

WHO ARE CHECKER OWNERS?

Checker's economy and extra space make the sedan or station wagon ideal for all-around family driving. In addition, Checker's reputation for dependability and durability has attracted thousands of owners who recognize Checker's advantages for "special" uses.

These are some of the people who have found it profitable to use the Checker Marathon Sedan or Station Wagon for business or personal use.

SALESMEN—Plenty of room for samples—comfort for customers.

FLORISTS—Large, fragile pieces can stand—be delivered intact.

FUNERAL DIRECTORS—Sedan (with auxiliary seats) carries eight passengers with dignity, no ostentation.

RELIGIOUS INSTITUTIONS—Practical, comfortable transportation that is dignified and modest.

FARMERS AND RANCHERS—A rugged, practical car for general duty.

CONVALESCENTS—Easy entrance and exit—smooth ride for the handicapped or ill.

OTHER CHECKER OWNERS INCLUDE:

Fleets ■ Orchestras ■ Rental Companies ■ Municipals ■ Resorts ■ Gas Companies ■ Schools ■ Pet Stores ■ Camps ■ Airports ■ Airlines ■ Oil Companies ■ Builders ■ Air Conditioner Contractors ■ Drug Stores ■ Radio-TV Stations ■ Appliance Stores ■ Electric Repair Service ■ Photographers ■ Printers ■ Sheriffs-Police ■ Hospitals ■ Orphanages ■ Rest Homes ■ and hundreds more!

Here's what owners say about Checker cars!

Mr. G. E., New York, N.Y.

"You do not have to be an acrobat to enter or leave. The doors are wide and roomy."

Mrs. E. J., Natnek, Alaska

"... Phenomenal mileage for having no work done on it... The upholstery is great, wears like iron, and is completely washable."

Mr. J. R. F., Pittsburgh, Pa.

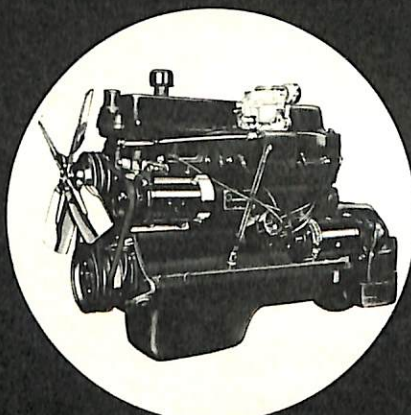
"The long trip was enjoyed by all, even the parents, and was free from mechanical troubles of any kind."

Mr. I. I., New York, N.Y.

"The car has accumulated over 225,000 miles. The only major work done was a valve job after 100,000 miles."

Mr. L. D., New York, N.Y.

"Checker built this car to last. So that's why I don't have to plan on replacing my car for another 2 years."



RELIABLE ENGINE

Mr. W. J., Greensburg, Pa.

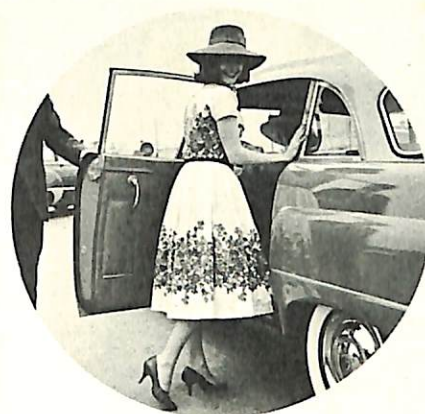
"The Checker has lived up to its press notices."

Mr. S. C. G., New York, N.Y.

"Hats are not knocked off getting in or out."

Mr. I. F., New York, N.Y.

"... real riding comfort."



HIGH, WIDE DOORS



MORE SPACE INSIDE



HEAVY DUTY FRAME

Specifications subject to change without notice.

©1960 Checker Motors Corp.

WHY

THIS CAR

WILL GO

200,000

MILES...

AND WHY

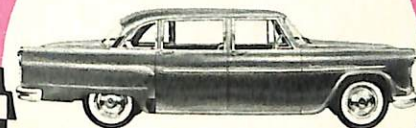
YOU

MAY WANT

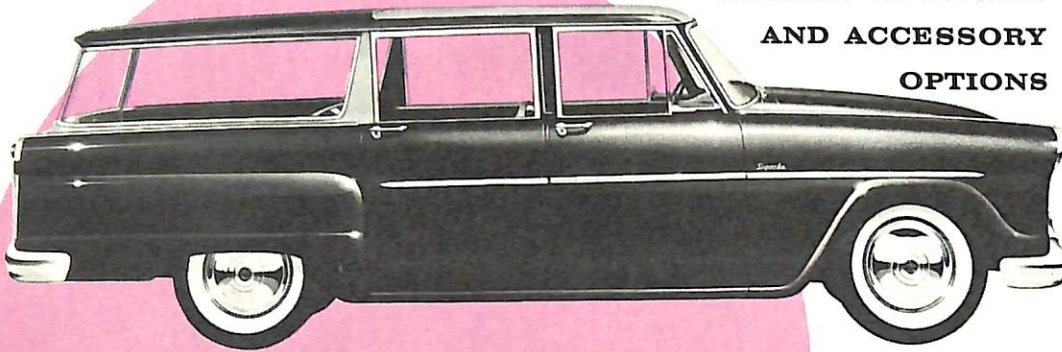
TO

OWN A

CHECKER



**DOZENS OF POWER
AND ACCESSORY
OPTIONS**



TRIM, CLEAN LINES

No flying fins or trick styling—the space you see is all usable space. Flat rear floor with no tunnel or drive shaft to cut passenger room.

EASY TO PARK—EASY TO MANEUVER

Same practical length as the sedan—only 199.6" long. Turning diameter only 37.5'.

MORE CARGO SPACE

With rear seat down and tail-gate up offers over 93 cubic feet of space. 96.75" long, 33.6" high, and 49.6" wide.

PRACTICAL TAIL-GATE OPENING

Exceptionally wide tail-gate floor opening makes loading bulky cargo easier. Tail-gate drops flat for long loads and easy loading.

COMFORT AND UTILITY

Carries more passengers in more space. Foam rubber upholstery is covered with washable, scuff-proof vinyl.

EXCLUSIVE POWER AIDS

Two power "extras" are optional and exclusive with Checker wagons. Dashboard control permits rear seat to automatically fold down neatly into the floor and out of sight. Another electric lever controls the tail-gate window—lets it down swiftly and smoothly.

TAXI-PROVEN

THE CHECKER Marathon Station Wagon

CHECKER BUILDS ITS CARS TO LAST

- Heavy duty, separate frame construction.
- All stress areas reinforced—extra welded.
- Proven in use by fleet and cab owners.

THE CHECKER HAS SENSIBLE STYLING

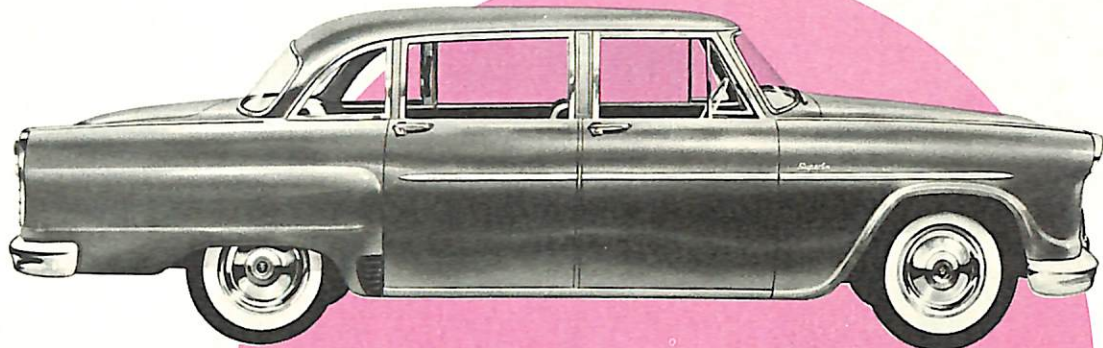
- Simple lines won't look out-dated through the years.
- Only 199.6" long. Parks easily.
- Responsive handling. Turning diameter only 37.5'.
- No unnecessary overhang. Negotiates steep ramps.
- Extra road clearance saves repair bills due to "bottoming in."
- No extra chrome or useless fins.

THE CHECKER COSTS LESS TO OPERATE

- Rugged, 6 cylinder engine gives more miles per gallon.
- Fewer and lower maintenance bills.
- Interchangeable front and rear bumpers.
- Easily removable window frames—easy bolt-on door frames for inexpensive repair or replacement.

THE CHECKER HAS MORE BUILT-IN COMFORT

- Lots more space inside—where it counts.
- Beefed-up front and rear suspension.
- Foam rubber covered deep spring seats . . . front and rear.
- Rubber cushions in frame insulate from shock and vibration.
- Flat floor—no obstructions mean more leg room.
- Full undercoating cuts down road noise.



TAXI-PROVEN



THE CHECKER 4-door economy sedan