

VARIETY MOTORS
1554 W. NATIONAL AVE.
MILWAUKEE, WIS. 53204
CHECKER-DISTR. EV. 3-2600



CHECKER 4 DOOR STATION WAGON

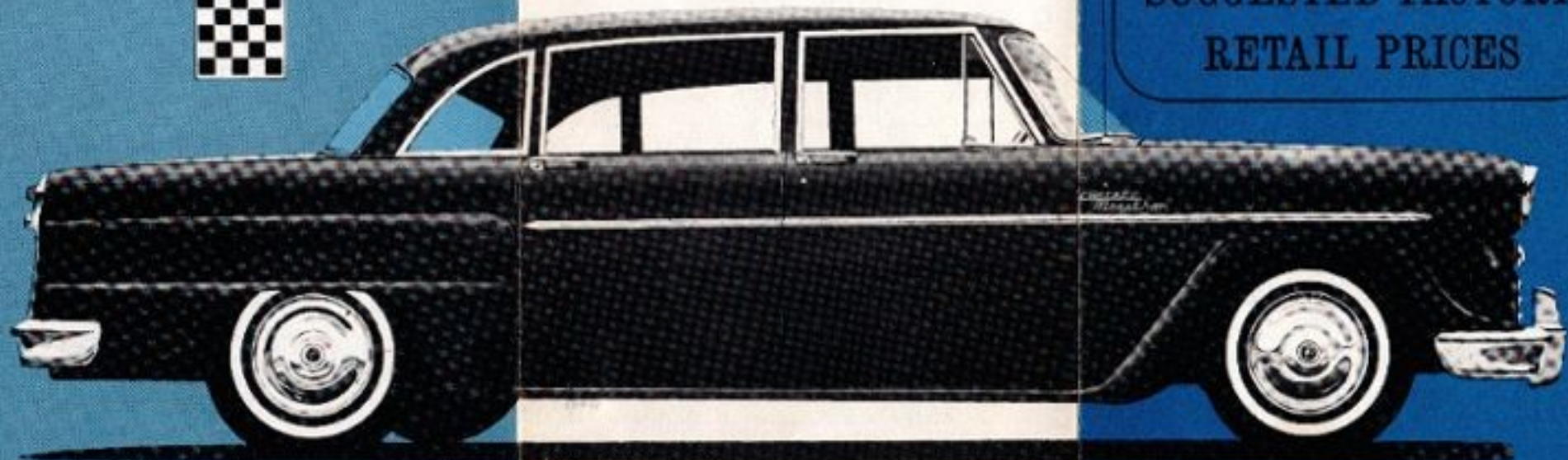


CHECKER LIMOUSINE

CHECKER



Checker Motors Corporation
Kalamazoo, Michigan



**If your car is over
5 years old, get this:**

Checker Motors Corp. of Kalamazoo, Michigan has engineered and built a car that keeps its value year after year because the simple, classic design never changes. People who own a car 5 years or longer need the extra quality and extra strength that goes into every Checker car. The Checker Marathon is built simultaneously with the world famous Checker taxicab and features the higher, wider door openings, extra large interior, flat rear floor and a simple, uncluttered economy engine. Make sure you really like Checker before you buy . . . they last a long, long time.

Checker Motors Corporation
Kalamazoo, Michigan

**SUGGESTED FACTORY
RETAIL PRICES**

CHECKER MOTORS SEDANS AND STATION WAGONS PRICE LIST

(INCLUDING FEDERAL TAX)

Prices and specifications subject to change without notice. State and local taxes extra. Prices for optional equipment items shown are additional to prices for Sedans and Station Wagons.

CHECKER MARATHON

4 Door Sedan—120" W. B. ~~3,139.88~~ 2934.40

CHECKER MARATHON

4 Door Station Wagon—120" W. B. 3,139.88

CHECKER DELUXE MARATHON SEDAN

129" W. B. 3,500.91

All above cars include 6 cyl. OHV engine, heater and defroster, and undercoating.

CHECKER CUSTOM LIMOUSINE

129" W. B. 4,637.79

Includes 6 cyl. OHV engine, heater & defroster, undercoating, power steering, and power brakes.

Air Conditioning front

(Sedan, Station Wagon & Limousine)..... \$353.95

Requires H. D. alternator, 80 ampere battery, & tinted glass.

Air Conditioning deal with front controls,

(Limousine only) 637.10

Alternator—Heavy Duty ~~14.00~~ 14.00

Anti-Freeze, Permanent, 6 cyl. engine 4.25

Anti-Freeze, Permanent, 8 cyl. engine 5.66

Backup Lights 8.49

Battery, 80 Ampere 12.03

Bumper Guards, Front 12.00

Bumper Guards, Rear (Sedan Only) 12.00

Clock, Electric 13.45

Delivery And Handling 25.00

Electric Parking Brake Signal 4.00

Engine, V-8, 195 H.P. 110.43

Engine, V-8, 250 H.P.	\$198.21
Foot Rail (Custom Limousine Only).....	27.60
Freight to Chicago	24.00
Glass, Tinted Windshield Only	15.50 15.50
Glass, Tinted All Around (Sedan)	35.39
Glass, Tinted All Around (Station Wagon).....	38.23
Heater, Auxiliary, Under Seat	49.55
Luggage Carrier, Top (Station Wagon Only).....	92.00
Mirror, Outside Rear View	3.90
Paint, Two-Tone	24.07
Partition with Sliding Glass (Custom Limousine)..	162.82
Power Brakes	42.00
Power Seat, Front	63.71
Power-Lok Rear Axle	39.64
Power Steering	76.00
Power Door Windows	104.77
Radio, Pushbutton Transistor Type	75.04
Reinforced Floor, for later installation aux. seats..	4.25
Seat Belts, Front	20.50
Seats, Auxiliary Rear, Rubber Pad, Pair	31.53
Seats, Auxiliary Rear, Upholstered Pair	42.47
Seats, Auxiliary Rear (129" Wheelbase only).....	127.42
Shock Absorbers, Heavy Duty	7.26
Springs, Heavy Duty for Sedan	No Charge
Springs, Heavy Duty for Station Wagon,	
Extra H. D. for Sedan	26.19
Springs, Helper	21.86
Tires, 6 Ply Black	34.06
Tires, White Sidewalls	31.75
Transmissions: Dual Range Automatic	247.76
Overdrive	107.60
Floor Tower Shifter	14.16
Wheel Covers	16.00 16.00
Windshield Washer	12.50 12.50

EXTERIOR COLORS AVAILABLE Chroma Black, Cameo White, Kimberly Red, Stoneridge Silver, Sorrento Blue, Alpine Blue, Crystal Green, Briargate Beige, Tuscany Tan, and Springhill Green.



CHECKER

Marathon

