



THE CHECKER MARATHON

...passenger car version of the world-famous Checker taxicab!



***How the Checker
is built...and why
it's built that way.***

For more than 40 years, Checker Motors Corp. has engineered and built the only real taxicab . . . the only vehicle created specifically to move people comfortably, efficiently and economically.

Only Checker has the higher, wider, straight doors of the built-for-comfort cab; only Checker has flat rear floors; only Checker has the interior roominess to seat 8 passengers in comfort.

Today, the Checker Marathon—passenger car version of the famed cab—fulfills the growing need for a truly practical car for family or business use. It's built to last and economical to operate. It has undated, classic styling—without yearly model changes. There is no other car like it.



Safety:

maximum strength and protection!

X-Brace Frame

Strongest, safest frame available today, the double channel X-brace frame is the backbone of the Checker.

Oversize Brakes

Checker's big 15" wheels permit big brakes with 183.5 square inches of lining. Means long brake life; quick, smooth and safe stops.

High View

The driver has a high, commanding view of the road for greater safety and comfort, less fatigue on long trips.

Padded Dash

The entire width of the dashboard is padded with foam rubber cushioning, giving front seat riders extra safety.

Seat Belts

Airplane type seat belts are factory-installed in the front seats. (Optional).

Safety Door Locks

Checker's new door locks are the strongest and safest in the industry.



Styling:

Classic and Functional!

No Long Overhang

The long, useless overhang on other cars frequently makes bumpers bang when going up inclined driveways. But Checker's higher road clearance keeps the tail pipe and bumpers from being damaged on inclines or bottoming on bumpy roads.

Parks In Small Spaces

Despite its inside roominess, the Checker is only 100.5' long . . . so it can easily slip into parking spaces that other cars have to pass up. Turning diameter is a scant 37'6"—Checkers can U-turn in a narrower-than-average city street.

Protective Bumpers

Other cars have bumpers that are recessed into the body; grilles or trunks can easily be damaged. But Checker bumpers are designed to bump; they protrude fore and aft, and wrap around all four corners—for real protection! And—front and rear bumpers are interchangeable for lower maintenance cost.

No Annual Facelifts

Checker constantly adds improvements . . . but eliminates the high cost of a yearly facelift. There's no planned obsolescence to speed up depreciation. Instead, Checker's classic styling will look right next year and for many years to come.



Comfort:

Limousine luxury at half the cost!

8 Passenger Roominess

Checker is the only 4 door sedan, other than limousines costing up to \$10,000.00, that seats 8 adults comfortably—six in deep-seated luxury, two more on fold-away auxiliary seats. There's more headroom, more legroom, more hiproom in a Checker!

Higher, Wider, Straight Doors

You can get in and out of a Checker comfortably and easily . . . without twisting or squirming . . . without hitting your head or knocking off your hat . . . without losing your dignity. Straight door design eliminates finger pinching, too.

Flat Rear Floor

The drive shaft on the Checker sedan and station wagon is below the floor. There's no big tunnel to take up space . . . to trip over . . . to make the center of the seat uncomfortable.

Smooth-Riding Suspension

Coil front springs . . . stabilizer bar . . . wide, multi-leaf rear springs . . . double-action shock absorbers . . . rubber body mounts—all combine for a luxuriously comfortable ride.



Durability:

built to outlast other cars!

Taxi-Proven Parts

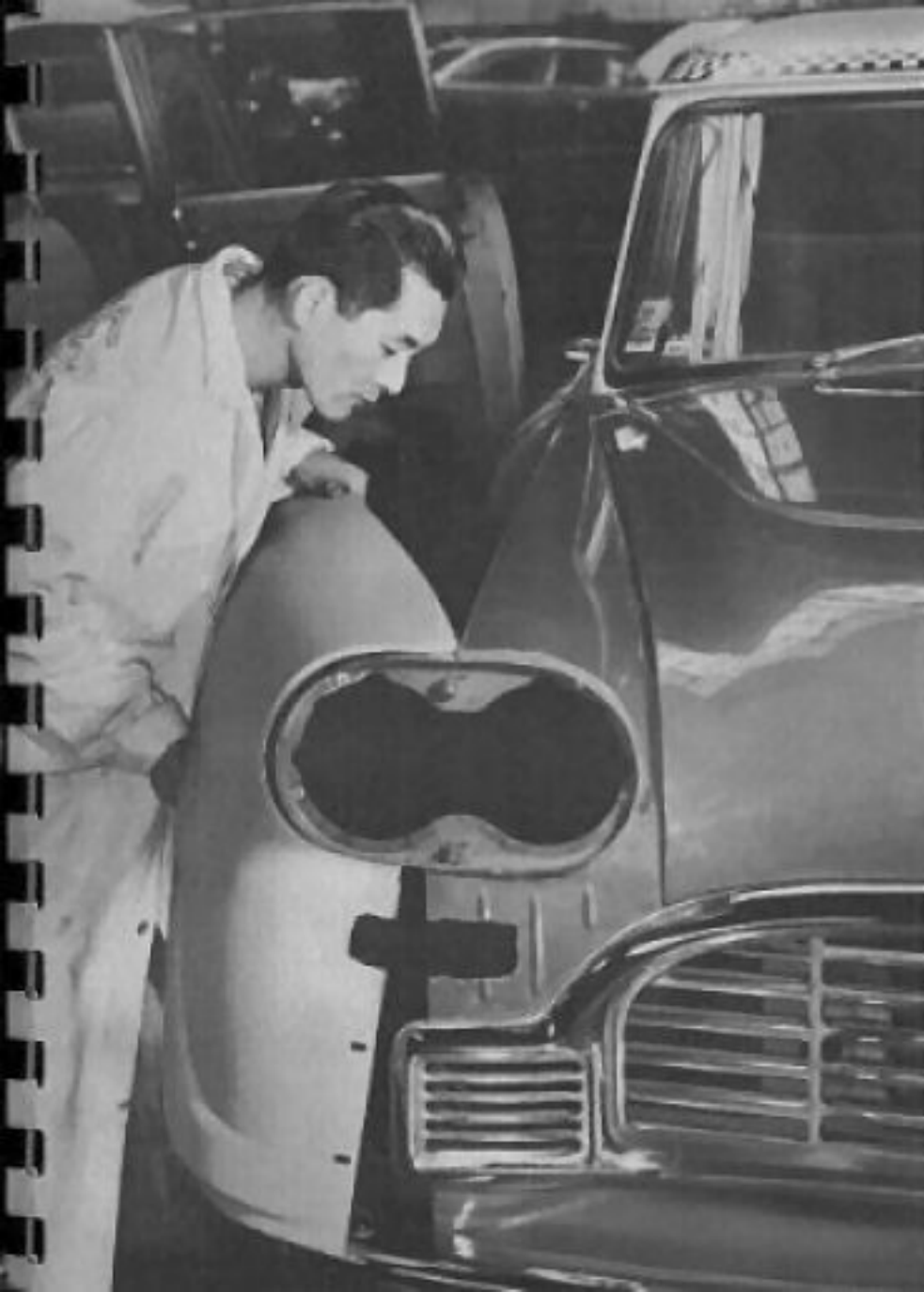
No car takes the punishment that a cab does . . . and no car stands up to it like a Checker. Heavy-duty parts, proved over billions of taxicab miles, give Checker thousands of *extra* miles of trouble-free performance.

New Rustproofing Technique

Checker is now using the most thorough rust prevention program in the industry. The result is an automobile far more resistant to wear and weather . . . with a protected body that will last longer than ever.

Long-life Lacquer

A Checker stays new looking longer because it's painted with the finest, longer lasting acrylic lacquers. The Checker high-gloss finish is one of the most durable types of exterior paint in use today!



Economy:

low cost operation and maintenance!

Regular Gas

Both of Checker's new engines—the V-8 and the 6—are designed to run smoothly and efficiently on regular gas. This, coupled with Checker's high mileage per gallon, means a lower cost per mile of driving.

Two-Piece Fenders and Doors

All four fenders bolt on, come off easily in minutes. Two-piece construction allows removal of either the outer half or the entire fender assembly. Two-piece doors, like the fenders, mean faster, easier, more economical repairs.

Accessible Engine

The engines, too, are made for quick, simple maintenance. All parts can be reached easily, quickly and with a minimum of time.

Big 15" Wheels

Checker's utilitarian 15" wheels give more economy three ways: better gas mileage, longer tire wear, longer brake wear.



Performance:

responsive and easy to handle!

New V-8 & Overhead Valve 6 Engines

Now Checker has a powerful new V-8 with a two-barrel carburetor, optional at extra cost—plus a new short-stroke, overhead valve six, standard on all Checkers. These new engines give Checker more responsive performance than ever before!

Automatic Transmission

Dual-range automatic transmission makes driving a pleasure. Automatically and smoothly changes gears through three speeds; gives quick starts, yet economical cruising. Optional at extra cost.

Wide Track

Checker pioneered the wide track, and now has perfected its performance. The car holds the road better . . . turns corners more easily and safely.

Stabilizer Bar

On turns or bumpy roads, the sway-stabilizer bar keeps the Checker steady and stable under even the most adverse driving conditions—the front wheels respond instantly and accurately to the steering wheel.

Checker Features add up to an outstanding

1. Chrome parts contain more nickel to stay new looking longer.

2. Less overhang, front and rear, for easier parking . . . no bumping on ramps.

3. Front and rear bumpers extend outward and wrap around for better protection.

4. Strongest, safest door locks prevent doors from opening accidentally.

5. Grille, fenders and doors are removed and replaced quickly and easily for low cost repairs.

6. Wide-track design for better stability, maneuverability, cornering.

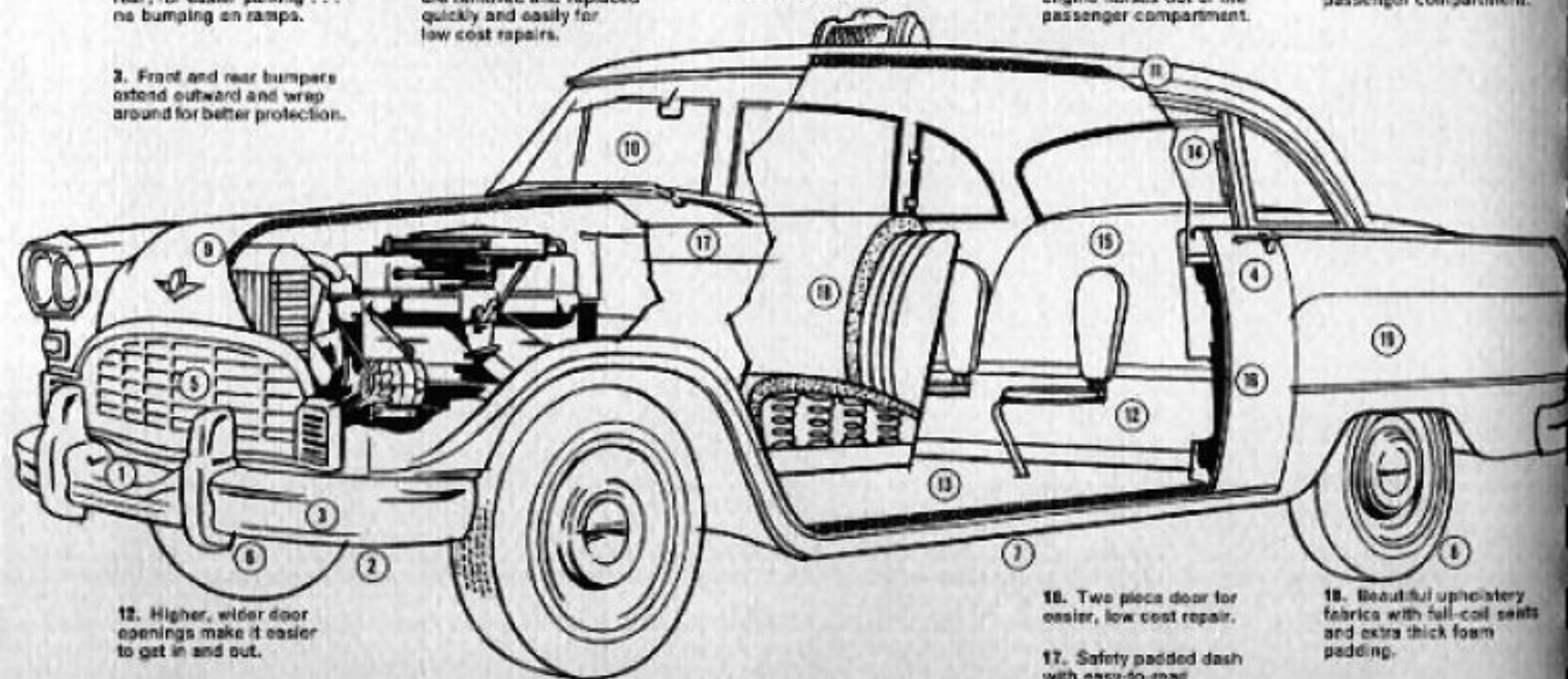
7. Positive rustproofing process guards against rust in critical areas.

8. Large 15" wheels for better gas mileage, less tire and brake wear, safer braking.

9. Insulating hood keeps engine noises out of the passenger compartment.

10. Safety-plate glass in all windows for extra protection.

11. Full insulation in roof, panels, dash and floor keeps road noises out of passenger compartment.



12. Higher, wider door openings make it easier to get in and out.

13. Flat rear floor has more legroom for comfortable sitting.

14. Straight-line door design helps eliminate pinched fingers.

15. Passengers in rear sit behind the door-mat beside it—for extra safety and comfort.

16. Two piece door for easier, low cost repair.

17. Safety padded dash with easy-to-read instrument panel. Circular gauges are classically arranged for fast and accurate reading.

18. Beautiful upholstery fabrics with full-coil seats and extra thick foam padding.

19. Highly durable acrylic lacquer for longer lasting, better looking finishes.

value!



20. Double channel X-brace frame for greater strength, stability, safety.

21. Perfectly balanced chassis—built stronger, built better, built for an extra measure of safety, durability and security.

22. 23 gallon fuel tank for fewer road stops.

23. Extra long-wearing, sure-stopping brakes—proven the safest, surest brakes made.

24. Re-circulating ball-type gear box for perfect steering control.

25. Independent coil front suspension for a smoother ride on all kinds of roads.

26. Engine easily accessible—cuts servicing time and costs. High efficiency heavy duty alternator.

27. Choice of powerful new V-8 or economy 6.

28. Long-life heavy-duty exhaust system.

29. Choice of two trouble-free transmissions—synchro-mesh or automatic.

30. New one-piece prep shaft for quieter operation.

31. Dependable, long-life, heavy-duty fuel pump.

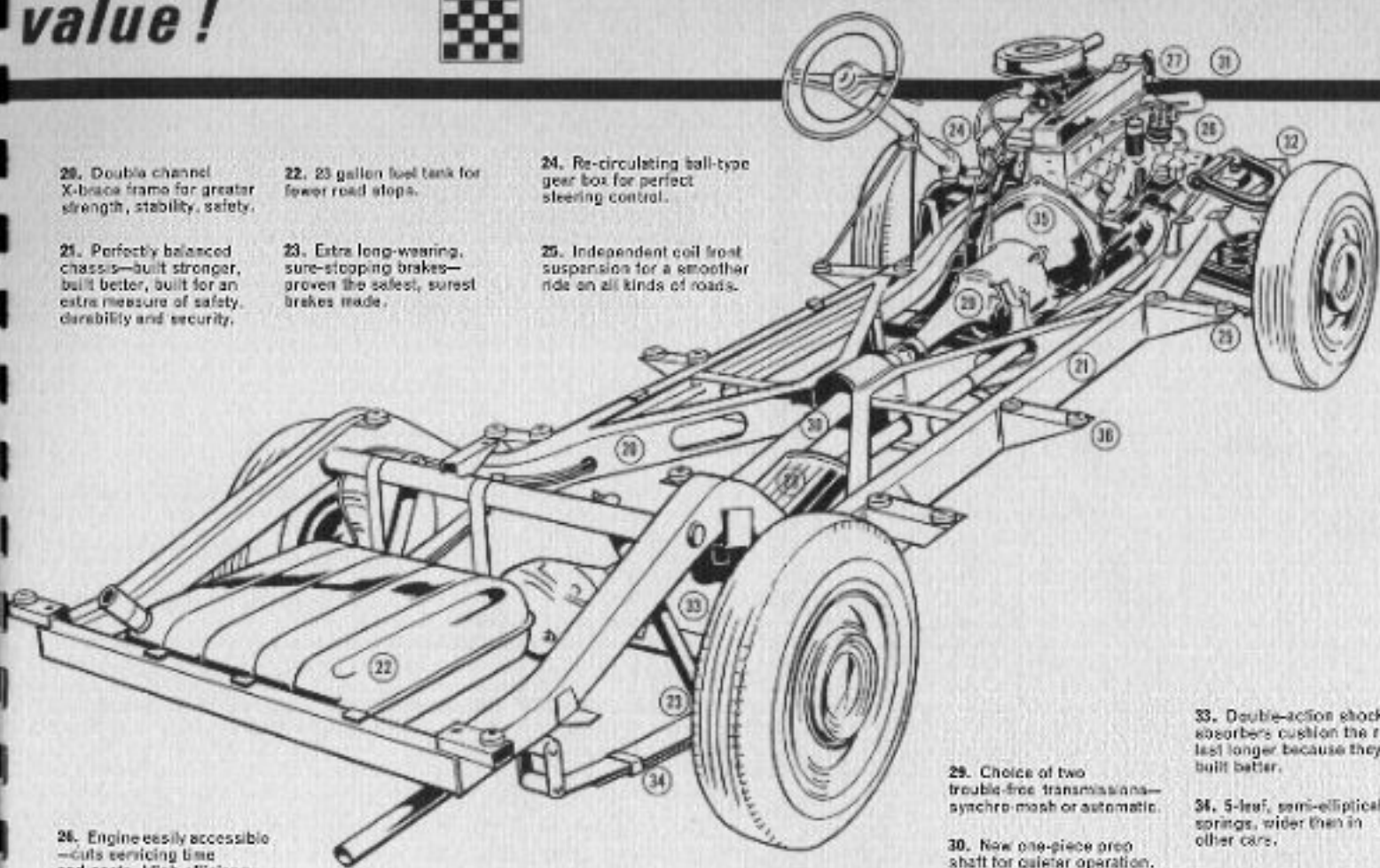
32. Front stabilizer bar for easier, safer turning.

33. Double-action shock absorbers cushion the ride, last longer because they're built better.

34. 5-leaf, semi-elliptical springs, wider than in other cars.

35. Heavy-duty 11" single plate clutch.

36. Rubber body mounts for smoother rides, less noise.





HIGH, WIDE AND HANDY

...for getting in
...sitting down
...stretching out!

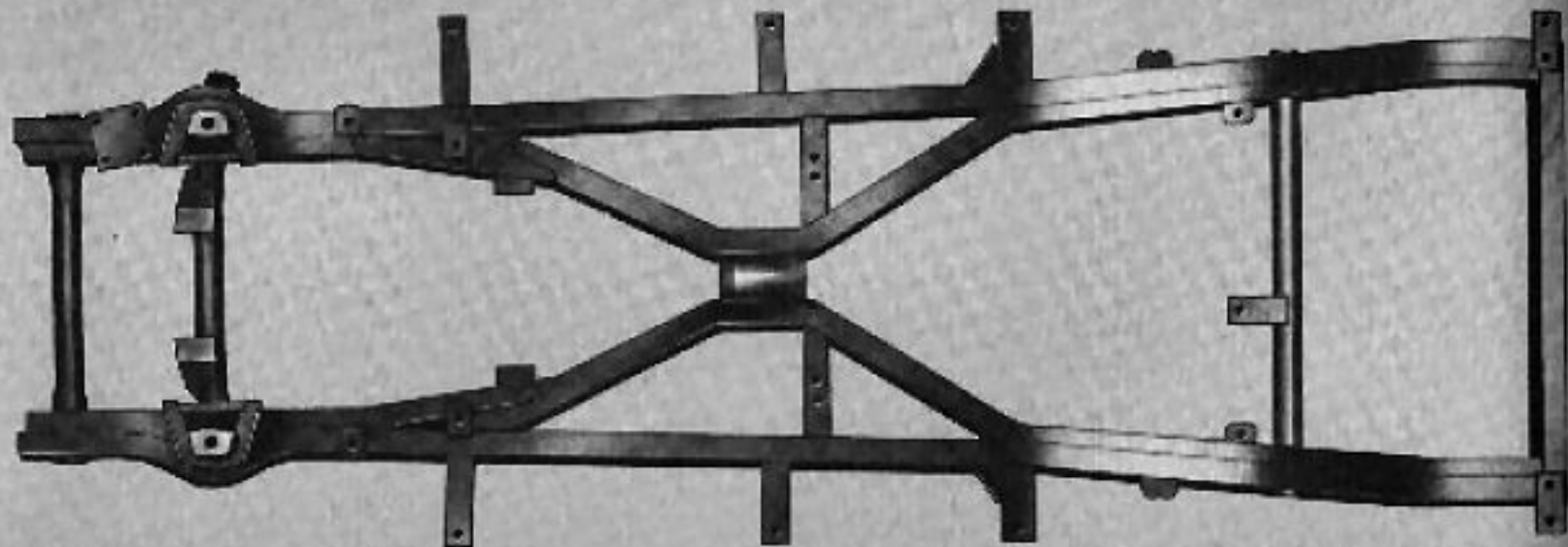
The high, wide doors on a Checker are among its most famous features. Passengers get in and out of taxicabs all day long; that's why Checker doors are designed to make it easy as possible to get in and out. No twisting or squirming. No hitting your head or knocking your hat off. No embarrassment. Just walk in . . . walk out!

Inside, there's a tremendous amount of room. The rear compartment, for instance, is 30% larger than other cars, and the floor is virtually flat—without a tunnel hump. This means more room for heads and hips, shoulders and legs. There's plenty of space for three people on the rear seat—plus two more people on the optional jump seats.



Behind the Wheel:
***MAXIMUM VISIBILITY,
SAFETY AND COMFORT***

Up front in a Checker, the driver has a high, commanding view of the road. Visibility through the big wrap-around windshield is unsurpassed for maximum safety and easier driving. The seats are designed for correct posture and maximum comfort, to prevent fatigue on long or short trips.



DOUBLE CHANNEL X-BRACE FRAME

...stronger, safer, more durable than any other type in use!

The double channel X-brace frame is the foundation of Checker's heavy-duty construction. Other manufacturers use either a box frame or an X frame; Checker uses both—a box with an X-brace—to make the car twice as rugged, twice as strong!

Other manufacturers know the double channel X-brace frame is stronger—because they use it in their convertibles to make up for the lack of a steel roof. But Checker has it on every car—along with a steel roof, too, of course!

Checker's X frame is built to absorb even the most damaging shocks, to keep the body aligned, and to outlast any other frame in use today. It has three tubular and two channel cross members, and gives unsparring detail to every step in the assembly. For example, 114 inches of welding go into the frame alone—twice more than other manufacturers put into an entire car! That's why no other car compares with Checker in strength, rigidity and resistance to twisting!



OVERSIZE BRAKES proven the safest, surest brakes made!

Checker's big wheels mean bigger brakes—with 195.3 square inches of *effective* lining area. Car weight per square inch is only 17.8 pounds—for sure, safe stops with less effort . . . without overheating, grabbing or fading. Long wearing linings are bonded to the brake shoes. Neoprene covered cables guard against corrosion and freezing.

STEP-ON PARKING BRAKE with hand lever release is easy to use, holds the car securely on steep inclines. Just step on it to set it, and pull the hand lever to release.

OPTIONAL: POWER BRAKES are integral, treadle-vac type—extra safe and easy to use. Power is applied through the hydraulic brake master cylinder, and reduces braking effort by one third.

PARKING BRAKE warning signals light when brake is on.



PRECISE STEERING for safe, accurate control

The recirculating ball-type gear box is engineered for frictionless movement; with a 24 to 1 ratio, it permits easy, comfortable steering. A fabric coupling in the steering column absorbs road shock. The geometry is mechanically exact for precise control and longer tire life. A Checker can make a U-turn in a street only 37½ feet wide.

OPTIONAL: NEW INTEGRAL POWER STEERING for effortless convenience.

Checker's new power steering takes 80% of the effort out of turning a corner or parking, yet gives the driver a sure feel of the road. The power unit is now integral, with no excess linkage. The power assist cuts in smoothly and automatically when pressure on the wheel exceeds 4 pounds.



Rustproofing and Sealing

for longer resistance
to corrosion

Checker's new rust prevention program is the most painstaking and thorough in the industry. It is not simply a process added after the car is made; instead, it starts with the design of the car itself.

Drain holes in the rocker panels and doors prevent water from accumulating. The rocker panels are scientifically treated to insure against rust and corrosion. Inner front fenders protect the outer fenders from the corrosive effects of water, mud and road salt thrown up by the wheels. The chrome parts are made with more nickel for extra durability.

The entire body gets an application of zinc chromate solution—the most effective rust preventative known. Pure zinc chromate is applied to critical areas such as wheel housing panels, fender panels, insides and outsides of pillar posts, insides and outsides of rocker panels.

Joints are sealed to keep out moisture, dust and noise. A thermoplastic sealer is applied between detachable parts and beneath the headlights. New neoprene filler seals give positive protection against corrosion. The drip molding is primed and painted before sealing. Doors, windows, hood and trunk are weatherstripped. The result: a total surface far more resistant to wear and weather!



HEAVY-DUTY SPRINGS, THICK FOAM PADDING

Checker seats—both front and rear—are made with heavy-duty steel coil springs for comfort, support and durability. The seat cushions are covered with extra-thick polyurethane foam for greater resiliency and riding comfort; the seat backs have extra-thick cotton padding to give your back proper support and prevent fatigue.

OPTIONAL: JUMP SEATS

Two sturdy, comfortable auxiliary seats in the rear (sedans and limousines) increase the Checker's capacity. Eight people can be comfortably transported—three in front, three on the rear seat, and two on the jump seats. The seats fold down to the floor, out of the way, when not in use.



DOME LIGHTS

Two dome lights—one in back and one in front—are standard in the sedan. Five dome lights are in the station wagon, filling the car with light from front to back.

ASSIST STRAPS

Assist straps are securely anchored to each of the rear door pillars—for hard use and maximum safety. They help passengers in the rear seat keep their balance while getting in or out, or when the car is turning a corner.

ASH TRAYS

Every Checker has three large ashtrays, sensibly and conveniently placed—easy to remove for emptying.



COIL-AND-LEAF SUSPENSION

for cushioned comfort
plus easy handling

Checker's independent coil front suspension produces a smoother, more resilient ride on all kinds of roads. A stabilizer bar holds the front suspension in alignment and controls sway—for easier, safer turning. Asymmetric leaf springs in the rear are mounted wider than in other cars, and give the Checker more stability on turns and rough roads.

Double-acting shock absorbers on all four wheels cushion bumps and control rebound. They help keep the rear end from squatting during acceleration, and the front end from diving while braking. Constant-viscosity fluid maintains uniform control at all temperatures, prevents a hard ride in cold weather.

The system adds up to smooth, safe, comfortable ride—with plenty of road-hugging ability and easy maneuverability.

OPTIONAL: EXTRA-HEAVY-DUTY rear springs (145 lb. per inch) and shock absorbers for unusually heavy loads or driving conditions.



BIG 15" WHEELS

for better gas mileage, more effective braking

The large 15" wheels on all Checkers have many advantages over the 13" and 14" wheels that are standard on other cars. Since the car moves farther during each turn of the wheel, Checker owners get better gas mileage and longer tire wear.

Tires are long-wearing 7.10x15 tubeless rayon blackwalls—2 ply (rated 4 ply)—that keep a tight, sure grip on all road surfaces.

OPTIONAL: OTHER TIRE SIZES and plies: 6.70x15 (6 ply); 7.10x15 (6 ply). All are available in rayon, whitewall or blackwall, tubeless.

STAINLESS STEEL WHEEL COVERS add a touch of luxurious beauty plus durability.

WIDER TRACK

for better stability, easier handling

Wide track refers to the ratio of the front tread width to the wheelbase. The higher the ratio, the better the stability. Checker's 62" front tread width and 120" wheelbase give it a ratio of .516 to 1—one of the highest among the full-size cars. Checker pioneered the use of the wide track, and now has perfected its performance. Result: superior stability, handling and cornering.

***There's a Checker
power team with the
right combination
of performance and
economy for every
owner!***

ENGINE	TRANSMISSION	AXLE
V-8	Manual	3.78:1
	Overdrive	4.09:1
	Automatic	3.31:1
6	Manual	3.73:1
	Overdrive	4.08:1
	Automatic	3.31:1

Power-tak available in all ratios

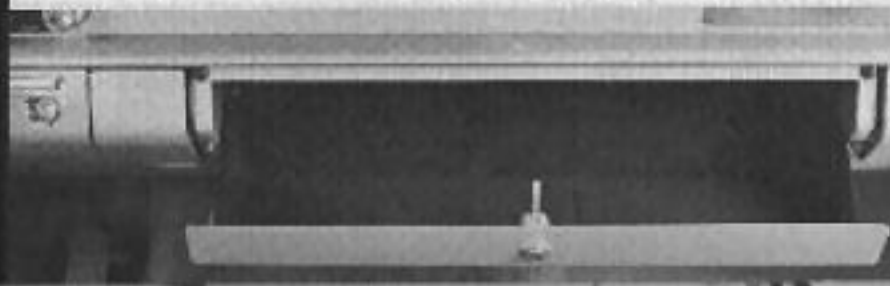


Big Trunk holds plenty of luggage

The trunk has 20 cubic feet of usable space (22½ with the spare tire removed) . . . more than enough room to hold luggage for a full carload of passengers. A safe and practical spring-loaded hinge is counterbalanced to hold the trunk lid open without support.

The Checker's massive fuel tank holds 23 gallons. Combined with Checker's frugal gas consumption, this makes possible long trips with less frequent gas stops. A self-cleaning filter in the tank prevents dirt and sediment from entering the fuel line. The tank is rigidly mounted to the frame; a vented filler opening permits rapid refueling without overflow.

Like everything else about the Checker's interior, the glove compartment is huge and utilitarian. It's 20½" wide and 8½" deep—and within easy reach of the driver as well as the front-seat passengers. It opens instantly when the button is pressed; closes securely, without rattles.





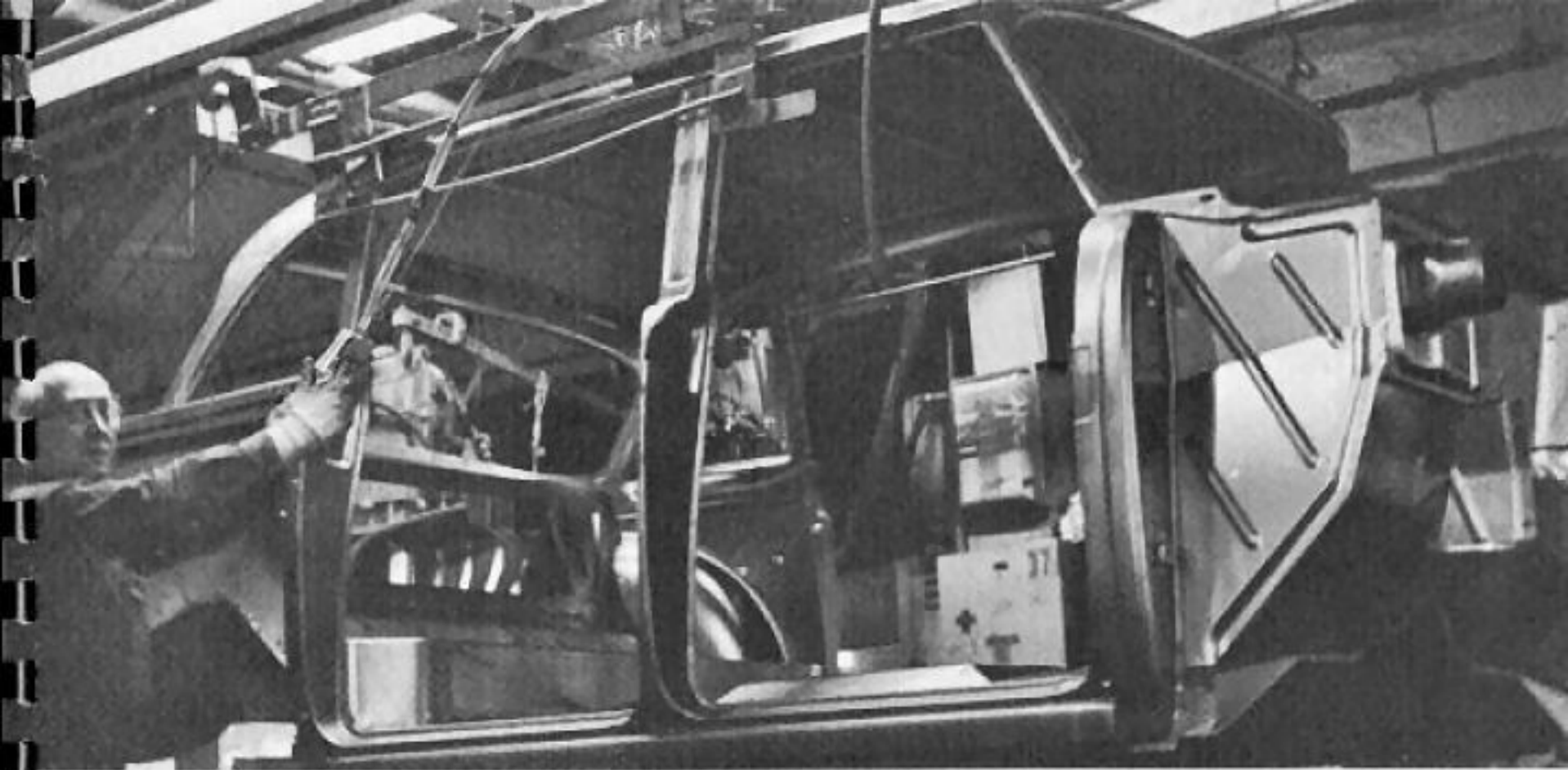
BIG, BEAUTIFUL, FUNCTIONAL WAGONS

The Checker station wagon is as practical as they come—designed for maximum cargo carrying capacity. With the rear seat folded down, the wagon has more than 83 cubic feet of usable cargo space—96.78" long, 33.6" high, 49.6" wide. The flat rear floor has no transmission tunnel to cut cargo or passenger room. The wagon has the same practical 169½" length as the sedan, the same 37.6" turning diameter. It has an abundance of space and is extremely handy for transporting bulky loads—yet comfort is never sacrificed. Like the sedan, it has deep spring foam rubber padded seats in both the front and rear.

No Wheel Wells... Wider Tailgate Opening

Checker's unique design, with no wheel wells, means more usable carrying capacity; wide loads can be placed flat on the floor instead of suspended between wells for easier, safer transporting. The exceptionally wide tailgate opening permits faster, easier loading of wide or oversize loads.





BODY-ON-FRAME CONSTRUCTION

keeps road vibrations out of the body for a smoother, quieter ride!

The Checker body is completely separate from the frame. As a result, the frame takes the punishment and vibration from the road . . . while the body rides in smooth, quiet comfort.

Every area of stress is welded to create a more rigid shell. Extra-strength body parts add more protection all around the car. Door posts and rear doors are reinforced for greater rigidity and durability.

The body is bolted to the frame—with live rubber cushions in between—to create a more rigid unit than is possible with other types of construction. The body is shimmed and tightened to the frame before the doors are hung. Result: the safest, sturdiest, quietest car on the road . . . free of squeaks and rattles!

QUALITY FEATURES IN CHECKER ENGINES

EASILY ACCESSIBLE AND SERVICEABLE. Both Checker engines are designed for easy servicing, with all parts easily accessible.

AUTOMATIC CHOKE makes it easy to start the motor in any weather . . . yet gives maximum gas economy.

ANTI-SMOG VENT channels fumes from the crankcase back into the intake manifold—where they're burned up in the combustion chambers.

HYDRAULIC VALVE LIFTERS eliminate valve adjustment and provide smooth, quiet operation.

3 FUEL FILTERS—in the gas tank, at the fuel pump and the carburetor—strain out impurities for smoother, trouble-free engine performance.

ELECTRONICALLY BALANCED. Checker engines are perfectly balanced on their mounts *while running*, using precision electronic equipment . . . for smooth, quiet operation . . . maximum efficiency, economy and long life.





SYNCHRONIZED MANUAL TRANSMISSION

for smooth shifting, more economy

The standard 3-speed manual transmission is designed for economical operation, quiet shifting and rugged dependability. Gear ratios are matched to engine torque output for maximum efficiency. Synchronized 2nd and 3rd gears eliminate clashing and grinding. Mechanical linkage is precisely aligned for fast, smooth shifting from gear to gear. Bearings are extra large. Shift lever is conveniently positioned on steering wheel column.

OPTIONAL: OVERDRIVE provides even more economy by adding an extra-high gear ratio (0.70:1) that reduces engine speed by 30% compared to 3rd gear. This cuts down fuel consumption and engine wear and gives a smooth, quieter ride at cruising speeds. This 4th gear cuts in automatically (operator must let up on accelerator completely) at 30 MPH; it downshifts automatically when the accelerator is floored. Can be locked out manually to prevent its operation at any speed.

FLOOR SHIFT for manual transmissions eliminates linkages, helps guard against driver fatigue and gives direct control over gearbox.

HEAVY-DUTY 11" CLUTCH

for durability and efficiency

Checker's oversize 11" clutch requires less pedal pressure . . . has more effective area (123.7 sq. in.) and tighter gripping power for positive torque transmission without slipping. Rugged woven asbestos facings resist wear from heat and friction. Isolates engine vibration from transmission and drive chain. Ball bearings in linkage are packed and sealed to guard against burnouts.



Optional:

DUAL-RANGE

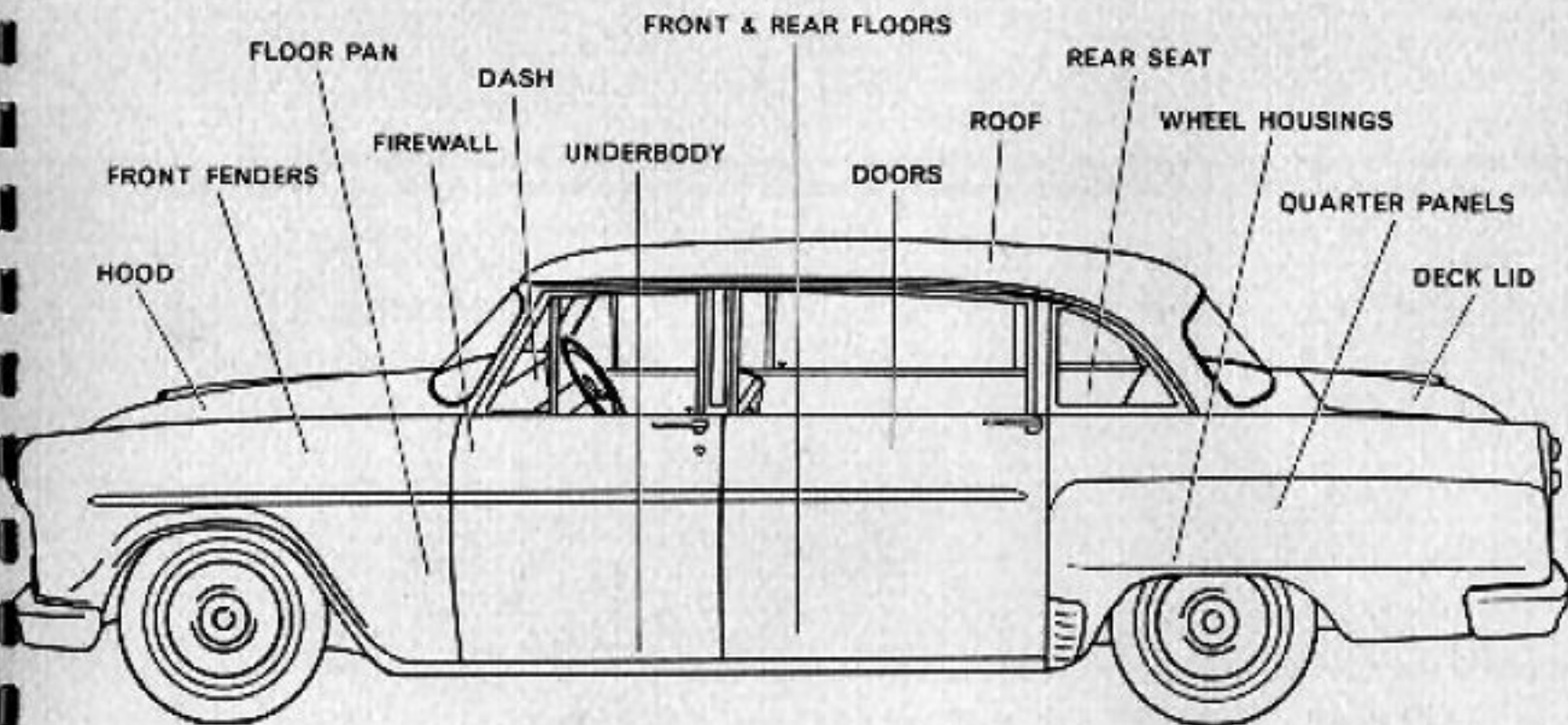
AUTOMATIC TRANSMISSION

makes driving more convenient, more fun!

Smooth-as-velvet gear changes—automatically—add driving pleasure to the Checker equipped with Dual-Range automatic transmission. Shifts up and down through three gears—low, intermediate and high—depending on car speed and accelerator movement. The versatile transmission combines performance with economy . . . getting maximum power for starting and passing, plus efficient cruising at moderate engine speeds. Rugged construction gives it exceptional reliability for long, trouble-free service.



- P** —Park. Locks the rear wheels safely and positively. Convenient for starting the car on a grade.
- R** —Reverse.
- N** —Neutral.
- D2** —2nd-gear start. Shifts automatically to high. For mud, ice or other slippery surfaces. Locks out 1st gear.
- D1** —Normal driving. Automatically goes into 1st, 2nd or 3rd.
- L** —Low. Locks in 1st gear for continuous low-gear driving, regardless of car speed. For deep sand, mud, snow or steep grades.



SOUNDPROOFING for quieter comfort

Throughout the Checker, from end to end, various types of sound deadeners are used to keep out noises and vibrations from the engine and the road. Butyl rubber body mounts prevent vibrations from being passed from the frame to the body. Battling, padding, and spray coating—all contribute to Checker's famous quiet ride. And, at the same time, this insulation keeps the Checker cooler in summer . . . warmer in winter!