

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 CAPTION)

DISTINGUISHED TRANSPORTATION

Smoothly-flowing lines and elegant styling mark the 1966 Checker Custom Limousine. Built on a longer, 129-inch wheelbase, this Checker prestige automobile is priced thousands of dollars less than other makes of comparable size and luxury. Exclusive features include big, square, forward-facing auxiliary seats, a space-saving flat rear floor, and the higher, wider doors that make entry and exit a pleasure. Options available include automatic transmission, power seats, power windows, power steering and brakes, air conditioning and a 327 cu. in., 250 h.p. V-8 engine.

#####

