

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 CAPTION)

PLAYROOM ON WHEELS

With its flush-level rear seat, absence of wheel wells, and full-width tailgate, the 1966 Checker Marathon Station Wagon offers more "deck space" than any other vehicle of its size. Tested for durability and strength, the Marathon Station Wagon will support hundreds of pounds of extra weight more than comparable station wagons. The heavy-duty vinyl covered floor is designed for "kid-stuff", too.

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