

From: HERBERT BAKER ADVERTISING, INC.
737 North Michigan Avenue
Chicago 11, Illinois

For: CHECKER MOTORS CORP.
Kalamazoo, Michigan

For: IMMEDIATE RELEASE

CHECKER MARATHON SEDAN

Inside the roomy, up to 8-passenger Checker Marathon sedan, you'll find the safety-padded dash with easy-to-read, fluorescent-treated circular gauges; chair-high seats; and a wide variety of decorator interior-exterior color combinations, with deep spring, foam rubber padded seats.

Big families and comfort conscious drivers will be happy to know that the Checker provides such now famous features as: a truly flat rear floor, walk-in, walk-out door openings and real stretching room. Marathon sedans and station wagons do have two new features -- an improved rust-preventative treatment and new, longer lasting acrylic paints.

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