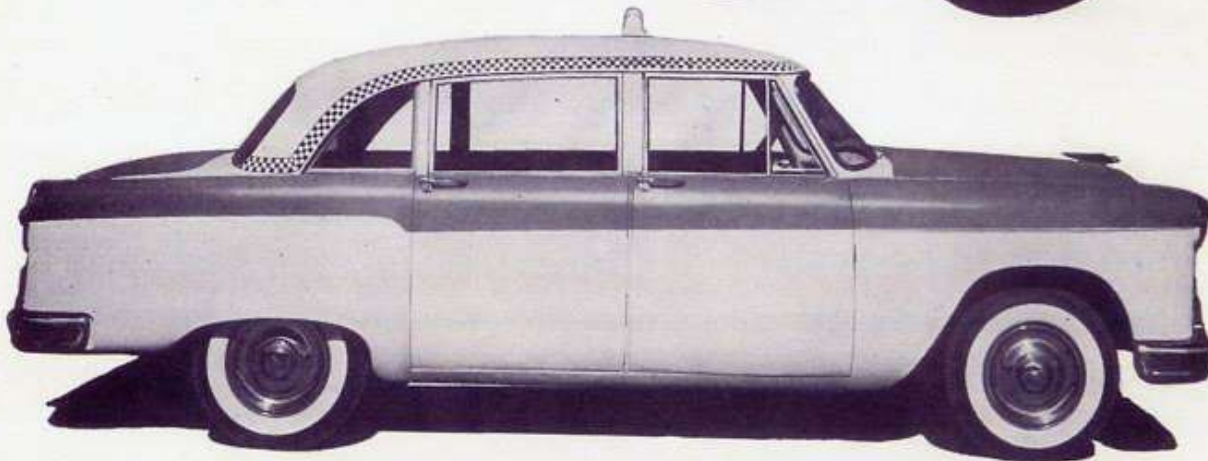


CHECKER IS GREAT

FOR '58



Yes, CHECKER is great — the greatest taxicab value offered to the operating industry in 1958!

The **New 1958 CHECKER CAB** is great because, already tested and proved in billions of miles of operation, it has been **improved** by the suggestions and advice of **taxicab operators**.

They told our engineers what they wanted **and the engineers listened and acted**. Because Checker Cab Manufacturing Corp. is the **only** taxicab manufacturer in America, it always listens to the operator and values and respects his experience.

That's why **Checker is Great for '58!**

It is the **only** taxicab made in which the manufacturing process is governed by **engineers**, not "stylists." It is the **only** motor vehicle designed and engineered for continuous, profitable, **taxicab** operation. It is the **only** automobile offered as a taxicab for 1958 that has built-in comfort and safety for driver and passenger alike.

CHECKER CAB is the **money cab** for this year — and for next — because it's **THE ONLY TAXICAB BUILT FOR THE TAXICAB OPERATOR**.

- **ASK FOR A DEMONSTRATION** — you've seen the rest — now invest in the best! Write or visit any of CHECKER CAB's Sales and Service Centers for full information and a complete demonstration at **your own garage**.



CHECKER CAB MANUFACTURING CORP.
Kalamazoo, Michigan.

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