

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

For: CHECKER MOTORS CORP.
Kalamazoo, Michigan

For: IMMEDIATE RELEASE

ROOM TO SPARE

The Checker Motors Corp., Kalamazoo, Michigan, hasn't forgotten about people looking for vast interior roominess and walk-in, walk-out door openings. The Marathon 4-door sedan seats 8 adults in limousine luxury with the help of Checker's famous auxiliary jump seats. A truly flat rear floor adds to the over-all passenger comfort and the already exceptional legroom.

Checker's Double Channel X-Brace Frame provides extra comfort and safety -- and while the Checker is big enough even for a horse on the inside, its short wheelbase, 120", and elimination of useless overhang make the Checker an ideal car for busy city driving. '64 Marathon sedans and station wagons are available in a variety of decorator interior-exterior color combinations and with a complete range of power options. Buyers can take their choice of two new engines designed and built for Checker by General Motors -- a 140 h.p. 6-cylinder engine and a 195 h.p. V-8.

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