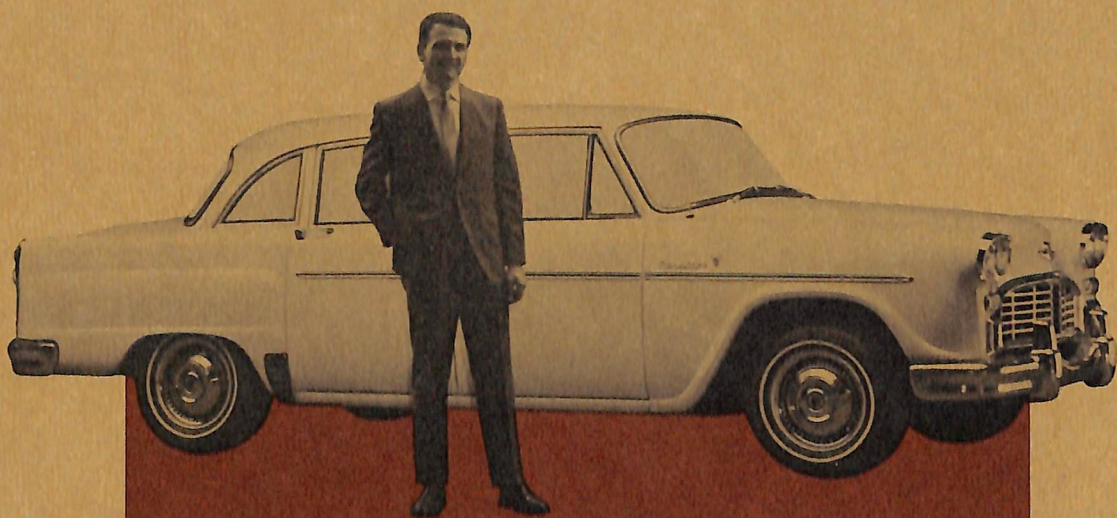


**Checker Passenger  
Car Buyers . . .**

**you pick up your car at  
the factory . . .**

**we pick up your fare to  
the Checker factory.**

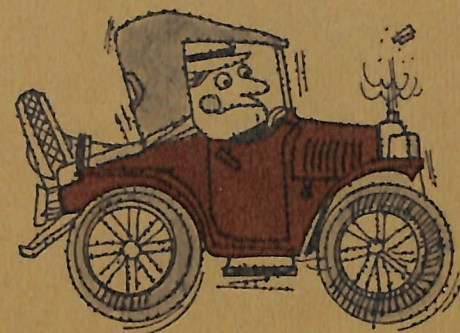


# It's true. Checker pays your rail, bus, car or air fare from your town to Kalamazoo.

Now . . . come to the Checker factory in Kalamazoo to pick up your new car . . . watch the Checker Marathons being built! Drive your new car home!

It's an exciting, new idea in automobile marketing. It's a great reason for you to "get away" for a few days and it's the perfect way to see, with your own eyes, the extra care, extra quality, extra long-life that's put into every Checker passenger car. To qualify for Checker's free one-way fare plan to Kalamazoo, you must place an order and arrange for factory delivery of a new Checker Marathon station wagon, sedan or limousine. The order must be accepted and acknowledged by us. (All transportation costs are based on the most direct route from your town to Kalamazoo.)

## Trading in your old car?



Under Checker's unique free-fare plan, you can still trade in your present car. In lieu of ticket reimbursement, we pay you 10¢ a mile via the most direct route for delivering your trade-in to us. The actual cash value of your car . . . the amount we pay you for your trade-in . . . depends, of course, on its age and condition. We use the "Official Used Car Market Guide" published weekly by National Auto Research Company, as a guide in determining the price of your trade.



A. See the unique Checker double channel X-brace frame, the safest, strongest, most stable frame construction, as it becomes the very backbone of the built-to-last Checker. Watch production experts assemble the extra-strength parts into every Checker, for your greater protection and riding comfort.



B. See how Checker gives you a smoother, quieter, vibration-free ride. Watch as the Checker Marathons move through the production lines. See the assembly points and inspection areas; measure the extra care and extra value built into every Checker Marathon.



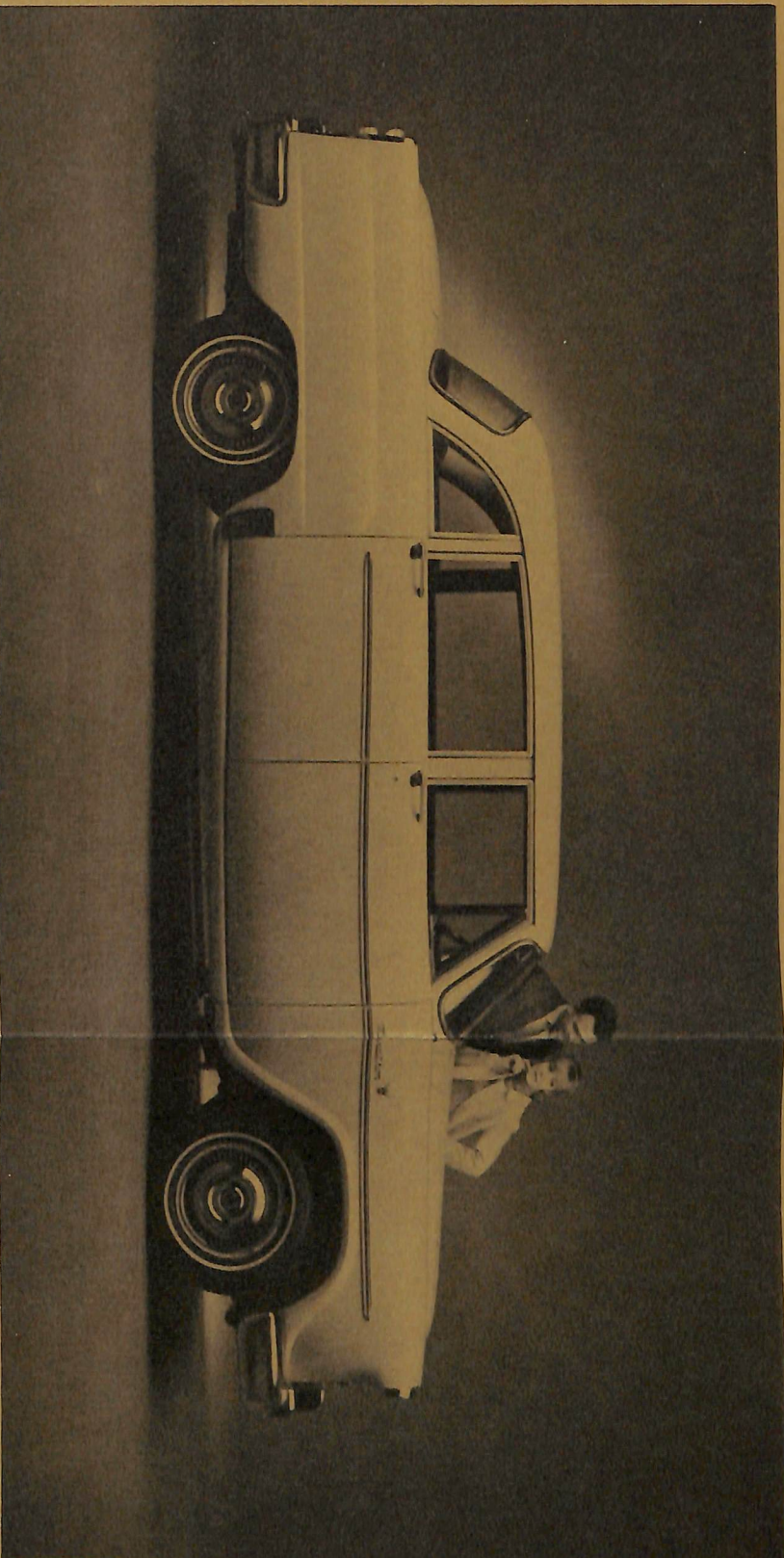
C. Take one of the Checker passenger car demonstrators on the test track. Watch our test drivers put the built-to-last Checker through the paces . . . see how much more you get in comfort, convenience and economy with a Checker Marathon!



D. Visit and vacation in fabulous Western Michigan. A great place for: • winter sports — skiing, skating, sledding • antique hunting • fishing and boating • hunting • shopping • sight-seeing

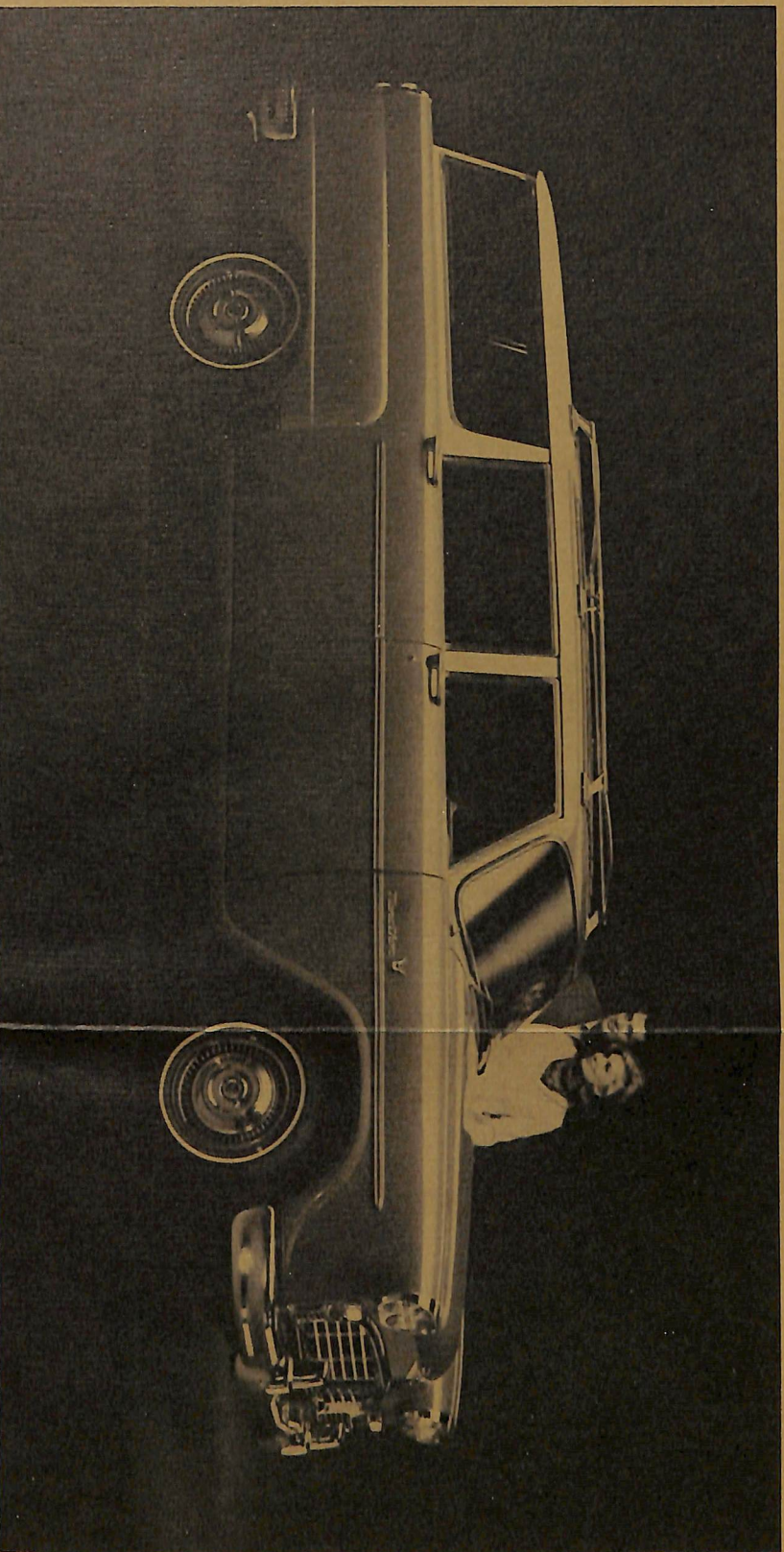
Also visit: Battle Creek • Holland • Grand Rapids • and many other nearby cities in Michigan.

### Checker Marathon 4-door sedan



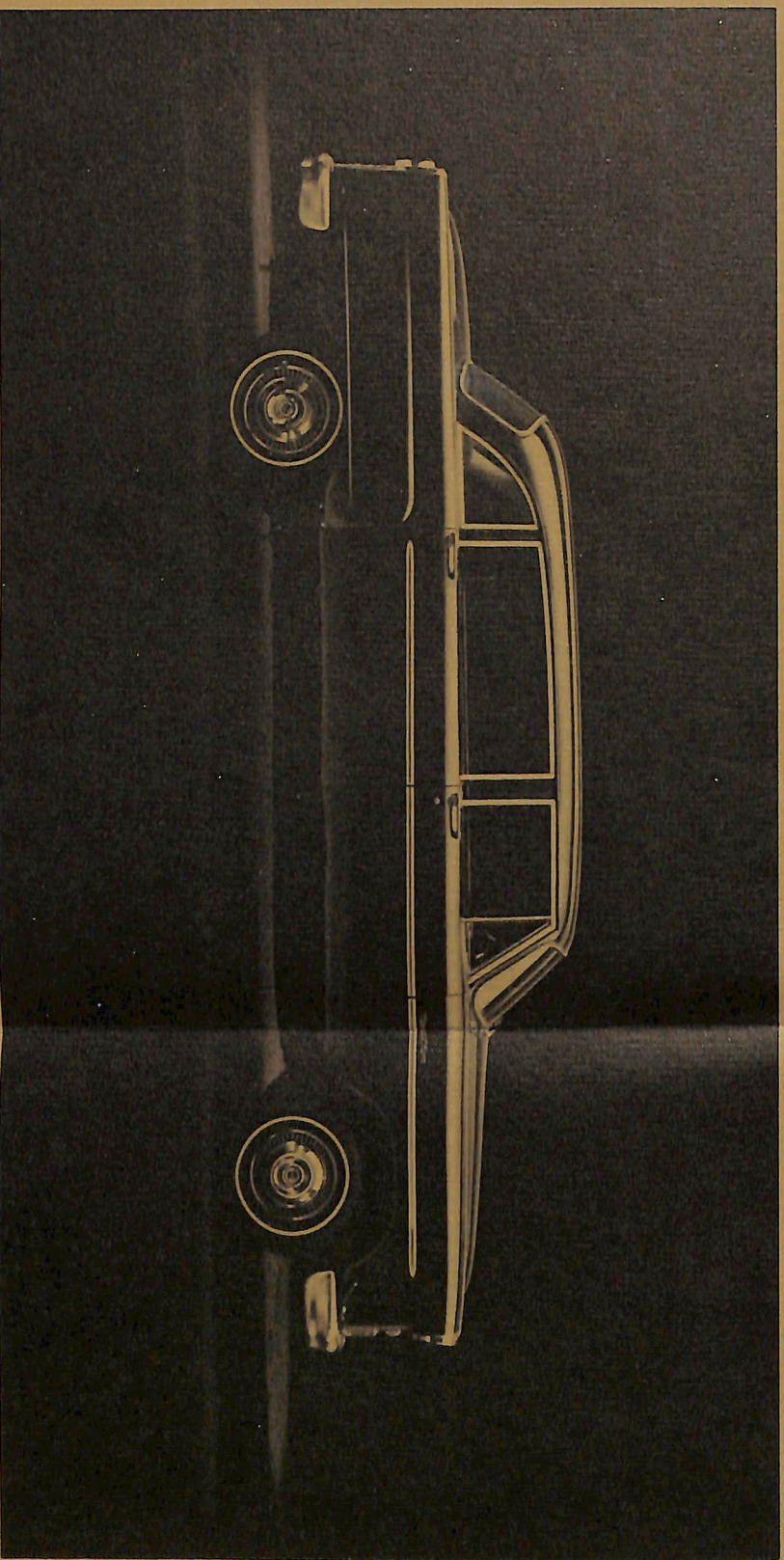
The Checker Marathon reflects a tradition of passenger comfort and safety that covers nearly 50 years of auto making. At the sprawling, modern Checker factory at Kalamazoo, Michigan, there is a heritage of technical know-how and craftsmanship that is unequalled in the automobile industry. Here, the Checker Marathon and Checker fleet products are practically custom-built. Here is an automobile so unique . . . so different . . . that it has often been compared to expensive custom-built European limousines. At Checker, modern functional styling is not tied to short-lived fads or fashions. At Checker, we build a car to satisfy the needs of the family, the business, the individual who respects safety, long life and economy. Of all cars built in America, only Checker is built to give owners maximum value, and maximum comfort over the longest period of time.

### Checker Marathon 4-door station wagon



The Checker Marathon station wagon is less than 17 feet long, yet it parks like a compact, maneuvers through congested traffic like a cab and has the comfort and convenience of a big sedan. The Marathon station wagon personifies everything Checkers are known for—long life; tough, rugged, super-strong construction; proven economy. Its huge 93 cu. ft. cargo area can be loaded quickly—there are no protruding wheels to get in the way. The extra-strong vinyl covered floor is engineered for extra weight and extra load-carrying capacity. No transmission tunnel in the rear to rob you of extra space, either. The Checker station wagon is engineered and built for the tough jobs you expect from a station wagon, yet comfort is not sacrificed. You get the same deep-seated, supremely comfortable, foam padded seats as in the sedan—the same luxurious fabrics or tough vinyl—the same safety and security that makes Checker an extraordinary value.

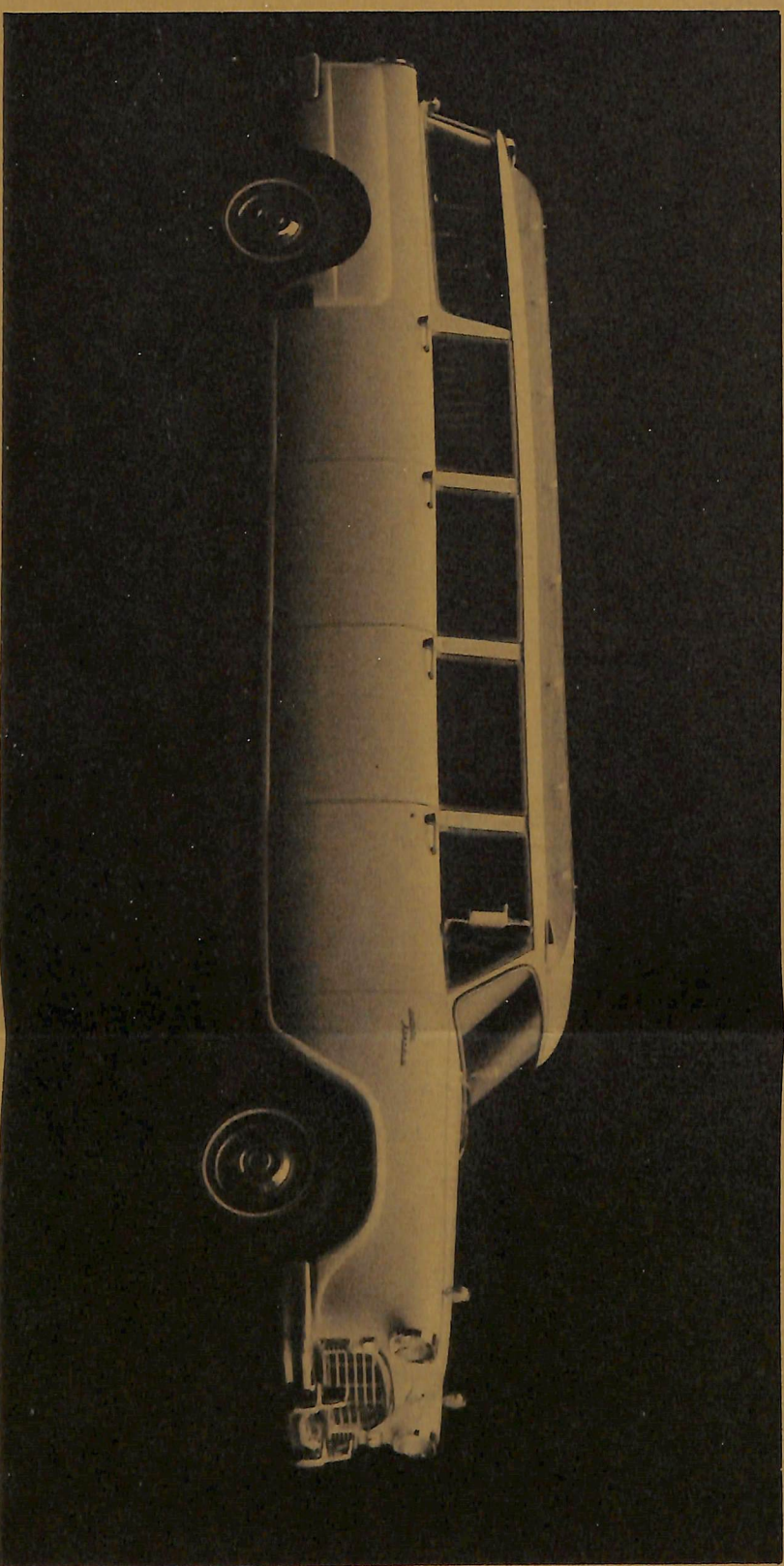
### Checker Marathon Limousine



The Checker A-12E Limousine, originally engineered and built for world markets, is the perfect VIP car for municipal and local government officials, livery, corporations, resorts and hotels, funeral directors—whenever and wherever superbly comfortable transportation without ostentation is required. No other car can match the tremendous interiors of the Checker A-12E.

Big, square, forward-facing auxiliary seats mean more adults can relax in limousine comfort. Its regal 129" wheelbase—without useless protrusion in front and rear—means easiest handling with maximum performance. Also available: Custom Limousine. Includes luxurious gray whipcord upholstery and custom interior, divided rear seat with center armrest. Also available with fully upholstered, sliding glass chauffeur's partition.

### Checker Aerobus Limousine



Perfect for schools, institutions, resorts, motels, hotels, inter-plant transportation, employee pick-up—even large families! It's the practical idea in mass transportation! 9 to 12 people, including baggage or equipment, enjoy new comfort and convenience with the Checker Aerobus. Built from the ground up, as an economical, superbly comfortable and roomy "station wagon limousine," the Checker Aerobus offers all the safety, long life and economy features of the world-famous taxicab, including flat rear floors, higher door openings, ageless design. The Aerobus is available in 6- and 8-door models, with new 185 h.p., 327 cu. in. V-8 engine, power steering and power brakes included as standard equipment. 12 passenger, 189 in. wheelbase, 270" over-all, 9 passenger, 154 in. wheelbase, 235" over-all.

# To purchase your new Checker,

please complete the enclosed order form. It's easy—you can write your own order.

- 4-dr. sedan                       8-dr. Aerobus  
 4-dr. station wagon    4-dr. limousine

**1** Select the model you prefer (Marathon sedan, station wagon, etc.).

**2** Pick your color:

- Black    White    Red    Light Gray  
 Light Green    Dark Green  
 Light Blue    Dark Blue  
 Beige    Maroon

**3** Choose all vinyl or combination fabric and vinyl upholstery (matches or harmonizes with exterior color selection).

**4** Decide which equipment options (radio, automatic transmission, V-8 engine, etc.) best suit your driving needs.

**5** Complete price, using enclosed equipment price list.

**6** If you have a car you wish to trade, indicate make, year, model and mileage.

**7** Sign and return order with a deposit check of \$500.00.

**8** So that you can make the necessary travel plans, we will notify you at least four weeks in advance of the Kalamazoo delivery date of your Checker.



## Checker Motors Sales Corporation



2142 N. Pitcher St.  
Kalamazoo, Mich.  
Phone (616)-343-6126

**Sales and Service**