

FROM: HERBERT BAKER ADVERTISING, INC.
919 North Michigan Avenue
Chicago, Illinois 60611

FOR: CHECKER MOTORS CORPORATION
2142 Pitcher Street
Kalamazoo, Michigan 49007

FOR IMMEDIATE RELEASE

CHECKER ANNOUNCES NEW

MARATHON PASSENGER CARS

The first new Checker Marathon passenger car in nearly five years has been introduced by Checker Motors Corporation of Kalamazoo, Michigan.

The latest models incorporate greater visibility in both the front and rear, redesigned interiors and a fresh selection of fabrics and colors. "Our new Checker Marathon passenger cars reflect our continuing policy of introducing new models when they're ready without any reference to the model introduction dates of other makers," said David R. Markin, vice president-sales. "In addition, our established policy of non-obsolence has been upheld. While we have made some changes and improvements in both the station wagon and sedan, the average new car buyer will have a difficult time distinguishing our present model from previous models," added Mr. Markin.

The Checker Marathon, as well as the taxicab, limousine and Aerobus series, is being built in compliance with the U. S. Government safety standards.

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