

FROM: HERBERT BAKER ADVERTISING, INC.
737 North Michigan Avenue
Chicago 11, Illinois
MOhawk 4-1870

FOR: CHECKER MOTORS CORP.
Kalamazoo, Michigan

FOR: IMMEDIATE RELEASE

NEW CHECKER V-8 AND 6-CYLINDER ENGINES

The Checker Motors Corporation, Kalamazoo, Michigan, has announced the introduction of two new engines, designed and built by General Motors and specially adapted by Checker for its line of cars. The new 195 h.p. 283 cu. inch V-8 power plant, according to David R. Markin, vice president and director of sales, has been incorporated into Checker products in order to add power and performance to the proven durability and economy of Checker passenger cars. The V-8 is designed for use with regular gasoline.

The 140 h.p. G.M. 6-cylinder short stroke engine adapted by Checker was engineered for maximum economy and minimum maintenance. Like the V-8 it uses regular gasoline.

In keeping with Checker's policy of incorporating new improvements during the year as they are developed, both the V-8 and 6-cylinder engines will be made available immediately for use in the Marathon 4-door sedans and 4-door station wagons and Town Custom Limousines. The 6-cylinder engine will be used as standard equipment on the Checker taxicabs.

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