



1968 CHECKER MARATHON 4-DOOR STATION WAGON

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

CHECKER WAGON OFFERS FLAT FLOOR

FOR WIDER LOADS, GREATER VISIBILITY

Thanks to the absence of both the drive shaft floor hump and rear wheel wells, the latest 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.

In addition, the latest model incorporates greater visibility for the driver. The complete line of Checker Marathon 4-door sedans, station wagons, limousines and Aerobuses is now being shown at servicing dealers throughout the country.

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