

WITH ALL STAR CAST "WAY"

PARKING LOT



1967

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)

CLASSIC STYLING CONTINUES

Change for the mere sake of change is not the policy of Checker Motors Corporation. In introducing the 1967 Checker Marathon, the Kalamazoo, Michigan automotive manufacturer continues the classic styling which has identified this increasingly popular car since its inception. Built on a 120" wheelbase, the Checker is less than 200" long, yet interior spaciousness is 30% greater than the average 4-door sedan. With its 2 optional fold-away rear seats, the Marathon seats eight adults in comfort. The Checker station wagon, with the same wheelbase and over-all length, offers 93 cu. ft. of usable cargo space, and the absence of the floor hump and rear wheel wells make it ideal for wide loads.

The standard 4-door sedan carries a list price of \$2,874.10, f.o.b. Kalamazoo, Mich. The station wagon is priced at \$3,075.03.

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