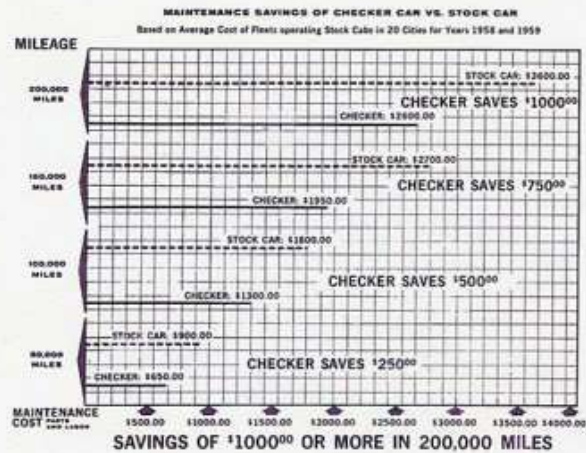


# HERE'S PROOF POSITIVE A CHECKER COSTS LESS TO OPERATE!



Here's black and white proof of dollars and cents facts. These are figures for 1958 and 1959 taken from the records of fleets operating stock cars in 20 cities across the country. They prove that Checker taxicabs cost less in maintenance than stock cars. Look at these savings! At 50,000 miles, mainte-

nance costs on the average Checker were \$650... on the average stock car, \$900. That's \$250 saved over the first 50,000 miles alone. And because a Checker is built to last longer, the maintenance savings actually increase after the second and third year of operation.

## PREFERRED BY OPERATORS...PREFERRED BY PASSENGERS

Fleet owners who use Checker purpose-built taxicabs know that operating costs are lower too... that a Checker has all the extra space, the safety, the comfort that passengers look for.

### AND BE SURE TO CHECK CHECKER FOR:

- ★ Flat floors
- ★ Classic styling
- ★ Wide track
- ★ Easy parking
- ★ All power options
- ★ Purpose-built parts



*Use the real taxi for the taxi business*

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PLUS 18 other locations, with more being added monthly! There's a Checker Sales Representative in your area—write for his name and address.