

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

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(PHOTO CAPTION)

NO STOOP, NO SQUAT

With the auto styling trend toward lower and lower rooflines every year, Checker Marathon owners are discovering new delights in the simple process of entering and exiting their cars. Door openings, as shown on this 1966 Checker, are extra-high so that passengers can pass through them in an easy and dignified manner. The 1966 line of Checker Marathon 4-Door Sedans features new interior colors and fabrics; 8-passenger roominess; no yearly obsoleting through style changes; and a super-safe, super-strong double channel X-brace frame. The Checker is built in Kalamazoo, Michigan.

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