

CHECKER

Uncomplicated. Unpretentious. Honest.



Over 50 years ago, Checker Motors Corporation started building cars, primarily for commercial service. From the very beginning, the basic corporate premise was that of honesty.

Honesty in design.

Honesty in performance.

Honesty in delivering the level of comfort and convenience that two generations of owners, drivers and passengers have applauded.

The new Checker, we believe, is a straightforward approach to

this concept. It is an example of the understatement; a vote for independence. It says you care less about style and flair and what the neighbors think and more about interior room, long-term investment and unpretentious comfort.

The Checker will never be named "car of the year" by a national magazine. Nor will it win any fashion awards. A Checker will, however, deliver the kind of honesty that you may feel is missing from today's cars. A

Checker is designed to deliver what you want most from a car—good, reliable, reasonably low cost operation. And chances are, based on a 50-year background of fleet dependability and combined with a program of preventive maintenance—your Checker will last a lot longer than you may expect.

We believe, dollar-for-dollar, pound-for-pound, the Checker represents one of the outstanding values available to the car buyer.

Whether used for pleasure, or business, the Checker is an investment in common sense, good taste and total honesty.

We invite you to test drive and compare the Checker Marathon with "ordinary" cars.

**Checker
Motors
Corporation**

Kalamazoo, Michigan 49007

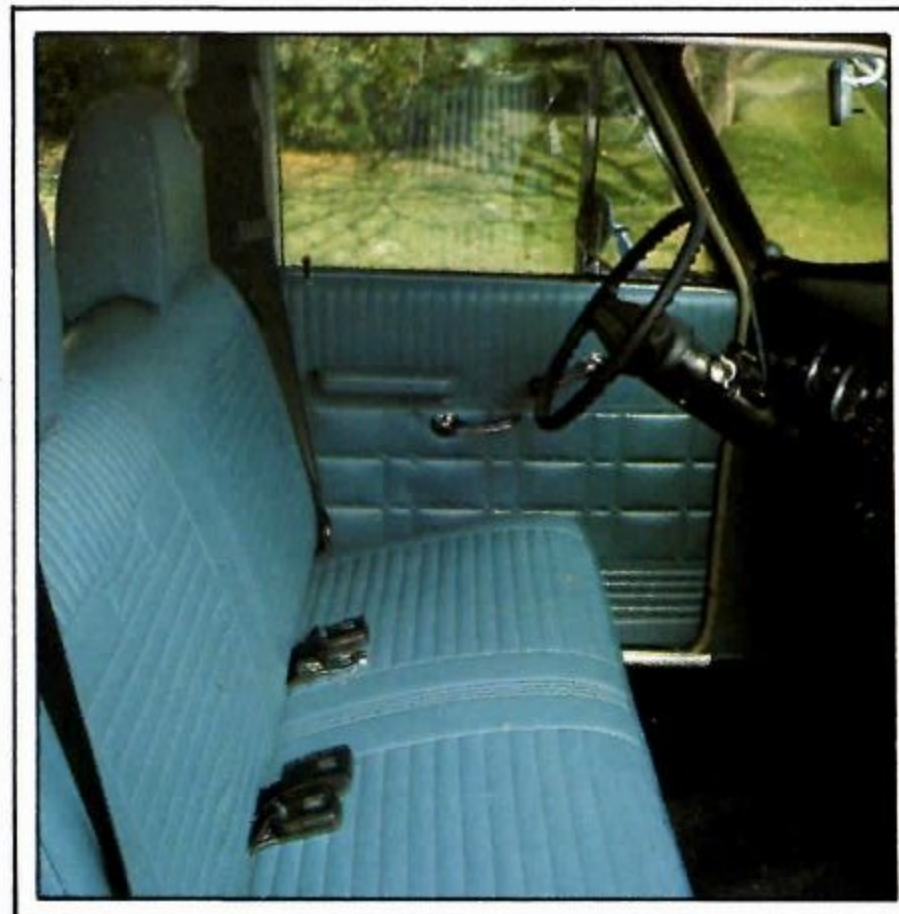


MARATHON



Just getting into a Checker is an experience almost unknown in any other car. You virtually walk in! The door openings are spaciously high, designed so that you and your passengers can get into or out of the car with a minimum of bending or ducking.

Then sit down. Notice the high, commanding position, with a full view of the road. The room is put in the cabin, not the engine compartment.



Checker has been employing a wide-track design for a dozen years. Engineered with the double channel X-brace frame, the Checker ride is smooth; handling is responsive, rivaling even some of the highest-priced European cars.

The Standard 6-Cylinder Overhead Valve Engine provides the power needed in ordinary driving. Extra power, in the V-8, 350 cu. in. Overhead Valve Engine, is an available option. Both will run on regular gas.

The Marathon by Checker . . . honest, unpretentious, practical.

The Practical Car.

BY **CHECKER**



CHECKER MARATHON 4-door station wagon

Inside this sedan-sized station wagon, it's like the land of a giant! Over 92 cu. ft. of cargo space . . . long, wide, high. And there's no protruding wheel or bumpy transmission tunnel in the way. Your load lies flat and secure. It's like three-dimensional spaciousness!



The Marathon Station Wagon is the right size outside, too. Maneuvers like a regular car, parks easily and rides as comfortably as the sedan.

Proven in billions of miles of the roughest, toughest taxicab experiences, this Checker is designed and engineered to go and keep going! In addition, the practicality

inherent in Checker Motors means a high degree of dependability and smooth, sure handling.

The little giant. Outfitted with space, comfort, handling and durability. And the good, honest name of Checker Marathon.

The Little Giant.

EQUIPMENT

Some equipment and accessories pictured are not standard equipment and will be furnished at extra cost if available.

Marathon Standard Equipment:

- Padded arm rests
- Undercoating
- Acrylic enamel finish in choice of colors
- Vinyl and nylon or all-vinyl upholstery
- G78 x 15 Bias Belted L/RB blackwall tires

Fabrics:

- All Vinyl Interiors
 - Black Vinyl
 - Red Vinyl
 - Dark Brown Vinyl
 - Medium Blue Vinyl
 - Dark Gray and Deep Blue Vinyl
- Vinyl/Nylon interiors
 - Black Cloth and Vinyl

Colors:

- DuPont Acrylic Enamel in 94 different color choices

Options:

- Air conditioning
- Trac-Lok rear axle
- Two-tone exterior color
- 350 cu. in. V-8 engine
- Tinted glass
- Auxiliary underseat heater
- Radio, AM
- Radio, AM and FM
- Rear speaker
- Rooftop carrier (Station Wagon)
- Auxiliary rear seats (Sedan)
- Shock absorbers—1 $\frac{3}{16}$ " bore
- Spot light
- White sidewall tires
- Stainless steel wheel covers
- Vinyl-covered roof
- Defogger, rear window
- Coolant Recovery Kit
- Heavy Duty Radiator w/2" Core and Optional Fan
- Inside Day-Night Mirror
- Transmission Oil Cooler
- Tires, HR 78 x 15 Firestone Steel Radial "500"
- Closed-in quarter windows (Requires Vinyl Roof)

CHECKER MARATHON A-12E

Extraordinary is the word for the Marathon A-12E: engineered and designed to offer a full, new realm of inner space. The longer wheelbase allows for fuller cabin area. Space enough to stretch out. Luxurious. Room for forward-facing auxiliary seats (optional) so six adults can ride in the rear. And ride in comfort.

Deluxe features include automatic transmission, power front disc brakes, power steering, independent coil front suspension

system and undercoating as standard equipment.

Plus the built-in durability and economy of Checker Motors.

Designed to be self-driven or chauffeur-driven, the stately 129-inch wheelbase means a comfortable ride and solid feel of the road.

If you seek the extraordinary in a luxury automobile—spaciousness and comfort—you'll find it in the extraordinary Marathon A-12E.

Extraordinary.



CHECKER MOTORS CORPORATION

Kalamazoo, Michigan 49007

