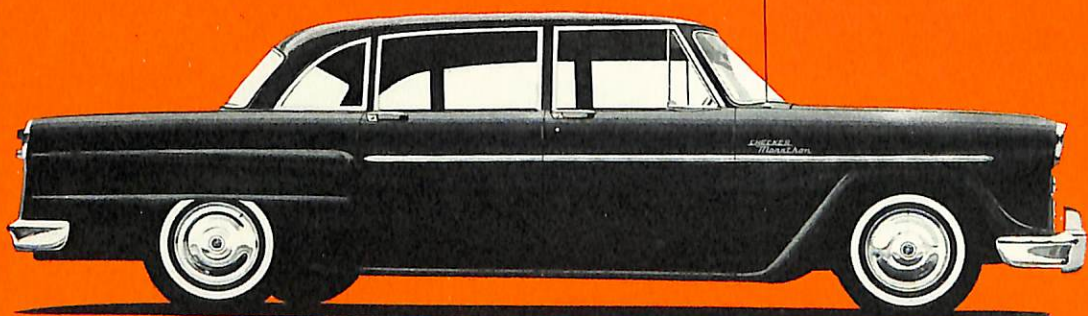


# New power comes to CHECKER

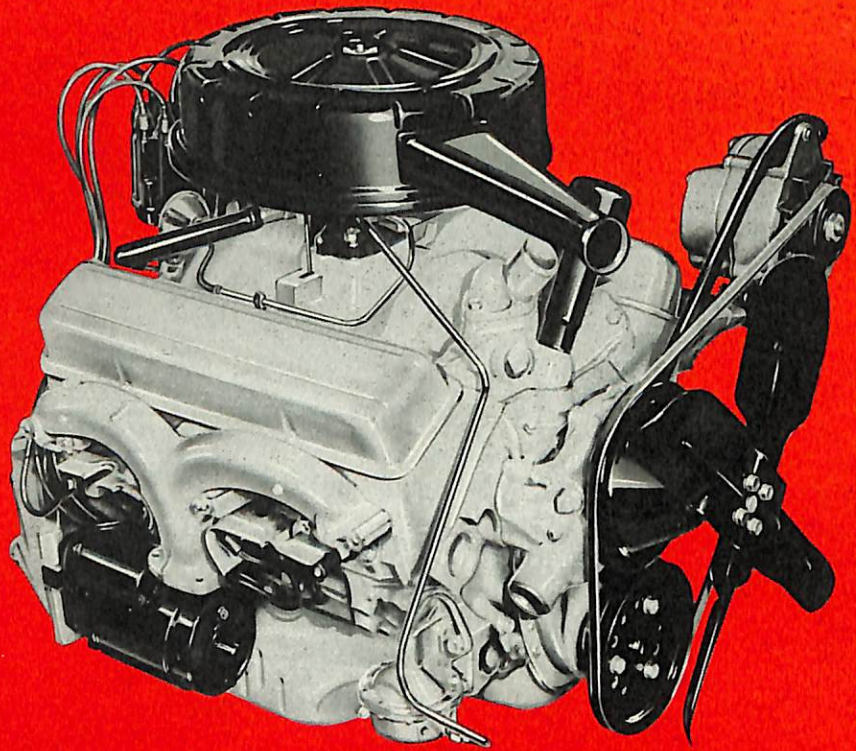


*Checker Marathon 4 door sedan*



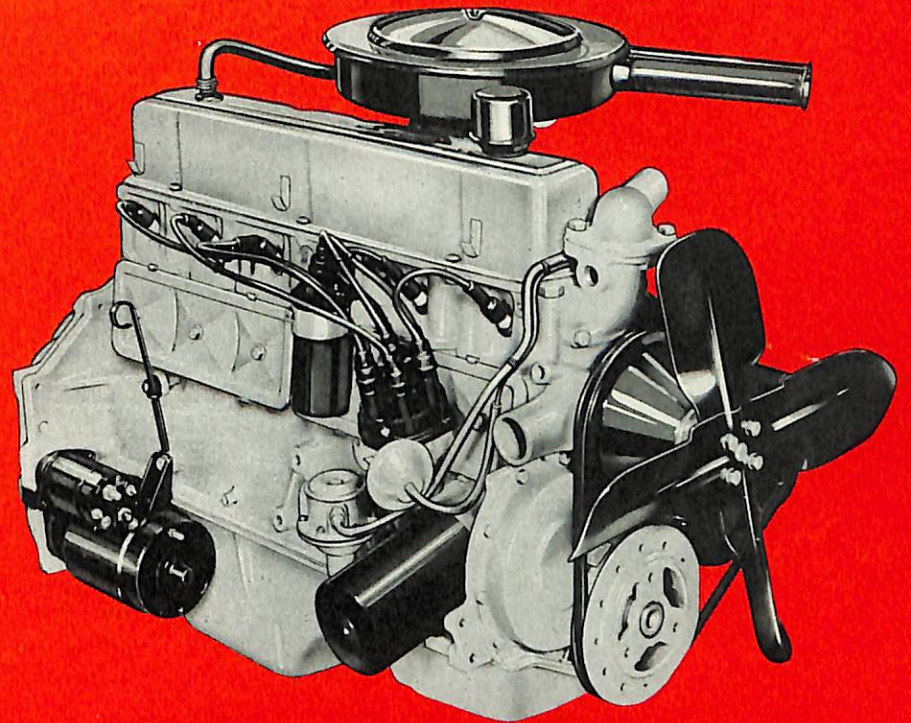
*Checker Marathon 4 door station wagon*

# Two "Hot" New Engines!!!



## New V8

Now—a 195 h.p. V-8 power plant that is fast, flexible and responsive, yet functions on regular fuel! It's Checker's new 283 cu. inch engine with all the go-go-go you could possibly want or need . . . and all the long, long life and economy that Checker is so well known for. Wider opening intake and exhaust valves means better engine breathing, better fuel-air mixture to the combustion chamber. A 9.25 : 1 compression ratio is teamed up with a two barrel carburetor and a full pressure lubrication system that makes this engine really smooth—really hot! This performance-wise power plant is rarin' to go in any weather, under any and all driving conditions. It puts the Checker Marathon in a new class of car—durability and economy PLUS action! Optional at extra cost.



## New Economy 6

Proven under every driving condition known, the new, higher spirited, short stroke, thrifty six is Checker's real ace-in-the-hole! Regular gas? Of course! Economy? None better! Dependability? Proven! Proven in cars and cabs, in summer and winter, in city driving and country driving. The highly responsive 140 h.p. 230 cu. inch engine is designed and engineered for maximum economy and minimum maintenance—and like all Checker parts and equipment, built to last. The seven main bearing crankshaft, the short-stroke design—these reliability-proven features, plus the full pressure lubrication system and full flow oil filter make this new Checker engine a real economy-minded, totally dependable performer. Standard equipment in all Checker Marathon sedans and station wagons.

This is the Checker Marathon, the new, classic car on the American scene. Created and engineered for rugged and demanding taxicab service, the Checker has proven itself as the reliable, safer, roomier car for family and business use. This quality-inspired, ultra-simple vehicle is produced in limited quantities in Kalamazoo, Michigan, for those who appreciate a different kind of car—a car that offers outstanding value and exceptionally long life.

Checker is less than 200 inches over-all, yet is the only 4 door sedan, other than true limousines, that seats 8 adults comfortably—six in deep seated luxury, two more on fold-away auxiliary seats.

Higher, wider door openings allow you to enter and leave without hitting your head, without stooping, without embarrassment. The flat rear floors mean no drive shaft tunnel to trip over—you have more headroom, more legroom and more hiproom.

A Checker is built-to-last—built to take it. A super-safe, Double Channel X-Brace Frame, combined with a super-strong chassis, means greater stability—more safety—outstanding comfort. Bolt-on fenders mean less costly repair—the use of regular gas exclusively in Checker's huge 23 gallon fuel tank means still more savings.

The superb automotive craftsmanship and engineering and the wide use of strengthened taxi-proven parts are reflected in the thousands of extra miles of trouble-free driving and extra years of value built into every Checker passenger car. While Checkers rarely change, they constantly improve. New and major advancements such as the industry's outstanding rust-proofing process were adapted by Checker at midyear; the creation and application of new and superior acrylic paint for greater beauty and long life were introduced without waiting for a "new model." While Checkers are built to outlast most ordinary cars, they are engineered for minimum maintenance as well. Billions of taxicab miles and hundreds of fleet performance and maintenance records attest to Checker's low cost of upkeep—Checker's creative approach to longer life and maximum value.

It's true. No other car is built to provide the comfort, safety and long life of a Checker.



# ***Checker Motors Corp.***

KALAMAZOO, MICHIGAN