

SPECIAL INTRODUCTORY PRICE DISCOUNTS \* PLEASE CALL FOR A FREE DEMONSTRATION

WAS CHECKER THINKING

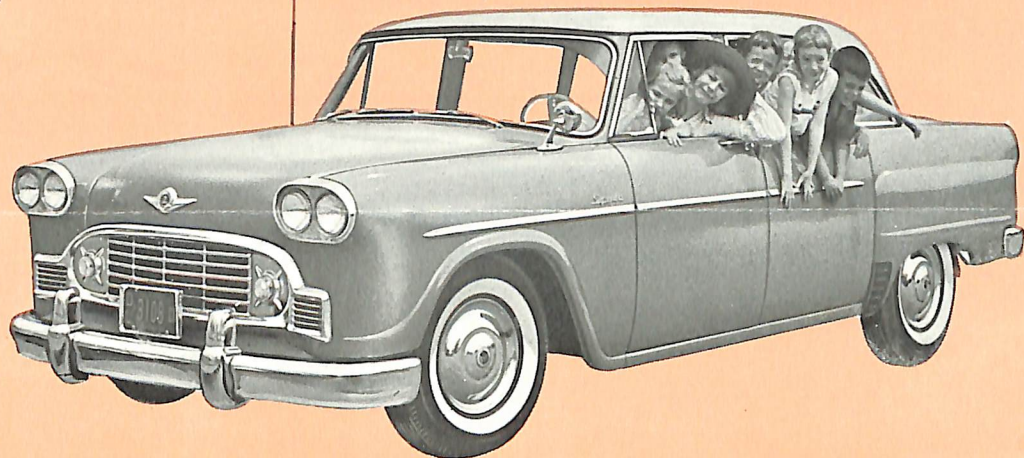
OF YOU

WHEN

THEY

BUILT

THIS 200,000 MILE CAR?



26380 VAN BORN ROAD  
CRestwood 8-4550

**W. A. RONEY Co.**

P. O. BOX 2204  
DEARBORN, MICHIGAN

# WAS CHECKER THINKING OF YOU WHEN THEY BUILT THIS CAR?

They were if you're one of the people who want an all-purpose family car that will go 200,000 miles or more. They were if you're looking for a car designed for heavy-duty use, for dependability of performance, for economy of operation. Today, only Checker gives you all this . . . plus more interior room, flat floors and exceptional comfort and maneuverability.

People who need a purpose-built car find the Checker meets their demands better than any car made today. These are some of the people who bought Checker because Checker was right for them:

**Salesmen**—Plenty of room for samples, comfort for customers. **Florists**—Large fragile pieces can stand, be delivered intact. **Funeral Directors**—Sedan (with auxiliary seats) carries eight passengers with dignity, no ostentation. **Farmers and Ranchers**—A rugged practical car for general duty. **Convalescents**—Easy entry or exit. Smooth ride for the handicapped or ill. **Religious Institutions**—Sensible transportation because it is dignified, comfortable, modest. **And hundreds more.**

**TAXI-PROVEN**

*Checker is the taxi-proven car.*

**PROVEN**

*in billions of miles of taxicab operation.*

**PROVEN**

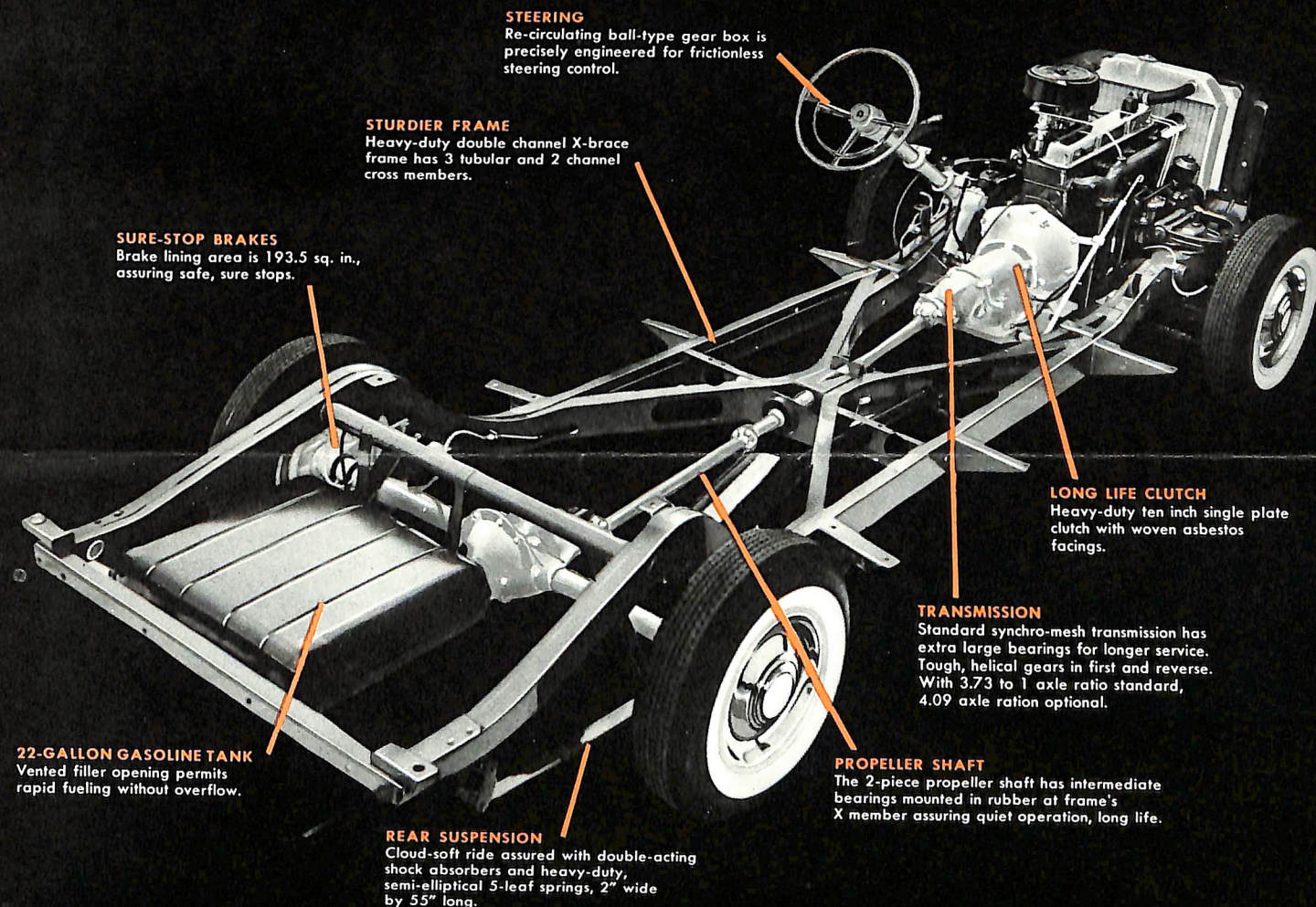
*over the most varied terrain.*

**PROVEN**

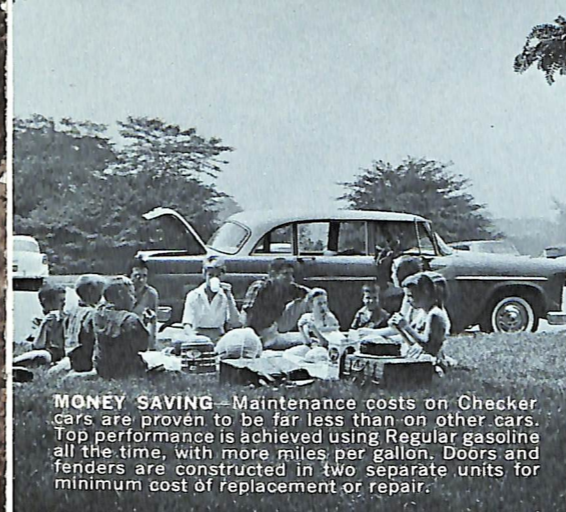
*in all climates and at widely varying temperatures.*

**PROVEN**

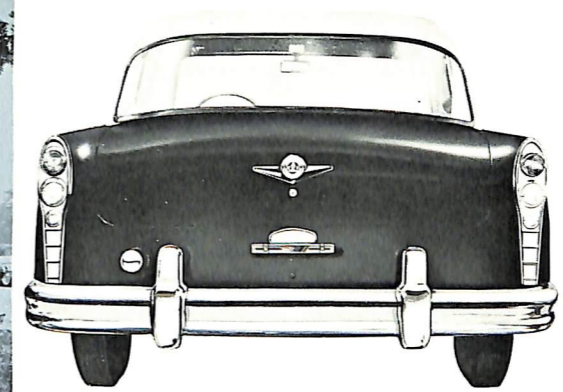
*in recorded maintenance reports of hundreds of taxi companies.*







**MONEY SAVING**—Maintenance costs on Checker cars are proven to be far less than on other cars. Top performance is achieved using Regular gasoline all the time, with more miles per gallon. Doors and fenders are constructed in two separate units for minimum cost of replacement or repair.



**WIDE TRACK**—Checker Motors pioneered the use of the wide track and has perfected its performance. Cornering is as nimble as with a sports car. Bigger 15" wheels mean larger brakes, more brake lining area, and longer life to tires and brakes.



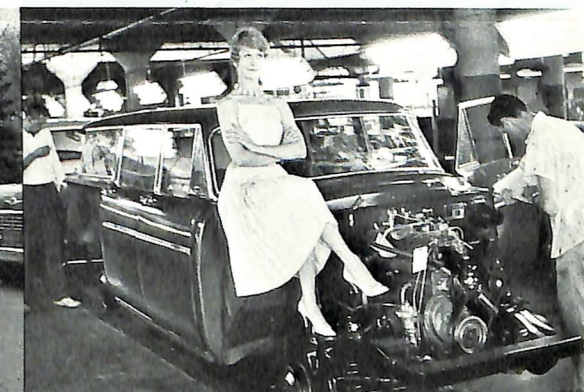
**ROAD TESTED**—Thorough inspections begin at the start of the assembly line and continue through every operation. After a series of final checks, the cars are critically road tested to prove that every car leaving the plant is ready to go instantly into the rigorous service demanded of a Checker car.



**DOUBLE CHANNEL X-FRAME CONSTRUCTION**—Checker's sturdy X frame is built to take it! Three tubular and two cross channel members create a rigid frame to withstand shock. Live rubber cushions are incorporated directly into structure to isolate road noises and vibration.



**EASY PARKING**—The extra space of a Checker is all on the inside. Despite its unusual roominess, a Checker car is only 199.5" long. Parks easily in spaces other cars have to pass up. Turning diameter is a scant 37.5'.



**HEAVY-DUTY**—Checker construction uses more rugged heavy-duty parts because a Checker car is built to last longer, to perform dependably where other cars fail. And heavy-duty parts are an added safety factor too.

# GENERAL SPECIFICATIONS

WHEELBASE	120"
OVERALL LENGTH	199.5"
OVERALL WIDTH	76"
RAMP BREAKOVER ANGLE	14°
MINIMUM ROAD CLEARANCE AT REAR AXLE	7.50 at diff.
FRONT HEAD ROOM	34.75"
REAR HEAD ROOM	34.5"
FRONT LEG ROOM	42.0"
REAR LEG ROOM	50.5"
STATION WAGON CARGO SPACE	93 cu. ft.

## ENGINE

	Overhead Valve	L Head
TYPE	Continental 6 cyl.	Continental 6 cyl.
HORSEPOWER	122 BHP @ 4000 rpm	80 BHP @ 3100 rpm
COMPRESSION RATIO	8 to 1	7.3 to 1, 8 to 1 optional for LP gas

BORE AND STROKE	3 $\frac{5}{16}$ " x 4 $\frac{3}{8}$ "	3 $\frac{5}{16}$ " x 4 $\frac{3}{8}$ "
FUEL CAPACITY	22 gallons	22 gallons
PISTON DISPLACEMENT	226 cu. in.	226 cu. in.

## OPTIONS:

EXTRA HEAVY-DUTY SHOCK ABSORBERS	COMPLETE BROADCLOTH INTERIOR
EXTRA HEAVY-DUTY REAR SPRINGS	POWER REAR SEAT (STATION WAGON)
DUAL RANGE TRANSMISSION (WITH OVERHEAD VALVE ENGINE)	ELECTRIC PARKING BRAKE SIGNAL
DRIVER-MATIC TRANSMISSION (WITH L HEAD ENGINE)	40 AMP. GENERATOR
POWER-LOK REAR AXLE	80 AMP. BATTERY
WHEEL COVERS (HEAVY CHROME)	POWER STEERING
WINDSHIELD WASHER	POWER BRAKES
AIR CONDITIONER	POWER FRONT SEAT
BACK-UP LIGHTS	RADIO WITH ANTENNA
HEATER AND DEFROSTER	OIL FILTER
AUXILIARY REAR SEATS	CAR TOP LUGGAGE CARRIER
WHITE SIDE WALL TIRES	SPOT LAMP
OUTSIDE REAR VIEW MIRROR	TINTED GLASS
REAR COMPARTMENT FOOT RAIL	UNDERCOATING
	TWO-TONE COLORS