



## CHECKER CUTS DOWNTIME LOSSES,

*adds profits up to 25% of initial cost during the first year*

Sure, first cost and operating costs are important, but what about downtime? A cab in the repair shop means revenue loss that can't be regained. Fleet maintenance records prove that during the first year of operation, Checker increases gross profits up to 25% of the initial cost, compared with revenues from stock cars! This added profit is the result of less downtime, lower incidence of repairs and easy ac-

cessibility of components for faster maintenance and replacement. Checker's rugged chassis design, efficient power plant and heavy-duty mechanical units give you longer life, more earning miles day-after-day, month-after-month. See your Checker representative. Ask him to show you how to increase your profits with a Checker.



### THE FAMOUS CHECKER CHASSIS

Every detail of the heavy-duty chassis is designed for longer life and the rugged requirements of daily service. All major units have been thoroughly tested in the tough proving grounds of taxicab service.

### LOWER REPAIR COSTS

Checker design makes body damage repair faster and easier. Each of the four fenders, door panels and grille are quickly detachable for repair or replacement.

**IF IT ISN'T A CHECKER, IT ISN'T A TAXICAB**

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*Checker Motors Corporation*

KALAMAZOO, MICHIGAN