



STOP the high cost of taxi maintenance

Facts and figures prove that it costs less to own and operate Checker taxi cabs. Facts and figures that have been chalked up by fleet operators across the nation over literally billions of miles of profitable payload performance.

START saving money on repairs

Repair costs are lower, too, because Checkers are easier to repair; Checkers use fewer parts, less labor. Fenders and doors are constructed in two sections for partial replacement or repair. Fenders bolt on easily all around. Grill can be detached in minutes. And these are just a few of Checker's structural advantages.

GO farther with a **CHECKER**

There's more payload mileage in a Checker. It's easier to get in and out of, there's no hump down the middle and there's plenty of room for head and legs. Little wonder riders as well as drivers prefer a Checker. It's the cab that's meant to be a cab. Check into Checker.



The Checker Trademark Is Public Preference

CHECKER MOTORS CORP. KALAMAZOO MICHIGAN

SALES, PARTS AND SERVICE—CHICAGO—300 N. Desplaines St. • DETROIT—15631 Plymouth Road • NEW YORK CITY—419-427 East 60th St.
MINNEAPOLIS—127 First Avenue, N. E. • PITTSBURGH—601 W. Gen. Robinson Street • BOSTON—75 Washington Street (Brookline Village)
There's a Checker Sales Representative in your area—write for his name and address.