

ENGINEERING MEMORANDUM #72

TO: J. Stout, P. Visser, R. Fuller, S. Hori, E. Horrigan, K. Luke, F. Leamy (3), R. McCulfor, A. Radke (3), W. Asselin, R. Smith, A. Goedhart, E. Nelson, C. Cornwell, S. Megyesi, B. Herrington (8), R. Bach, D. Markin, F. Baldwin, J. Copeland, J. Coleman, T. Bedard, K. Bothe, L. Hilsky (4), J. Temple (4), R. Hudson, C. Ayres, B. Lewis

FROM: S. Wilson

SUBJECT: FRONT FENDER EMBLEMS

At the request of management, the "CHECKER" Emblem which is currently used on the front fenders will be replaced by a "MARATHON" Emblem for Models A-12 and A-12W.

This will mean cars equipped with a 6 cyl. engine will read "MARATHON" and cars with an 8 cyl. engine will read "V-8 MARATHON" on left fender and "MARATHON V-8" on right fender. (V-8 always being to the front.)

As has been the case in the past, emblems are optional for Model A-12E. The above set-up would also apply to A-12E when specified on production orders.

PARTS AFFECTED

638025	Emblem - Checker	(Revise Usage)	
638026	Emblem - Marathon	(Revise Usage)	
642589	Panel - Frt. Fender Outer LH	(Marathon)	- New
642590	Panel - Frt. Fender Outer RH	(Marathon)	- New
642587	Panel - Frt. Fender Outer LH	(Marathon V-8)	- New
642588	Panel - Frt. Fender Outer RH	(Marathon V-8)	- New
626502	Clip	- Tubular (Reduce Usage)	
640283	Panel - Frt. Fender Outer LH	(Checker-Marathon)	- Cancel
640284	Panel - Frt. Fender Outer RH	(Checker-Marathon)	- Cancel
642571	Panel - Frt. Fender Outer LH	(Checker V-8)	- Cancel
642572	Panel - Frt. Fender Outer RH	(Checker V-8)	- Cancel

This revision to be effective as soon as possible.

NOTE: Chassis No. not recorded for this revision