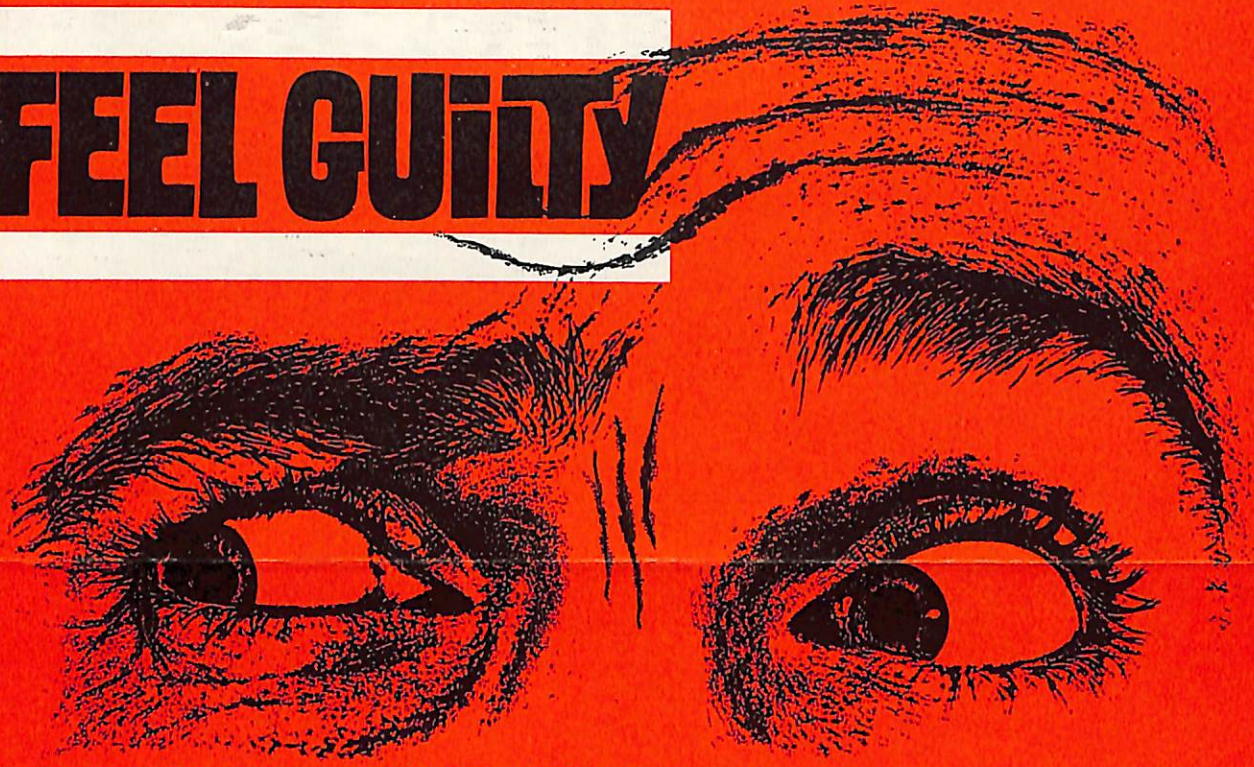


# FEEL GUILTY



ABOUT PUTTING ALL THAT DOUGH INTO A CAR THAT WILL BE OBSOLETE NEXT YEAR?

Get this: Purchasing Week Magazine puts Checker on a par with the "high price three" with regard to durability, mechanical features and prestige. Yet Checker, with over 200 improvements this year, is still priced with, or below the "low price three".

And this: If you're looking for a roomy, comfortable, economical car with all the benefits of a limousine, but without limousine upkeep or cost, look to Checker. More and more Checker limousines are now appearing in the city, in the suburbs and on the farm. No problem with obsolescence either, since Checker's 200 plus improvements in the new models were mostly mechanical . . . (plus interior styling improvements that the women wanted).

And so: Checker offers a dignified, timeless, intelligently styled car with all the comfort, performance and durability features that appeal to the common sense car buyer. Checker's improvements mean advancements without obsolescence, thus making your automotive investment more secure.



CHECKER MARATHON 4 door sedan  
Station wagon also available.

All power and automatic equipment available at extra cost.



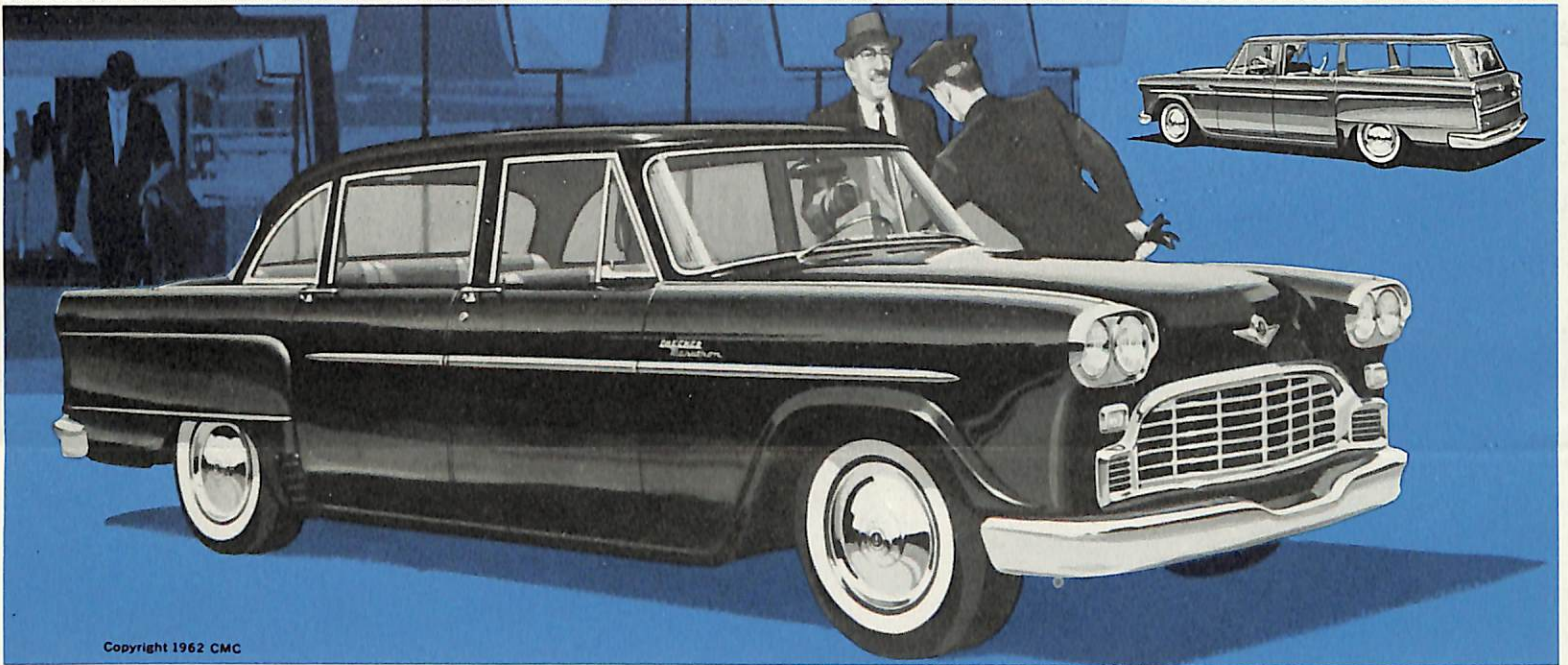
40<sup>th</sup> anniversary  
**CHECKER**



CHECKER MOTORS CORPORATION, Kalamazoo, Mich.



# COMFORT and ELEGANCE ARE ADDED TO THE BRAUNY, BUILT TO LAST **CHECKER**



## NEW! A SOFTER, SAFER MORE COMFORTABLE RIDE

Checker is built from the ground up to drive better, to provide maximum comfort for driver and passengers. Checker's famous "wide track luxury ride" is now even further improved through the use of wider, more resilient springs. Checker's "billion mile" steering and suspension system means easier, safer handling whether on a cross country turnpike, in fast moving city traffic or on a Texas ranch. Checker's bigger brakes feel surer, react faster—and in the finest Checker tradition, last longer.

## NEW! INTERIOR APPOINTMENTS THAT OFFER LUXURY PLUS DURABILITY

Look to Checker to provide limousine luxury at half the limousine cost. New wider, deeper seats with extra cushioning you can actually feel . . . new fabrics, new appointments, new interior styling that places you and your passengers in traditional limousine surroundings. Checker Marathon and Superba cars with flat rear floors and the roomiest passenger space of any full size car are finding increased acceptance among diplomats and doctors, salesmen and scientists—among people who appreciate and recognize real value.

## NEW! 93 MECHANICAL IMPROVEMENTS FOR EVEN GREATER DEPENDABILITY!

The ultra-simple, quality-inspired, costlier-to-build Checker . . . now even further advanced! Improved performance plus new higher horsepower . . . greater power when you want it! Checker pioneered and perfected the now famous double channel X brace frame—only recently adopted by the more expensive cars. It costs more to build, but is doubly rigid, doubly safe.

## NEW! BEAUTY AND FUNCTION FROM THE DRIVER'S POINT OF VIEW

From behind the wheel of a Checker you see the newly styled, perfectly proportioned, safety-padded instrument panel. Direct reading, fluorescent-treated circular gauges—found only in expensive imported cars . . . and in Checkers—are arranged for maximum visibility—maximum control. Billions of test miles in Checker fleets all over the world have proven that Checker's commanding view of the road promotes greater safety and greater comfort for driver and passengers.

*Bill Keatley*

**CHECKER MOTORS SALES CORPORATION**  
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