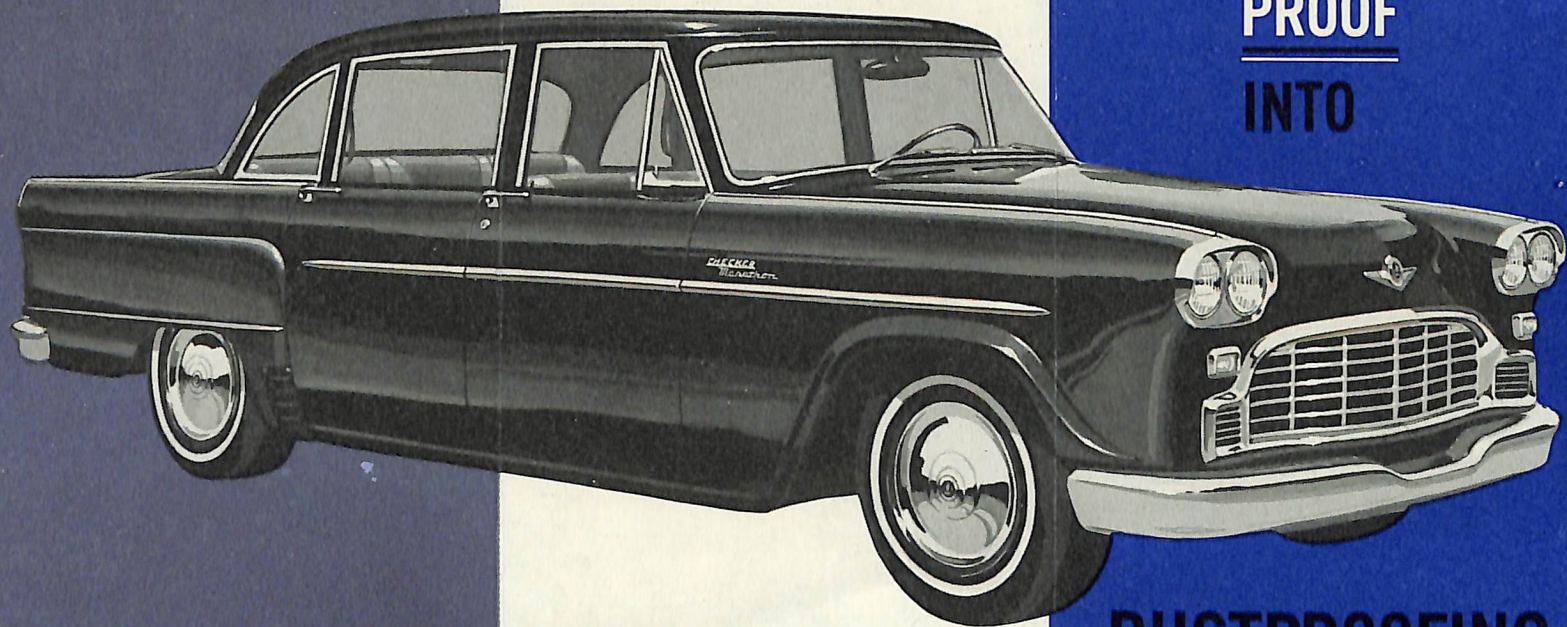


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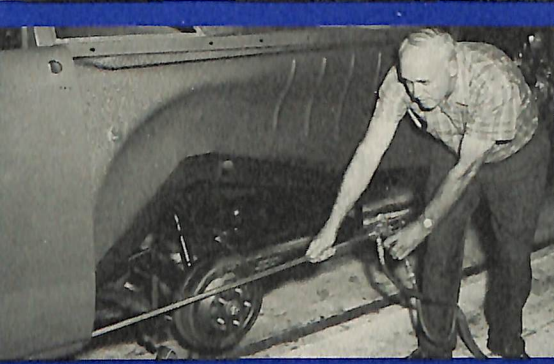
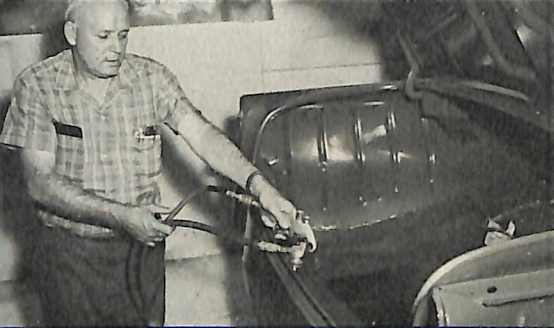
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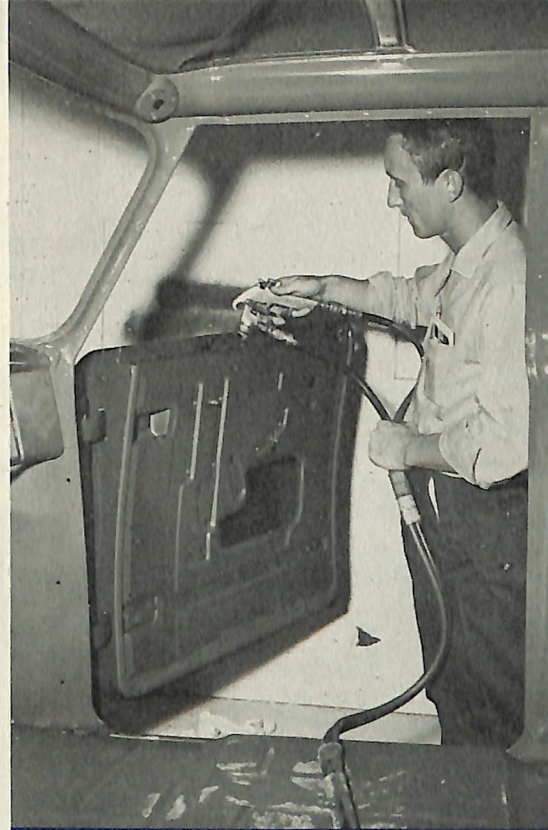
RUSTPROOFING



For many years, rust has been the most serious problem confronting automobile manufacturers. At Checker Motors Corporation, the Engineering Department has conducted a constant search for the best methods to combat this problem.

Today, each Checker vehicle has a zinc chromate red oxide rust inhibited primer administered to the top of the floor pans in the front, rear and trunk compartments. All detachable parts are treated with a thermo plastic sealer. To complete this protective process, Checker Motors Corporation has now adopted a rust proofing procedure pioneered and developed by Texaco. At Checker, this revolutionary new rust preventative grease is carefully applied to pillars, the lower sections of all doors and in the trunk compartment. It is applied to the space below the rear quarter windows, also.

This thorough program for the prevention of rust is another reason why Checker Motors Corporation continues to build cars that last longer and maintain their value longer than other makes.



Another
"BUILT-TO-LAST"
CHECKER FEATURE