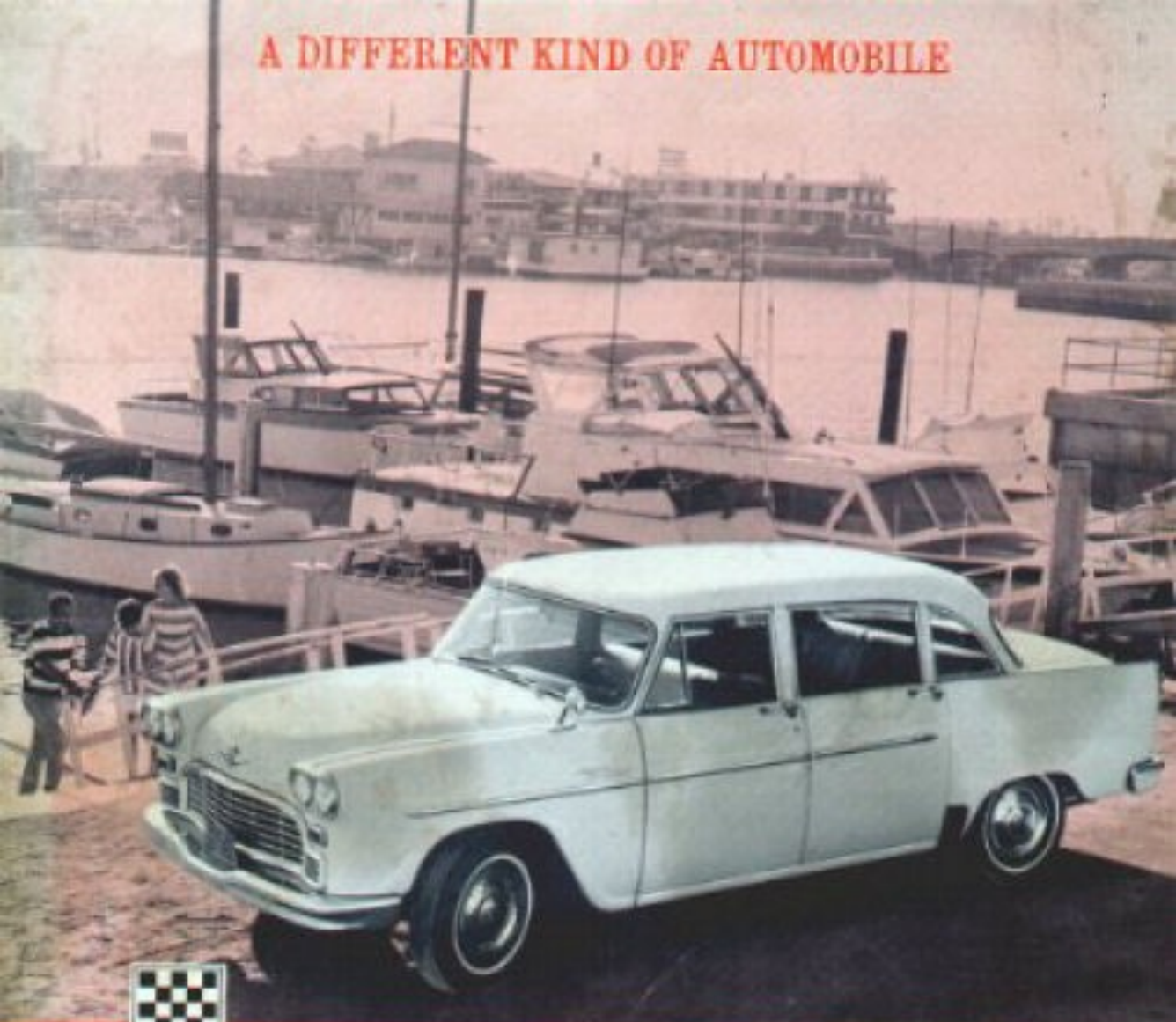


A DIFFERENT KIND OF AUTOMOBILE

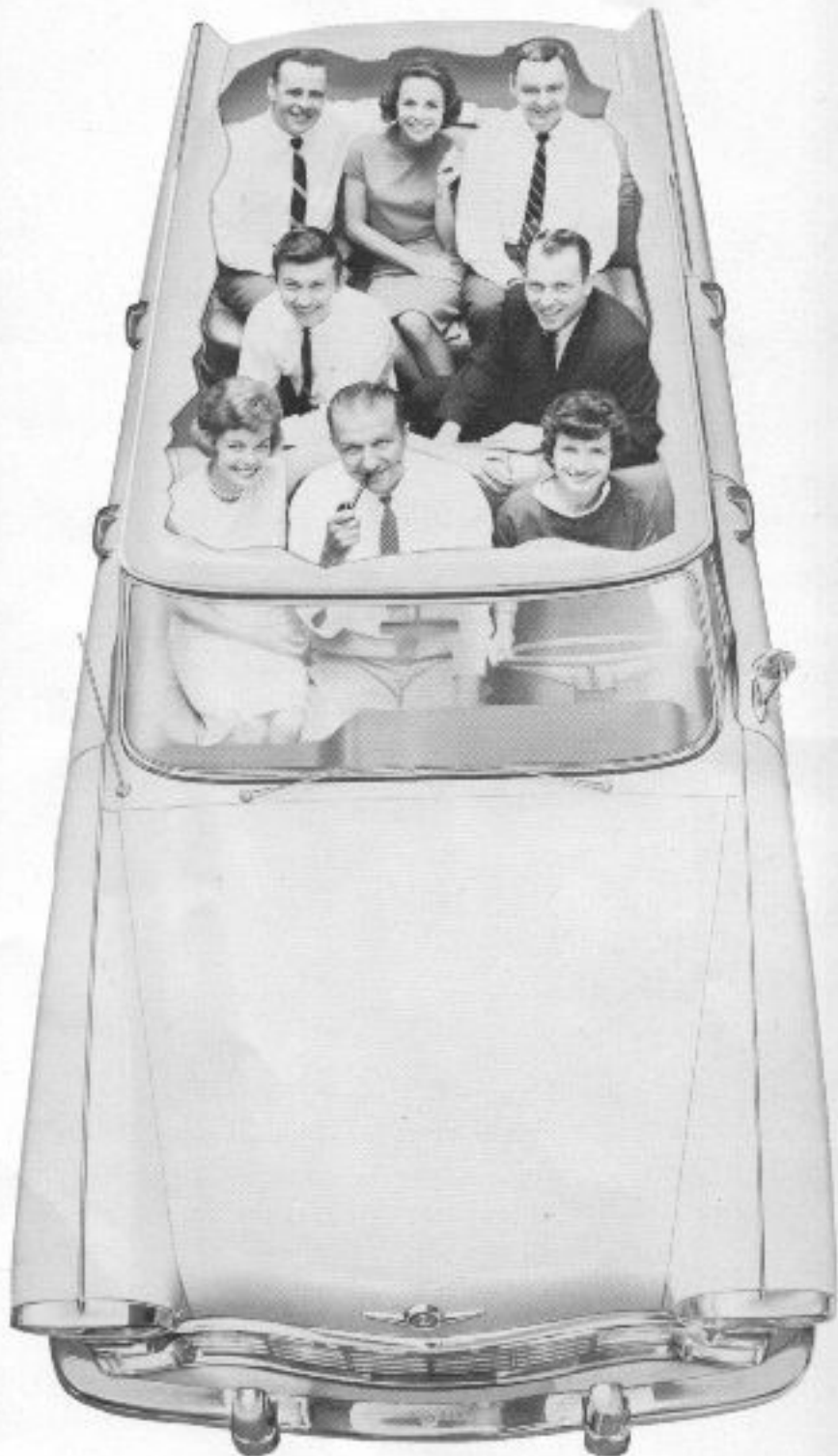


*No other car
is built like*

CHECKER

THE DIFFERENT (BUT PRACTICAL) CHECKER

The Checker is unlike other cars. Many think it looks and rides like an expensive, imported limousine. The fact that a Checker 4-door sedan seats 8 people; 6 in deep-seated, luxurious comfort and 2 in those neat auxiliary seats—shows American ingenuity and craftsmanship at its best. A Checker owner tells us "Checker is all car—no gimmicks, no fancy dodads—just 100% good, dependable, highly practical transportation." To this we add comfort, stamina and value, for Checker has a heritage that goes back over 40 years—building a limited number of cars each year for business and personal use — for those who appreciate true value.



Cutaway view shows how the Checker passenger sedan—on a 120 inch wheel base—seats eight adults in complete comfort. No other car is built this way!

MARATHON 4-DOOR SEDAN

THE ULTIMATE IN LIMOUSINE LUXURY

BIG! BRAUNY!



Checker's classic styling carries a quiet elegance that's appreciated by people who value good taste. The Marathon is available with a full range of automatic and power accessories for less than you'd expect to pay for similar appointments in an ordinary sedan. Luxurious interior styling, coordinated with elegant yet sturdy fabrics in a wide choice of colors.

An economical, spacious station wagon that finds favor with smart buyers. It's a pleasure to use for business . . . the perfect answer for suburban and exurban living. Flat rear floors, more useful cargo space (due to absence of wheel wells), and wider tail gate opening. Timeless Checker styling insures the value of this economical station wagon.



SUPERBA STATION WAGON

UTILITY • ECONOMY • PERFORMANCE

MARATHON STATION WAGON

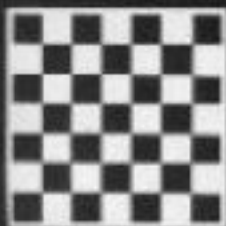
SPACE • COMFORT • QUALITY

BUILT TO LAST!



For day-in, day-out business, for in-town shopping, for trips to the country club or vacations with the family... the Marathon meets the highest standards of performance. Rear seat disappears into floor with one simple motion, revealing over 93 cubic feet of cargo space. A full range of smart new fabrics and interior colors — color-coordinated with the exterior.

All the space, comfort and classic styling you expect from cars costing thousands more. Safer, strengthened parts used throughout. Available with a wide choice of optional power and automatic equipment.



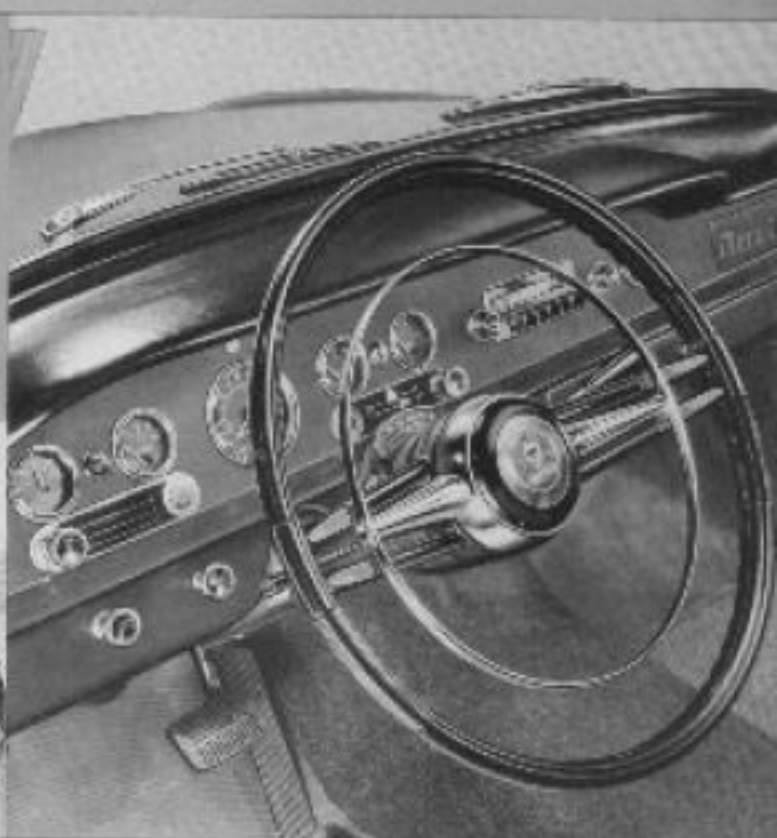
SUPERBA 4-DOOR SEDAN

BIG CAR COMFORT AT LOW COST

DIFFERENT BECAUSE it won't lose its value

A Checker doesn't go out of date every year. There are no fashiony, faddy model changes for the sake of change. No built-in obsolescence either. A Checker is designed to endure . . . externally . . . just as it's built to last . . . internally. Improvements are constantly being made . . . the kind of improvements that make sense be-

cause they create even greater economy or greater driving comfort. You'll appreciate your investment in a Checker more when you've driven it over 30,000 miles and it still behaves and looks like a new car. It's the perfect choice for people who insist on luxury, but are too smart to throw money away.



CHECKER

No other car is built like a Checker.

Created and engineered to fulfill the need of world-wide taxicab fleets, today's Checker represents a totally different kind of automobile. Built in limited quantities for value-conscious motorists, the Checker achieves a rare combination of European styling and comfort and American craftsmanship and ingenuity. A Checker costs more to build. This is evident in every manufacturing detail and in every built-to-last part. Typical of the big difference in a Checker is the sturdy chassis. Another unique feature found only in a Checker is the Double Channel X-Brace Frame—honored by many automotive engineers as the safest and strongest frame in the automotive industry. It is this kind of extra strength and extra long-life built into every car that has helped build Checker's enviable reputation during the past 40 years.

DIFFERENT
BECAUSE
IT'S
BUILT
TO LAST

