

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)

CHECKER MARATHON WON'T PLAY
STYLE GAME

Although you may mistake it for a '65... or a '64... or even a '63, this is a brand-new 1966 Checker Marathon 4-door Sedan. A host of engineering improvements plus new interior styling distinguish it from its predecessors. The Marathon Sedan, with standard equipment, is list-priced at \$2,874.10 f.o.b., Kalamazoo, Michigan.

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