

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)

NEW INTERIOR STYLING

The Checker Marathon line of 4-Door Sedans and Station Wagons offers something new for 1966 in its luxurious, yet practical, interior styling. Extremely durable, yet created by a leading interior decorator, the coordinating upholstery fabrics, door panels, ceiling treatment and paint trim are available in a wide choice of color schemes. Deep-pile carpeting covers the practically-flat rear floor, door to door. The Checker Marathon is built in Kalamazoo, Michigan.

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