

**DON'T THINK YOU HAVE TO BUY AN EXPENSIVE
FOREIGN CAR TO BE DIFFERENT!**



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

Checker Motors Corp., of Kalamazoo, maker of the world-famous Checker taxicabs, has created a totally different kind of family car. Comfortable like a limousine, economical like a compact and built-to-last like a Rolls Royce, the Checker Marathon is frequently compared to high priced European luxury cars. But the tremendous interior roominess of a Checker, with room for eight adults, the walk-in, walk-out doors, the no-trip flat rear floor and taxicab proven safety and stamina are strictly U.S.A. So, while

the Checker Marathon may resemble a famous European limousine, you get the outstanding quality, superb craftsmanship and engineering excellence that could come only from 40 years of building the world's most enduring taxicab. But make sure you really like the Checker Marathon before you buy it—they last an awfully long time. To test drive the 1964 Checker, see a dealer listed here.

CHECKER *Marathon*



**NOW! 2 HOT
NEW ENGINES!**

Your choice of a new V-8
or thrifty 6 cylinder. Both
designed for maximum
economy—extra long life!

AT THESE DEALERS:

Chicago
Checker Motor Sales Corp.
7727 West Monroe St.—42-2617
Parsons Dealer
6201 S. Western Ave.—317-3888
Checker Taxicab
2100 N. Lincoln Ave.—317-3888
Arlington, Wis.
Clyde W. Koenig
1824 W. North Ave.—317-3888
Aurora
Rexus Motor
122 S. River St.
Evanston
Checker of Boston
2211 Chicago Ave.—328-2941

Greenleaf Park
Rohrbaugh, Galt & Schmitt
30210 S. Taylor Ave.—422-1388
DeVos Dealer
Lansing, Mich.—224-2878
Stall #7, Wood #7 Ave.—234-2878
Waukegan
Motor Sales Sales, Inc.
512 S. Genesee—768-2100
Westmont
Lenny Shattuck's
678 N. Cass Ave.—934-5400
Highland, Indiana
Central Motors
834 Walker Park Blvd.—416-5903



Higher, wider tail gate openings and flat body walls (no wheel wells!) help make the rugged 4 door Marathon Station Wagon a highly practical, all-purpose car.

1964 CHECKER MARATHON

Checker Motors Corp. of Kalamazoo, Michigan, has been building quality vehicles for commercial fleets for over 40 years. Because of continuing and growing demands by both private families and business, Checker decided to engineer and build a family car version of its very successful fleet car. While not designed to compete with mass produced cars, the limited production Checker fulfills the need for a truly practical automobile. All the taxicab-proven economy, safety and dependability features are combined with the tremendous interior room, comfort and long life of an imported limousine. It's true. No other car is built like Checker.

Here is the Checker Marathon, the new, classic car on the American scene. Created and engineered for rugged and demanding taxicab service, the Checker has proven itself as the reliable, safer, roomier car for family and business use. This quality-inspired, ultra-simple vehicle is produced in limited quantities in Kalamazoo, Michigan, for those who appreciate a different kind of car—a car that offers outstanding value and exceptionally long life.

Checker is less than 200 inches over-all, yet is the only 4 door sedan, other than true limousines, that seats 8 adults comfortably—six in deep seated luxury, two more on fold-away auxiliary seats.

Higher, wider door openings allow you to enter and leave without hitting your head, without stooping, without embarrassment. The flat rear floors mean no drive shaft tunnel to trip over—you have more headroom, more legroom and more hiproom.

A Checker is built-to-last—built to take it. A super-safe, Double Channel X-Brace Frame, combined with a super-strong chassis, means greater stability—more safety—outstanding comfort. Bolt-on fenders mean less costly repair—the use of regular gas in Checker's huge 23 gallon fuel tank means more savings with fewer fuel stops.

The superb automotive craftsmanship and engineering and the wide use of strengthened taxi-proven parts are reflected in the thousands of extra miles of trouble-free driving and extra years of value built into every Checker passenger car.

While Checkers rarely change, they constantly improve with the improvements being made on the inside, where they reflect even greater safety, value and long life.

While Checkers are built to outlast most ordinary cars, they are engineered for minimum maintenance as well. Billions of taxicab miles and hundreds of fleet performance and maintenance records attest to Checker's low cost of upkeep—Checker's creative approach to longer life and maximum value.

It's true. No other car is built to provide the comfort, safety and long life of a Checker.

CHECKER MOTORS
1550 NATIONAL AVE.
MILWAUKEE, WIS. 53204
CHECKER DIV. 3-2600
Michigan
Specific subject to change without notice.

STANDARD EQUIPMENT

Alternator • Cigarette Lighter • Closed Crankcase Ventilator • 6 Cylinder 140 h.p. Engine • Directional Signals • Double-acting Shock Absorbers • Double Channel X-Brace Frame • Dual Sun Visors • 23 Gallon Gasoline Tank • Heater and Defroster (Fresh Air Type) • Independent Coil Front Suspension • Long-life 10" Single Plate Clutch • Padded Instrument Panel • 7:10 x 15, 2 Ply Blackwall Tires • Seat Belts • Stop-on Parking Brake • Steering (Re-circulating Ball Type Gear Box) • Three speed Synchro-mesh Transmission • Sure Stop Brakes • Undercoating

OPTIONS

Air Conditioner • 80 Amp. Battery • Auxiliary Rear Seats • Auxiliary Under Seal Heater • Back-up Lights • Bumper Guards • Car Top Luggage Carrier (Station Wagon) • Clock (Electric) • Dual Range Automatic Transmission • Electric Parking Brake Signal • Floor Shift (Standard Transmission) • Heavy-Duty Alternator (Standard with Air Conditioner) • Heavy-Duty Shock Absorbers • Heavy-Duty Springs • Oil Filter • Optional Tire Size: 7.10 x 15, 6 ply • Outside Rear View Mirror • Overdrive Transmission • Power Brakes • Power Front Seat • Power-Lok Rear Axle • Power Steering • Power Tailgate Window • Power Windows • Radio with Antenna • Rear Seat Forward (Additional Trunk Space) • Tinted Glass • Two-Tone Colors • Stainless Steel Wheel Covers • White Sidewall Tires • Windshield Washer

CHECKER SEDAN

(in inches unless otherwise noted)

Wheelbase . . . 120 • Overall length . . . 193½ • Overall width . . . 70 • Overall height . . . 62½ • Shipping weight . . . 3410 lbs. • Front Headroom . . . 34.75 • Legroom, front . . . 42.0 • Legroom, rear . . . 48 • Overhang, front . . . 32.75 • Overhang, rear . . . 46.75 • Front hiproom . . . 62.25 • Rear hiproom . . . 56.5 • Rear hiproom, rear seat forward . . . 63.5 • Windshield width . . . 58.0 • Back window width . . . 58.675

CHECKER STATION WAGON

(in inches unless otherwise noted)

Floor length from back of front seat at floor level to end of lowered tailgate . . . 109.25 • Floor length from back of second seat at floor level to end of lowered tailgate . . . 69.5 • Floor length from back of front seat at floor level to inside of closed tailgate (With Front Seat Full Forward) . . . 96 • Floor length from back of second seat at floor level to inside of closed tailgate . . . 67.75 • Maximum width of cargo space at floor . . . 58.75 • Rear end opening width at floor . . . 48.75 • Maximum width of rear opening above raised tailgate . . . 45.5 • Maximum height, floor covering to headlining . . . 33.625 • Maximum height of rear opening, tail and lift gates open . . . 26.625 • Shipping weight of station wagon—3760 lbs.