imperial gallons (station wagons, 18.3 Imperial gallons).

TIRES—Tubeless 7.00 x 14—6 cyl. (7.50 for V-8) (except station wagons which are 8.00 x 14).

ELECTRICAL SYSTEM—6 cell, 12 volt battery. High capacity 35-ampere generator. Three-phase alternator, which charges up to 6 amperes at idle with the V-8, and up to 10 amperes at idle with the 6 cylinder engine, is available at extra cost as special equipment. Follow-Thru Bendix Drive starter. Battery capacity: 50 ampere-hours standard, 60 amp. hr. optional also 70 amp. hr. optional. Single-speed electric windshield wipers. Variable speed electric windshield wipers optional at extra cost.

Constant improvement of its products requires Chrysler Corporation of Canada, Limited, to reserve the right to change prices, specifications, and standard equipment without obligation, from time to time, and without notice. Certain special equipment is shown on the vehicles illustrated in this catalogue but your local dealer will gladly advise you of those items that are standard.

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