

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)

#### FAMILY AND BUSINESS BEAUTY

With its extra-wide, deck-level tailgate, the 1966 Checker Marathon Station Wagon is a cinch to load, according to the Kalamazoo (Mich.) automotive firm that builds it. Once inside, there's over 93 cu. ft. of usable cargo space, from the back of the front seat to the closed tailgate. The rear seat folds flush and there are no drive shaft hump or wheel wells to interfere with roominess. The complete line of 1966 Checker Marathon 4-Door Sedans, Station Wagons, Limousines and Aerobuses is available at servicing dealers across the country.

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