



Checker Motors Corporation

Kalamazoo, Michigan 49007

NOVEMBER 7, 1969

CHECKER

SUGGESTED FACTORY

RETAIL PRICES

MARATHON

SUGGESTED FACTORY RETAIL PRICE LIST (INCLUDING FEDERAL TAX) F.O.B. KALAMAZOO, MICHIGAN

Prices for optional equipment items shown are additional to prices for Sedans and Station Wagons.

Prices and Specifications subject to change without notice. State and local taxes extra.

MODELS:

CHECKER MARATHON

Four-Door Sedan, 120 inch Wheelbase\$3,670.91

Standard Equipment Includes: 155 h.p. 250 C.I.D. OHV 6 cyl. engine, dual range automatic transmission, five 8.25 x 15 four ply rated tires, and 15" wheels, two-speed electric windshield wipers and washers, impact absorbing steering column, directional signals with lane change feature, emergency warning switch, back-up lights, 2 sets of shoulder harnesses, one set of lap belts front, three sets of lap belts rear, two padded sun visors, heater and defroster system, outside rearview mirror, side reflectors, breakaway safety-type inside rearview mirror, head restraints, cigar lighter, carpeting, undercoating, and dual master cylinder brake system.

CHECKER MARATHON DELUXE

Four-door Sedan, 129 inch Wheelbase (includes standard items listed for Marathon)† 4,363.81

CHECKER MARATHON STATION WAGON

Four-door Station Wagon, 120 inch Wheelbase (includes standard items listed for Marathon) 3,941.14

CHECKER CUSTOM LIMOUSINE

Four-door Sedan, 129 inch Wheelbase (includes standard items listed for Marathon, plus power steering, power brakes, and special limousine interior)† 5,338.02

OPTIONAL EQUIPMENT:

AIR CONDITIONING — Includes H.D. Radiator (requires Heavy Duty Alternator, 80 amp Battery and Tinted Glass All Around)

Front (Sedan, Station Wagon and Limousine) 346.45
 Rear, with Rear Controls (Limousine only) 429.59
 Rear, with Front Controls (Limousine only) 450.38
 Dual With Front Controls (Limousine only) 623.61

ALTERNATOR — Heavy Duty Motorola 13.70

ANTI-FREEZE — Permanent (Installed automatically)

6 Cylinder Engine 4.16
 8 Cylinder Engine 5.54

AXLE, Powr-Lok Rear 38.80

BATTERY, 80 Amp (required with air conditioning) .. 11.78

BRAKES

Disc Brakes, Front (Power Incl.) 63.75
 Power (Standard on Custom Limousine) 41.11
 Electric Parking Brake Signal 3.92

BUMPER GUARDS

Front 11.75
 Rear (Sedan only) 11.75

CLOCK, Electric 17.04

ENGINE

V-8, 250 h.p. 350 C.I.D. 108.09

EVAPORATIVE EMISSION CONTROL SYSTEM

(Required in California) 34.64

FOOT RAIL — Rear compartment

(Custom Limousine only) 27.03

GLASS — Tinted

Windshield Only 15.18
 All Around (Sedan) (required with air conditioning) 34.65
 All Around (Station Wagon) (required with air conditioning) 37.42

HEATER

Auxiliary Underseat 48.50
 *Defogger (Rear Window) 23.56

LIGHTS

Spotlight, Side 23.49
 Spotlight w/Mirror, Side 25.55

LUGGAGE CARRIER, Top (Station Wagon) 90.05

MIRROR

Inside, Day-Night 6.93
 Outside, Rearview (Rt. Side) 3.81

PAINT, Two-tone 23.56

PARTITION Full, with sliding Glass (Custom

Limousine Only) 367.56

RADIATOR (Heavy Duty, standard with air conditioning)

6 Cylinder, H.D. 6.93
 8 Cylinder, H.D. or extra H.D. for 6 Cyl.
 (Std. on V-8 & 6 Cyl. w/A.C.) 13.85
 Fan Shroud (Standard with air conditioning on V-8) 9.01

RADIO — Transistor Type

AM - Pushbutton 72.65
 AM - Pushbutton, Rear Seat (Limo. Only) 72.65
 AM-FM - Pushbutton 131.85
 Speaker, Rear Seat 19.38

*NA for Station Wagon or on units equipped with rear Air Conditioning

REINFORCED FLOOR, for later installation of

Auxiliary Seats 4.16

SEATS

Auxiliary (Includes reinforced floor) — Requires 8 ply rated tires

Marathon, Pair 41.57
 Marathon Deluxe, Pair 173.22
 Custom Limousine, Pair 207.87
 Bucket (Black Vinyl only) Pair 113.30
 Bucket (Vinyl other than Black) Pair 138.58

ROOF — Vinyl Covered (Black only) 127.49

STEERING, Power (Standard on Custom Limousine) .. 74.39

SUSPENSION

Shock Absorbers, heavy duty 7.11

Springs

H.D. Sedan No Charge
 H.D. Station Wagon 25.64
 Extra Heavy Duty (Sedan only) 25.64
 Helper 21.40

WHEEL COVERS 15.66

WINDOWS

Power, All Doors (except tailgate on Station Wagon) . 110.86
 Power Tailgate (Station Wagon) 34.65

TIRES

Standard — 8.25 x 15, 2 ply, 4 ply rated Blackwall

Optional:

Rayon:

Ply	Ply Rating		
2	4	Whitewall	31.31
4	4	Blackwall	14.85
4	4	Whitewall	46.15
4	8	Blackwall	33.66
4	8	Whitewall	64.86

Nylon:

4	4	Blackwall	20.48
4	4	Whitewall	51.72

† Requires 8 ply rated tires