

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

For: CHECKER MOTORS CORP.
Kalamazoo, Michigan

For: IMMEDIATE RELEASE

CHECKER STATION WAGON GREAT FOR BIG FAMILIES

The Checker Motors Corp., Kalamazoo, Michigan, offers a Marathon station wagon, packed with big family features. 93 cubic feet of cargo space and one of the widest rear decks on any wagon make the Marathon ideal for transporting extra people, and for doing big jobs. Other features designed especially for value and comfort conscious buyers include: famous Checker interior roominess in both the front and rear seats; walk-in, walk-out door openings; a truly flat rear floor and chair-high seats with deep spring, foam rubber padding. A safety-padded instrument panel, with direct-reading, fluorescent-treated circular gauges, is standard equipment.

Checker 4-door Marathon station wagons and sedans are available in a wide range of interior-exterior color combinations, and with a complete selection of automatic equipment. In keeping with the Checker policy of "Planned Permanence", Checker's classic, uncluttered design has remained the same in 1964. An improved rust-proofing process and longer lasting^{ed} acrylic paints are new -- as are two new engines designed and built especially for Checker by General Motors. Both the new 195 h.p. V-8 and 140 h.p. 6-cylinder engines use regular gasoline.

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