

CHECKER CHASSIS PROVIDES EXTRA SAFETY IN '63 MODELS

This Checker, with something missing, may not be completely safe from the driver's point of view, but the heart of the Checker chassis, the exclusive Double Channel X-Brace Frame, is built to cushion the most damaging shocks and to provide extra passenger safety and comfort. Checker's rigid X-Brace Frame construction, built to outlast any other frame used in car manufacturing today, utilizes three tubular and two channel cross members. The Checker body is bolted to the frame helping to create a more rigid unit than is possible with other types of construction. All 1963 Marathon and Superba sedans and station wagons offered by the Kalamazoo, Michigan carmaker feature Double Channel X-Brace Frame construction.

FROM: HERBERT BAKER ADVERTISING
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FOR: CHECKER MOTORS CORP.
Kalamazoo, Michigan



CHECKER MOTORS
PARTS SHOP