



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 WAGON OFFERS FLAT FLOOR

### FOR WIDER LOADS

Thanks to the absence of both the drive shaft floor hump and rear wheel wells, the 1967 Checker Marathon station wagon provides over 93 cu. ft. of cargo area especially suitable for wide loads. And, according to Checker Motors of Kalamazoo, Michigan, the extra-wide, deck level tailgate makes loading and unloading unusually easy. Built on a 120" wheelbase, with an over-all length of less than 200", the Marathon station wagon offers maneuverability rarely found in cars of such capacity.

The complete line of Checker Marathon 4-door sedans, station wagons, limousines and Aerobuses are now being shown at servicing dealers throughout the country.

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