



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  
(PHOTO ATTACHED)

---

PERFECT BALANCE OF  
COMFORT AND COMPACTNESS

Continuity of classic styling keynotes the 1967 Checker Marathon, which achieves the ideal balance of interior spaciousness and exterior compactness. With a 120" wheelbase and less than 200" over-all length, the Marathon affords superb handling in both city traffic and country highways. Yet eight adults can ride in luxurious comfort when the 2 optional fold-away seats are used.

Standard power plant is an economical 6-cylinder engine developing 140 h.p. and using regular gasoline. For added power and performance, two V-8's are available. One is a 283 cu. inch regular fuel engine providing 195 h.p.; the 327 cu. inch model produces 250 h.p.

####