

The *Superba*

BY CHECKER MOTORS



The common sense car
that saves dollars

★ *A remarkably different automobile...
at a remarkably moderate price*



LUXURIOUS COMFORT... NO FOOTWELLS, NO BUMPS—Rear seat passengers get a full 11" to 12" more leg room than in the average sedan. Ample headroom allows a man to wear his hat. Both seats are fully upholstered, with trim fashioning clear across.



EASIEST TO GET IN... AND OUT OF—Superba's doors are higher and wider than those on the average car. No squatting to get in, no squinting to get out, no need for seats that revolve. The Superba is designed and dimensioned for maximum motoring comfort.

You're about to discover a totally new and wonderful world of motoring comfort. The revolutionary new Superba will change almost all your ideas about how roomy, how thrifty and how easy-to-drive a car can be!

A tradition of value

The attractive new Superba sedans come to you with an impressive 28-year background of proven performance and value. They're the latest, proudest products of Checker Motors Corporation—since 1922 builders of the world's most popular taxicabs and other commercial automobiles. In large part, it was the persistent requests of regular riders in its roomier, safer taxicabs which prompted Checker to produce the new Superba.

A new standard of comfort

You'll find a wonderful world of difference in the Superba's styling. Its lines are clean, simple, classic. The large doors invite you to walk into its luxurious interior. And inside! Inside the Superba you'll discover new dimensions in spaciousness—room you can stretch in, room you can relax in. This extra roominess, plus Superba's unsurpassed riding qualities, makes every mile more enjoyable.

Bigger inside... shorter outside

Although its wheelbase is greater than two out of three new cars on the road, you shed 8" to 18" in wasteful overall length when you switch to Superba. Only 199½" from bumper to bumper, it fits any garage, parks in tight places, turns in a snug circle. The Superba sedan offers you the comfort of a luxury limousine with the maneuverability and handling ease of a small economy car. The Superba's unique character and features set it apart from any other motor car—American or European. It stands alone in a new and exciting class by itself.

THE *Superba* BY CHECKER

brings comfort back
to motoring

Room for two
extra passengers



Optional auxiliary seats allow eight to ride in comfort. This is another example of Superba's imaginative approach to automobile design.

Nothing in the U. S.—nothing in Europe—can match the *Superba*

*Combines sleek good looks
with unequalled ruggedness*



Superba Special 4-door Station Wagon



REAR SEAT FOLDS DOWN ELECTRICALLY—BY REMOTE CONTROL

Here's an optional exclusive feature for Superba station wagon owners. At the touch of a dashboard lever, the rear seat of your station wagon folds down into the floor out of sight, leaving eight feet of clear cargo space. Another flick of the lever and the seat returns. An additional power option: electrically controlled tail-gate window.



From road to roof, throughout Superba's station wagons and sedans, you'll find styling and engineering features which make these cars roomy and comfortable in the best American tradition; long-lived and distinctive in the tradition of early imported cars.

Crisp, classic styling

Consider the Superba station wagon. It's a smart-looking family car and a big capacity cargo hauler all in one. It's styled by one of America's foremost auto designers—and looks it in every detail. Luxurious color-keyed upholstery... foam cushions front and rear... automatic dome lights (two in sedan, five in station wagon)... wrist straps... three ashtrays.

First with "wide-track"

These sedans and station wagons give a feather-soft "limousine" ride remarkably free from sway and bumps. And the wide-track rear wheels (which

Checker Motors pioneered) make driving the new Superbas a revelation. You corner with remarkable agility. Your grip on the road is always steady, always certain. You meet every driving situation with relaxed confidence in the superb handling qualities of this precision-engineered motor car.

Less expensive to operate

Despite the classic styling and luxury interiors, the Superba is truly a thrifty car to own. Its rugged chassis is built to stand up for tens of thousands of extra miles. Its six-cylinder power plant delivers top performance on regular (non-premium) gasoline. Many top corporations have already discovered this new measure of economy and have switched to Checker Motors products for company cars.

If you're thinking about a new car, you can't afford to overlook the Superba. Let this be your year to discover true driving comfort, real driving thrill!



MORE ROOM IN FRONT FOR YOU... MORE ROOM IN BACK FOR CARGO

It's a pleasure to get into the Superba. No projecting windshield frame, and there's plenty of clearance for your knees under the steering wheel. Also note the unobscured line of the rear cargo compartment. This is the widest deck of any station wagon made. Maximum loading measurements with the rear seat down and tail-gate up: 49½ inches wide, 56 inches long, 33 inches high.



The safer, longer-life Superba chassis

You get unbeatable ruggedness, unparalleled safety built into your Superba chassis. Basically, this is the chassis that has been proven to stand up through 150,000 or more miles of gruelling taxicab service.



SUPERBA SPECIFICATIONS

GENERAL—Wheelbase . . . 120" • Overall length . . . 109.5" • Maximum width . . . 75.5" • Maximum height . . . 62.75" • Standard tire size . . . 6.70 x 15, 4 ply • Electrical system . . . 12 volt, 50 amp. battery and 35 amp. generator.

ENGINES—Overhead Valve engine—Continental, 6 cylinders, 125 horsepower at 3900 rpm. • Compression ratio 8 to 1 • Bore and stroke 3 1/4" x 4 1/4" • Piston displacement 236 cu. in. • Anodized aluminum alloy pistons • Overhead exhaust valves equipped with rotor lifters • Carburetor 1 1/4" downdraft with automatic choke. L-head engine—Continental, 6 cylinders, 95 horsepower at 3000 rpm also available.

OPTIONAL EQUIPMENT—Automatic Dual Range Transmission (with Overhead Valve engine): With 3.31 to 1 axle ratio standard, 3.54 to 1 axle ratio optional. Overdrive Transmission (with Overhead Valve engine): With 4.09 axle ratio only. Power-Lok Rear Axle: available in all axle ratios listed. Power Brakes: Power applied by vacuum through a Treadlocac. Power Steering: Steering assist supplied to front wheels by hydraulic pressure. Powered Driver's Seat: A four-way electrically operated seat. Auxiliary Rear Seats, Heater and Defroster, Radio and Antenna, Undercoating, Back-up Lights, Chrome Wheel Covers, Windshield Washer, Oil Filter, Tinted Glass, Air-Conditioning, Two-Tone Colors, White Side Wall Tires and other popular options also available. Optional tire sizes: 6.70 x 15, 8 ply; 7.10 x 15, 4 ply or 6 ply. (Minimum for station wagon 7.10 x 15, 4 ply).

Specifications, equipment and price subject to change without notice.

1 SURE-STOP BRAKES

Brake lining area is 193.5 sq. in., assuring safe, sure stops.

2 STURDIER FRAME

Heavy-duty, double channel X-brace frame has 3 tubular and 2 channel cross members.

3 REAR SUSPENSION

Cloud-soft ride assured with double-acting shock absorbers and heavy-duty, semi-elliptical, 5-leaf springs, 2" wide by 53" long.

4 PROPELLER SHAFT

The 2-piece propeller shaft has intermediate bearings mounted in rubber at frame's X member assuring quiet operation, long life.

5 STEERING

New, improved worm and gear design permits effortless steering, easy maneuverability.

6 TRANSMISSION

Standard synchro-mesh transmission has extra large bearings for longer service. Tough, helical gears in first and reverse. With 3.73 to 1 axle ratio standard, 4.09 axle ratio optional.

7 LONG LIFE CLUTCH

Heavy-duty ten inch single plate clutch with woven asbestos facings. Grease fitting on throw-out bearing.

8 22-GALLON GASOLINE TANK

Vented filler opening permits rapid fueling without overflow.

An extensive network of strategically located parts warehouses and depots assures ready parts availability for Superba owners throughout the country

CHECKER MOTORS CORPORATION • KALAMAZOO, MICHIGAN