

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)

POWER TO SPARE

The 1966 Checker Marathon 4-Door Sedan, on sale in dealer showrooms across the country, features an economical but spirited 6-cylinder 140 h.p. engine as standard equipment. For extra power and performance, the Kalamazoo (Mich.) auto firm that builds the family version of the famous Checker fleet car offers two powerful V-8's as optional-extra cost equipment. The 283 cu. inch engine develops 195 h.p., while the 327 cu. inch turns out 250 h.p.

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