



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 ATTACHED)

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#### CHECKER DOORS PROVIDE

#### EASY-IN, EASY-OUT

High, wide and handsome stand the doors of the 1967 Checker Marathon 4-door sedan, making entry and exit a comfortable "crouchless" process. Add to this feature the stumble-proof flat rear floor and the amazing spaciousness of the rear passenger area, and you'll realize why Checker almost corners the market on car comfort. With its 2 optional fold-away rear seats, the Checker Marathon easily holds eight adults in its spacious interior -- 30% larger than the average 4-door sedan. Yet the Checker is truly trim on the outside. Less than 200" long, it provides outstanding maneuverability and ease of handling. With its classic styling and sturdy construction, the Checker Marathon is built for year after year of superbly comfortable, trouble-free transportation.

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