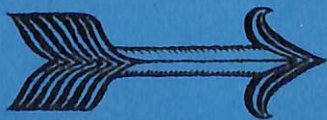
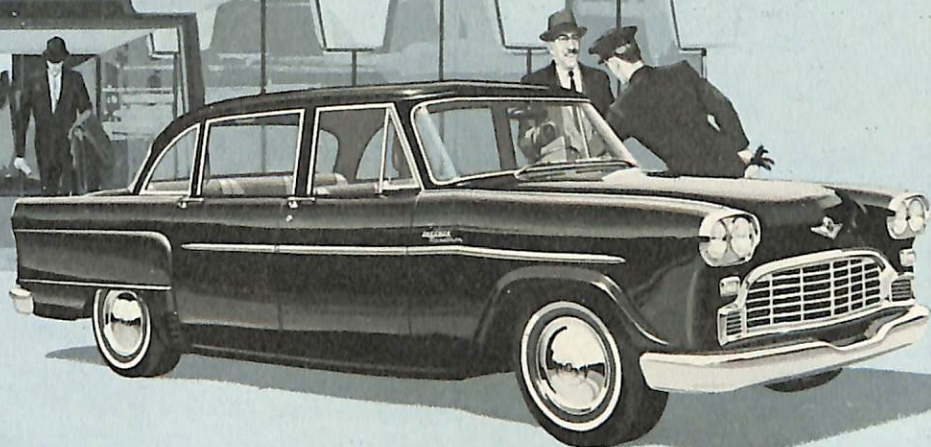


IS A
CHECKER
TOO DARN
PRACTICAL FOR A
PASSENGER CAR?

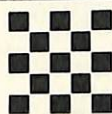


This is the famous Checker taxicab. You know it as the roomy, comfortable cab with the flat rear floor, the two jump seats and the higher, wider door openings that let you enter and leave with dignity and ease. The Checker is renowned among taxicab operators all over the world for its dependability, stamina and economy.





Now meet the big MARATHON!

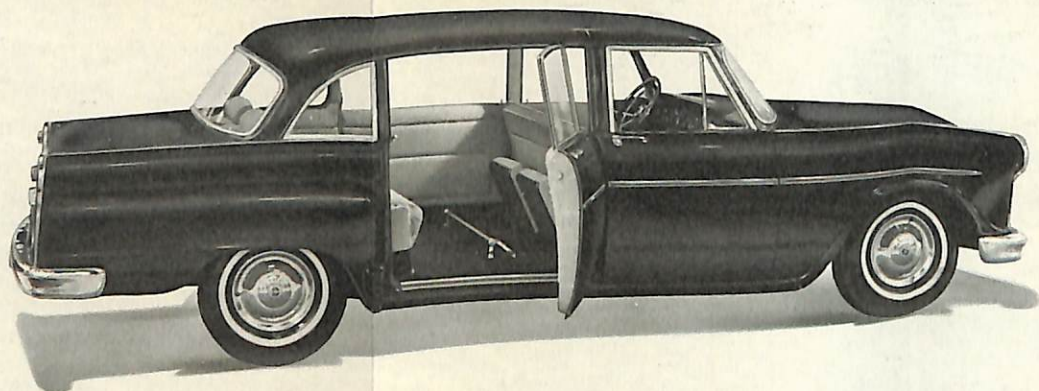


Built on the same production line in Kalamazoo, Mich., as its 41 year old brother, the limited production Checker Marathon is an eight passenger family and fleet version of the famous cab. The interior has been redesigned with costly fabrics in new, fashionable colors. A safety-padded dashboard has been added and softer, more resilient springs have been engineered expressly for the Marathon. Like the cab, the Checker Marathon is *built-to-last*—built to endure the obsolescing style changes of other cars . . . built to provide its owner with absolute top value for his investment.

CHECKER

Here is the Checker Town Custom Limousine. Created in very limited quantities in Kalamazoo, Michigan, this car was built for those who take pleasure in the uncommon. The timeless, classic design and quiet dignity of the Town Custom Limousine mark it as a distinguished, yet practical motor car. Engineered and built on a regal 129-inch wheelbase, the Town Custom Limousine offers outstanding stability and comfort; greater luxury and prestige. Custom appointments, unique full size auxiliary seats, the space-

saving flat floor and spacious door openings (9 inches wider than the average 4-door sedan) add to the classic appearance of this car. The Checker Town Custom Limousine is available with dual range automatic transmission, power steering and brakes, power seats and windows, the Checker all-season heating-air conditioning system and long life overhead valve engine. Driver's partition and rear mounted radio are also available. Inquire about a demonstration ride soon.



CHECKER AEROBUS

THE FLEET-PROVEN STATION WAGON "LIMO" THAT SEATS 9 OR 12 PEOPLE . . . AND IS BUILT-TO-LAST!

Checker's new Aerobus combines the luxury and comfort of a limousine with the economy and durability of a taxicab. The Aerobus is available in 9 and 12 passenger models, 6 door or 8 door. Reflecting Checker's 40 year tradition of quality, maintenance costs are remarkably low, the life of the Aerobus is incredibly long and the ride is exceptionally smooth and comfortable. Ideal low cost 9 and 12 passenger transportation for plants, airlines, railroads, employee "pick-up," supplementary bus lines, schools, hotels, resorts and hundreds of other commercial applications.



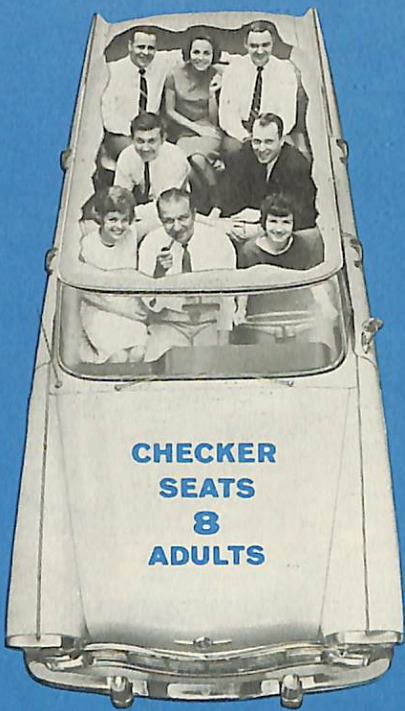
The Checker Marathon Station Wagon

For day-in, day-out business, for in-town shopping or vacations with the family . . . the Checker Marathon Station Wagon meets the highest standards of performance. Rear seat disappears into floor with one simple motion, revealing over 93 cubic feet of cargo space. No space-taking wheel wells, either. Available with a full range of smart new fabrics and interior colors—color-coordinated with the exterior.

A Checker owner tells us "Checker is all car—no gimmicks, no fancy dodads—just 100% good, dependable, highly practical transportation." To this we add comfort, stamina and value, for Checker has a heritage that goes back over 40 years—building a limited number of cars each year for business and personal use—for those who appreciate true value.

If comfort and safety, durability and economy make more sense to you than a low silhouette or a "gas eating" engine, call the number shown on the back page of this folder *right now*. We'll send more information or arrange for a Checker demonstration.





Cutaway view shows how the Checker passenger sedan—on a 120-inch wheel-base—seats eight adults in complete comfort. No other car is built this way!